

Strategic Sales Management
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Lecture - 39
Role of AR/VR and AI in Selling

Now, after discussing the role of technology in selling process and the way sales force automation can help improving efficiency and productivity of our selling process. Let us look at the next emerging trend in sales, that is Role of Virtual Reality and Artificial Intelligence.

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So, many of us might be aware of this, rights. So, this is the game that was launch in 2016 and even from a kids age 6 years to the kind of you know adults aged 60 years, everyone was kind of you know playing this game at that point of time. So, that is a famous game called as Pokemon Go, right.

And that is where they implemented AR, augmented reality and kind of you know features of VR, virtual reality to engage customers into this game, right.

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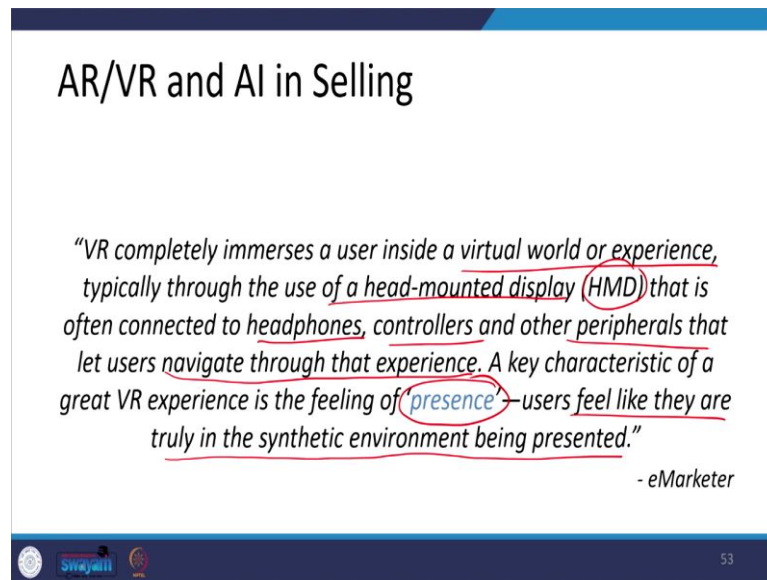


So, what is AR VR? So, AR is a short form for augmented reality which is a combination of digital and real-life situations. We usually use a mobile devices or tablets in this place. With coming to VR, we will have some headset and gloves and all which is 100 percent kind of you know virtual. So, nothing has a connection between the what real environment is all around us.

So, for example, in Pokemon Go its a kind of you know AR game, right you know you need to identify Pokemon's kind of you know moving across your premises, your building, your parks and everywhere. So, its a mixture of both digital, virtual kind of you know environment as well as an actual real environment. But in VR, its mostly everything is virtual, right.

So, and then there is a coming phase of mixed reality where this is a combination of digital as well as real life, but here the devices will differ. So, kind of you know you will be using AR glasses headsets and all.

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The slide features a title 'AR/VR and AI in Selling' at the top. Below it is a quote: "VR completely immerses a user inside a virtual world or experience, typically through the use of a head-mounted display (HMD) that is often connected to headphones, controllers and other peripherals that let users navigate through that experience. A key characteristic of a great VR experience is the feeling of 'presence'—users feel like they are truly in the synthetic environment being presented." The quote is attributed to eMarketer. The slide also includes a Swajati logo and the number 53 in the bottom left corner.

So, we; so, as for the eMarketer this is a very interesting statement, right. So, VR completely immerses a user inside a virtual world of experiences, typically through the use of head-mounted display, that is which is acronym as HMD that is often connected to headphones, controllers and other peripherals that let users navigate through that experience.

So, user has that control of navigation. A key characteristic of a great VR experience is the feeling of 'presence', you know you get yourself transformed into that kind of you know virtual environment. Users feel like they are truly in the synthetic environment being presented. The all we the all the buzzwords, right now like meta and all we are talking about VR and all.


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AR/VR and AI in Selling

How Brands Leverage AR/VR in Sales?

Retail Virtual Stores

- AR and VR can both be used to improve an in-store shopping experience.
- For example, one of the ways that retailers have leveraged AR/VR is by creating a virtual store app that can be used while shoppers are physically in your store.
- One use of this app is to help customers easily navigate through your store and find an item they're looking for.



<https://youtu.be/IPxBfr6YNek>

Source: Hubspot

Swajathi

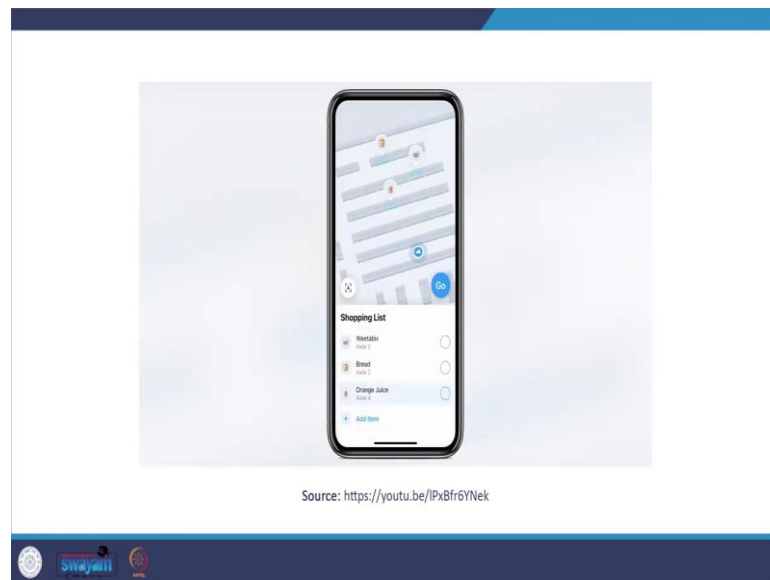
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So, how brands can leverage this AR VR in sales? Right. So, retail virtual stores is a one way to do that. So, AR and VR can both be used to improve an in-store shopping experience. So, for example, one of the ways that retailers have leveraged AR VR is by creating a virtual store app. So, right you are creating app for your mobile and within that you are creating or using VR to give that best experience to your customers.

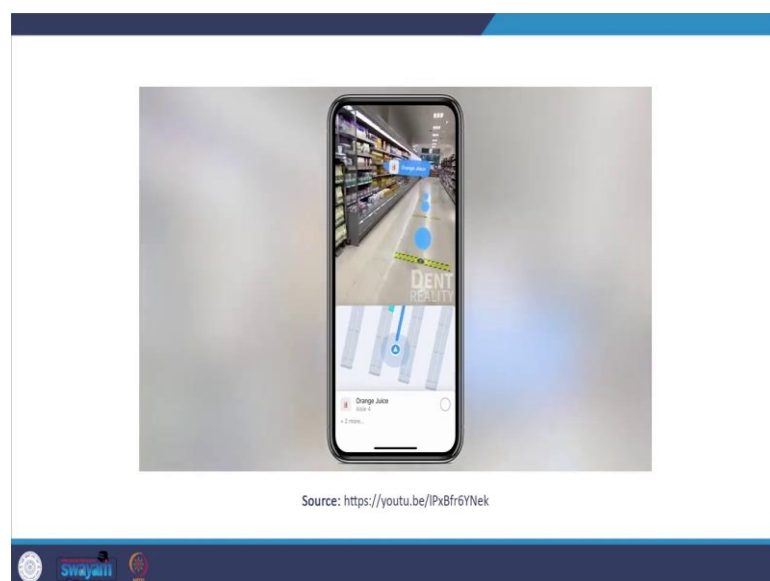
And this app that can be used while shoppers are physically in your store, right. So, one use of this app is to help customers easily navigate through your store and find an item they are looking for. So, mostly this particular dent reality is kind of you know software that has they have created for in store movement.

So, you just select where which portion or which section you want to visit inside that particular app and it will guide you virtually to that particular section or the goods that you want to purchase. So, that is have a look at this small video, that how they have integrated kind of you know this AR VR into their system.

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AR/VR and AI in Selling

How Brands Leverage AR/VR in Sales?

Gamification

- *Gamification is the process of using game mechanics, elements, and principles and applying them to non-game contexts to engage users better.*
- Using AR, your company can create a game to generate sales. For instance, users can play a game in a virtual space, but earn real-life rewards or points to redeem at your store.



Nike: Game of Go

<https://youtu.be/2GJLHAMVdLI>

Source: Hubspot

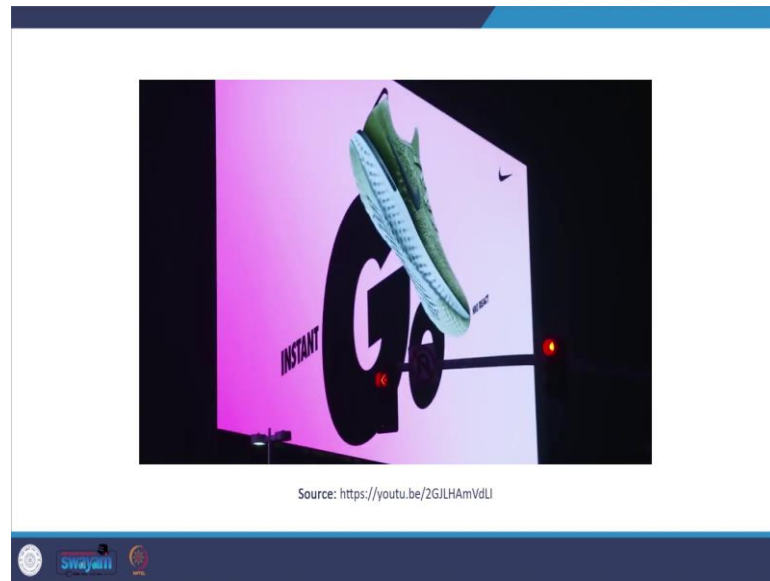
Swajati 55

Another way, that brands can leverage AR VR in sales is through gamification. What is gamification? So, gamification is the process of using more gaming elements or gaming mechanics and principles and applying them to non-game context to engage users better. So, using AR, your company can create a game to generate sales. For instance, user can play a game in virtual space, but earn real-life rewards or points to redeem at your store.

For example, Flipkart; Flipkart has already used these kind of, so they added some games into their shopping app; where you can a customer can play different games, some get some super coins or kind of you know kind of you know points or badges and then they can redeem those super coins in terms of whenever they are buying some products, right.

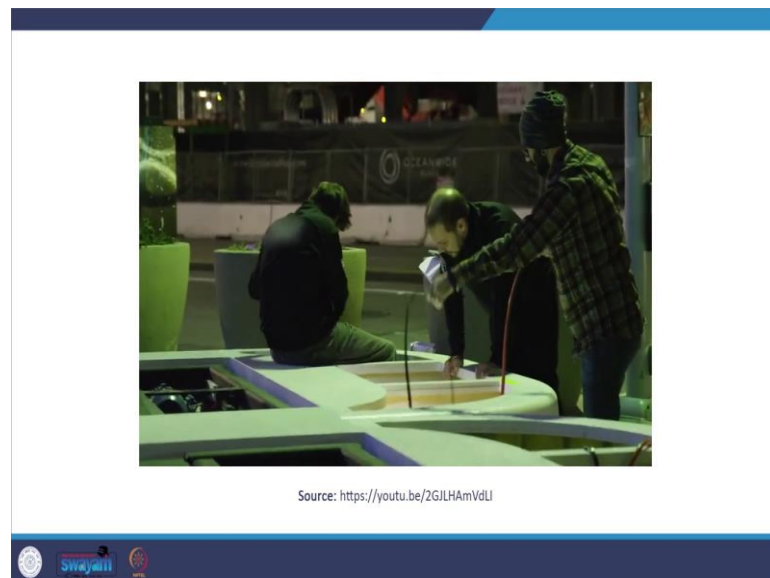
So, for example, even Nike. So, Nike a launched this the Game of Go kind of you know platform to engage their users when they were launching their sneakers in China. So, let us have a look at this particular interesting video, that you know how Nike has used gamification elements with the help of augmented reality or virtual reality.

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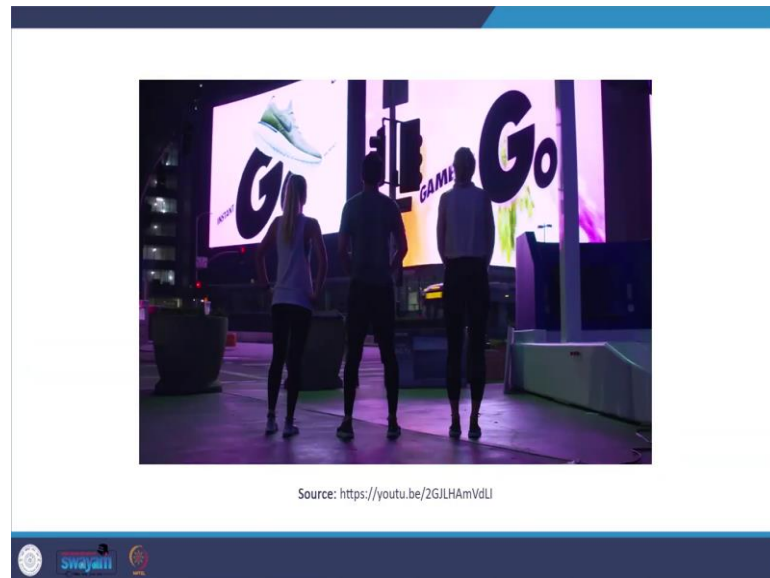
For the Nike epic react are they launch event, we want to put the game changing sneaker to the test.

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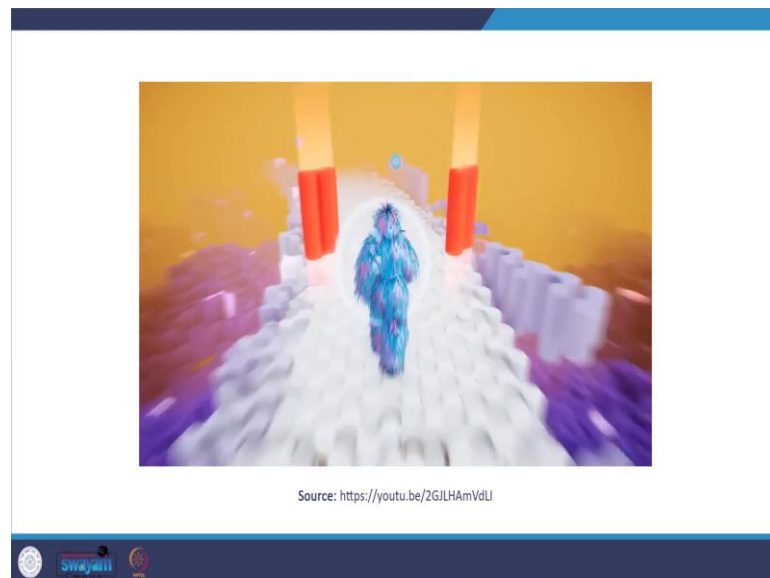
By engineering a running video game of epic proportions, played on a custom-built treadmill installation pushing the speed and reflexes of players to the limit.

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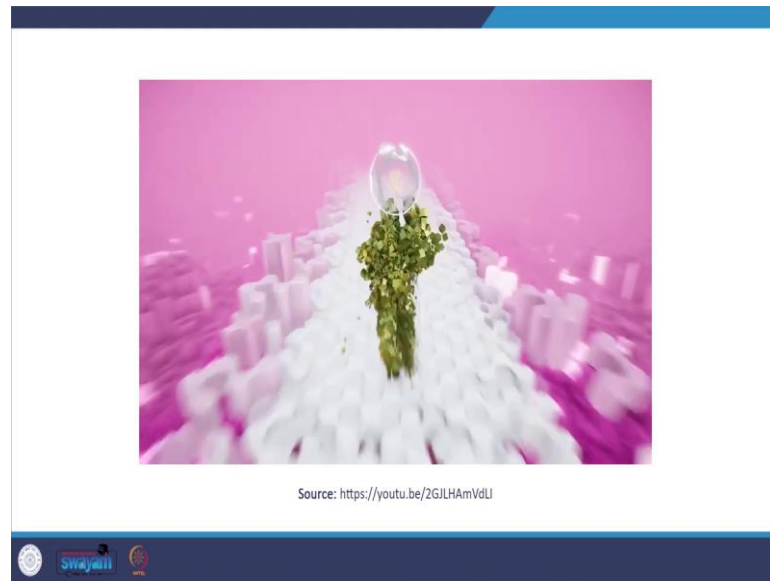
Outside one of the world's most iconic sports venues with a Game of Go, a game that literally reacts to its players with each avatar matching every move.

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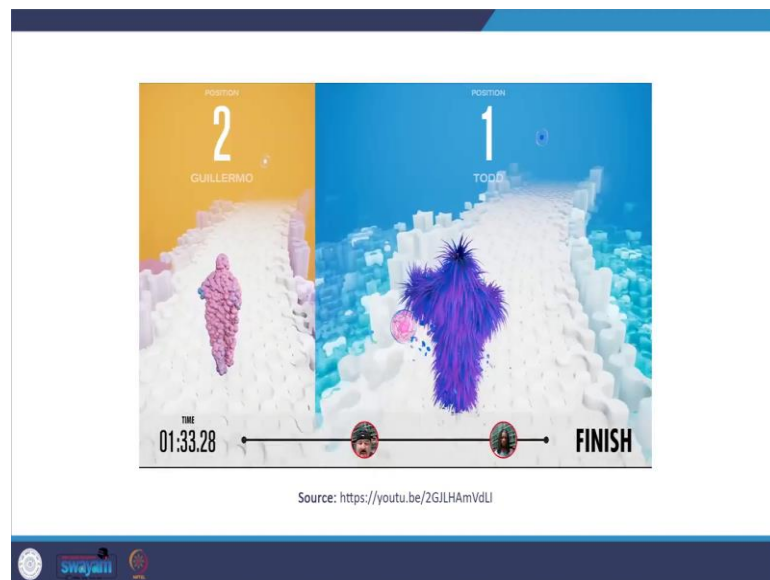
Exploding in color and motion, capturing every step; jump, dodge and power-up in a trail blazing visual spectacle.

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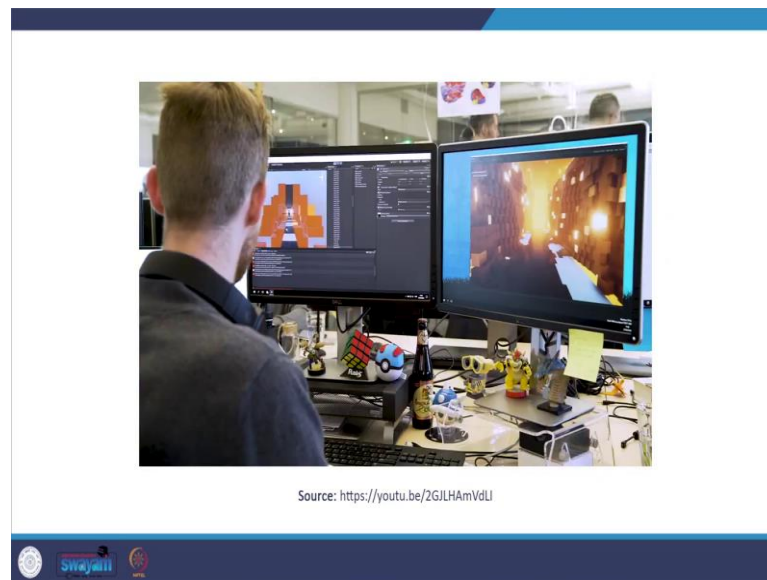
Each 3-player race took place on a custom engineered wide runway treadmill, with each shroud featuring state of the art tracking sensors, cameras and displays. For zero latency, dynamic audio-visual feedback creating a truly high-end gaming experience.

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A game of epic proportions like this was not going to work without being able to seamlessly stream data in real time and visually connect players with the movement of their avatars.

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So, by using some groundbreaking 3D rendering and data transmission techniques, a cluster of 12 powerful computers pumped out each and every movement of players avatars onto 2 giant screens to engage players and crowds alike in the game of go or in real-time for one masterfully engineered 3 day activation.

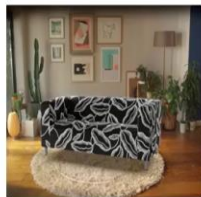
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AR/VR and AI in Selling

How Brands Leverage AR/VR in Sales?

Tasting Your Product

- With augmented or virtual reality, sales teams can show off their product in a more engaging way.
- A great example of this is **IKEA**. IKEA created an app, **IKEA Place**, where users can see how a piece of furniture will actually look in their space.
- It works by scanning the area to get proper measurements, and then placing various items in the picture to see how it would look.



<https://youtu.be/r0ViFTEb8aQ>

The slide features a title 'AR/VR and AI in Selling' and a sub-section 'How Brands Leverage AR/VR in Sales?'. Underneath is 'Tasting Your Product' with three bullet points. The first bullet point is underlined. The second bullet point mentions 'IKEA' and 'IKEA Place'. The third bullet point describes the process of scanning and placing items. To the right of the text is a small image of a virtual sofa in a room, with a URL below it. The slide has a blue footer with logos and the number 56.

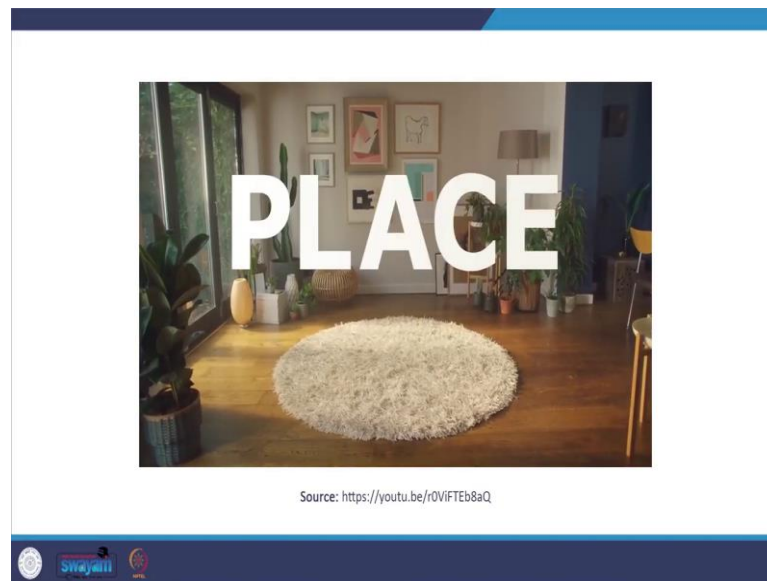
Another way to use kind of you know AR VR to improvise or bring more sales to a company is at the stage of testing your product. So, with augmented or virtual reality,

sales team can show off their product in a more engaging way. So, great example of this is IKEA.

So, IKEA created an app which is called as IKEA Place, where users can see how a particular piece of furniture will actually look in their own space at the of their home, right. So, how if they are buying some. So, for somewhere whatever furniture for living room. So, they can just raise the app we open the app and see how a particular kind of you know furniture item will look in those particular kind of you know their home settings.

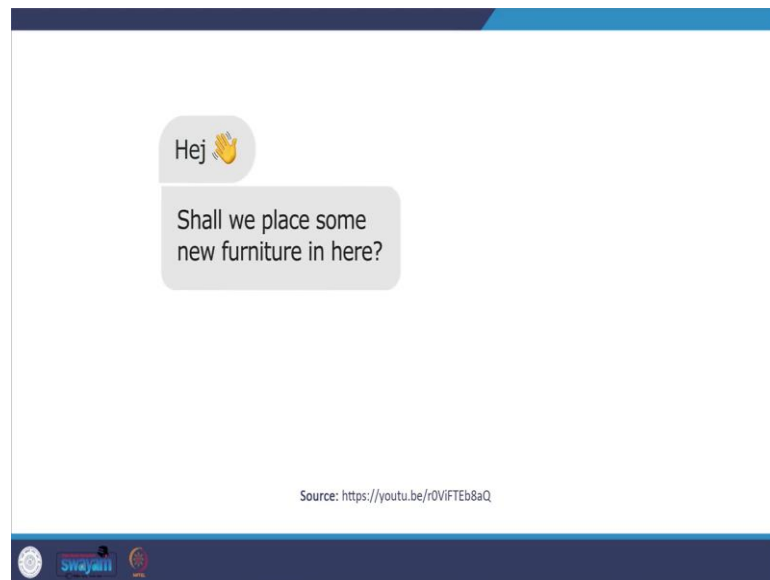
So, it works by scanning the area to get proper measurements and then placing various items in the picture to see how it would look. So, let us have a look at this interesting advertisement or commercial from IKEA place app.

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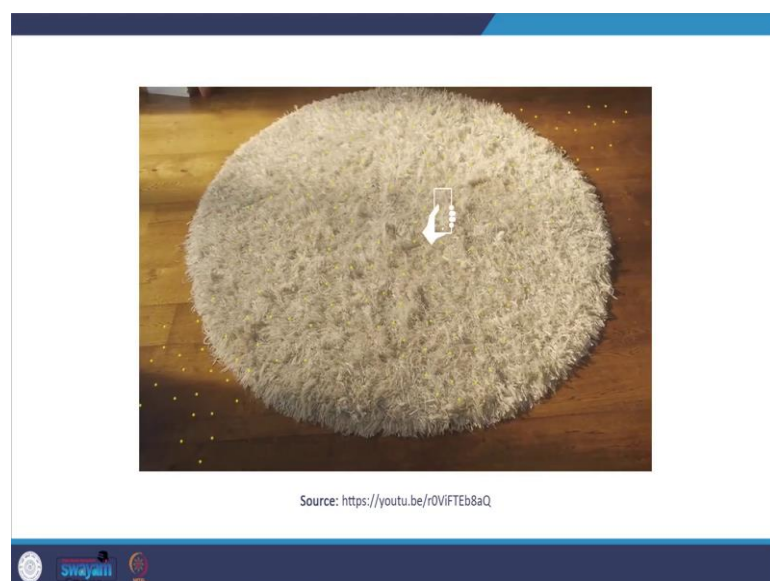


Hey, IKEA would like everyone to know about the place, our new augmented reality app. Built on Apple's new AR kit, you can easily place 2 to scale 3D models of IKEA furniture in your place.

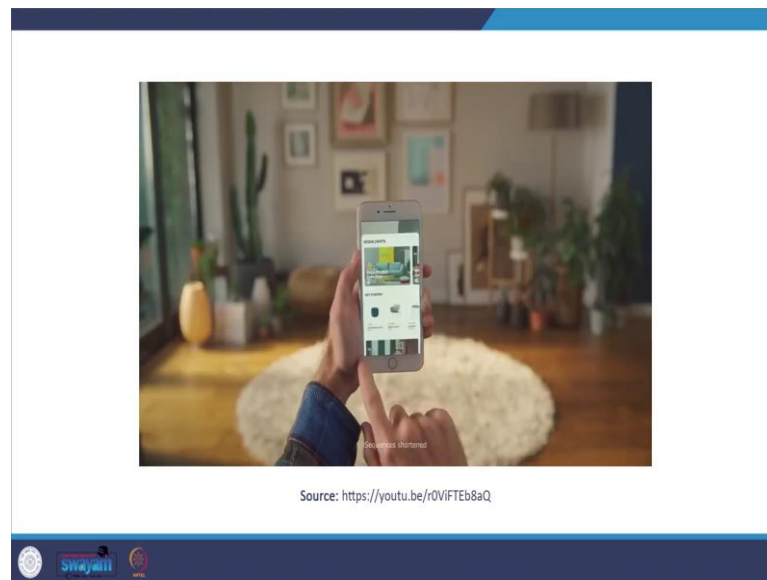
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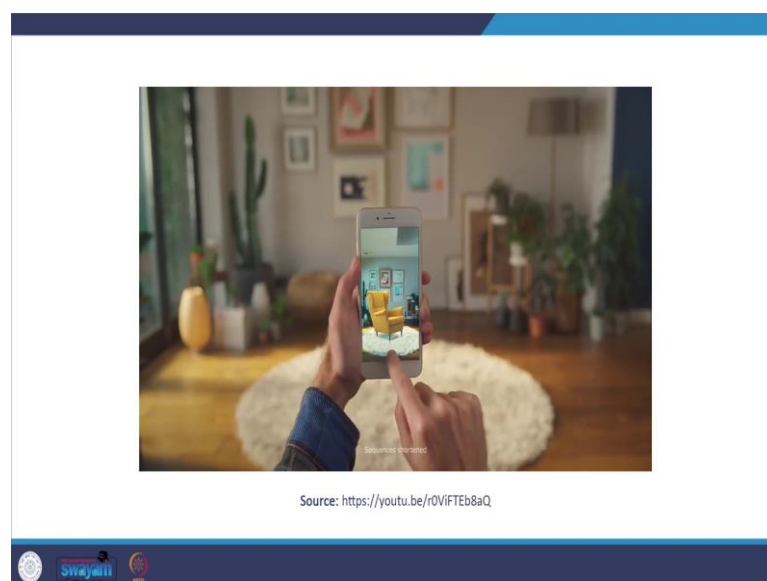
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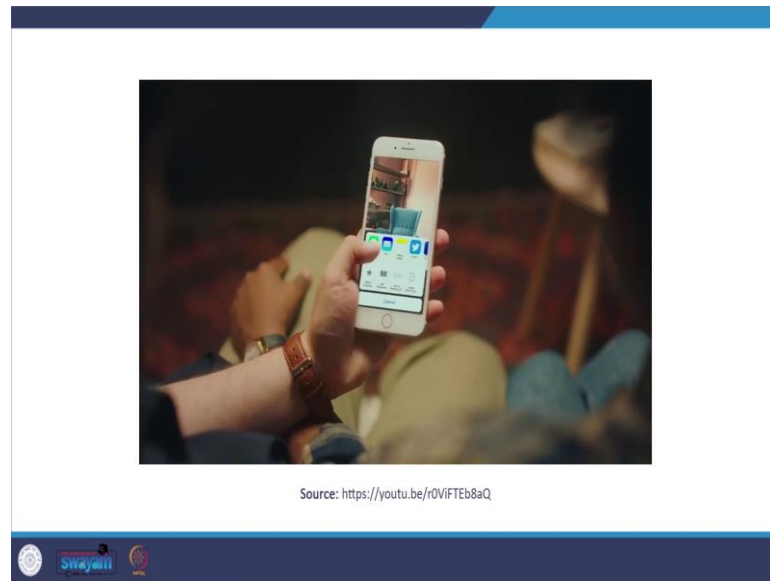


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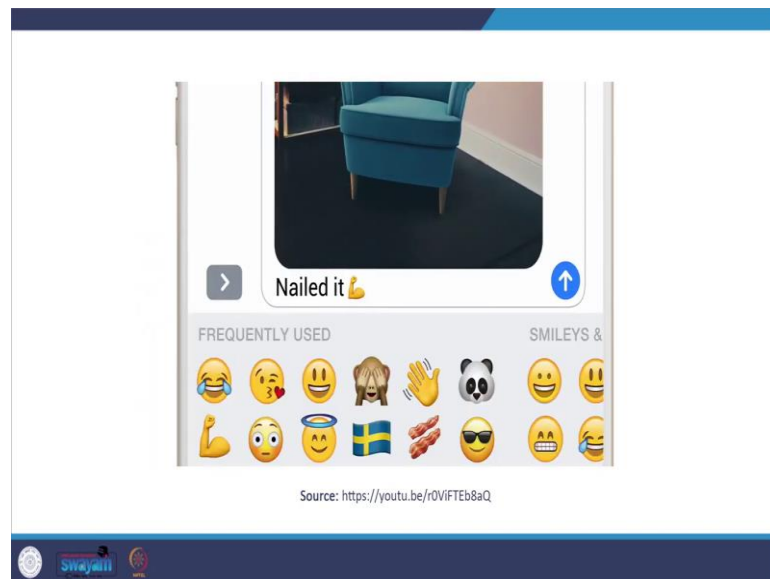
Scan, browse, select, move and place. So, that could mean less of this. And less of this. And, probably more of this. We want to make it easier for people everywhere to imagine a better place.

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Share this place.

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And this place. Try place in your place.


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AR/VR and AI in Selling

How Brands Leverage AR/VR in Sales?

Better Shopping Experience

- AR/VR can also be used to make the shopping experience easier and more convenient for customers.
- For example, when Amazon started opening Amazon Go stores, they implemented a "no checkout required" experience.
- This means that customers can go in, pick up a product, and leave without paying in-store.
- It works by using an AR app that can detect when a product is taken. When you leave the store, your Amazon account is charged.



<https://youtu.be/NrmMk1Myrc>

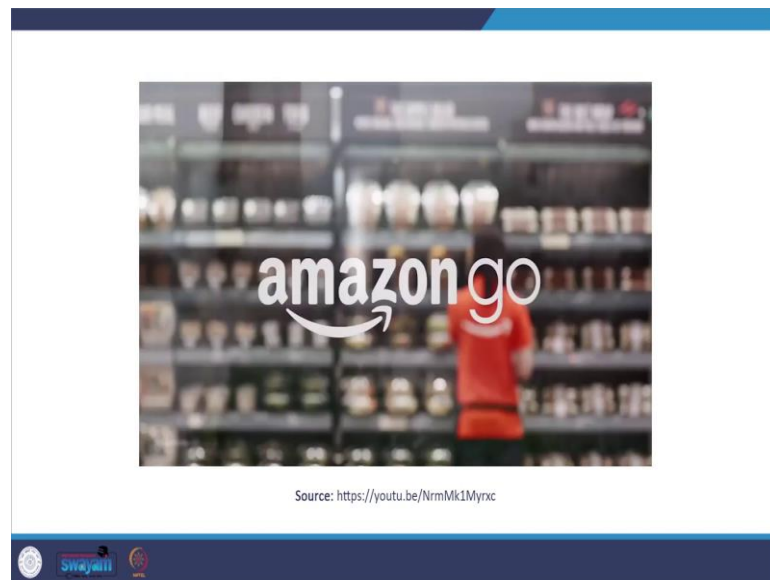
swajati 57

Another way is to provide better shopping experience using AR VR. So, that is again improves the opportunity for closing those particular sales. So, AR VR can also be used to make the shopping experience easier and more convenient for your customers. For example, when Amazon started opening Amazon Go stores, right. So, they implemented a 'no checkout required experience'. So, this means that customers can go in, pick up whatever they want and then leave without paying in-store.

And then it works by using an AR app that can detect when a product is taken. When you leave the store, and then once you will leave the store your Amazon account gets charged. So, again this we can have a look at this particular kind of you know Amazon Go store and how they actually manage the entire process and modified the shopping experience provided to their customers using AR VR.

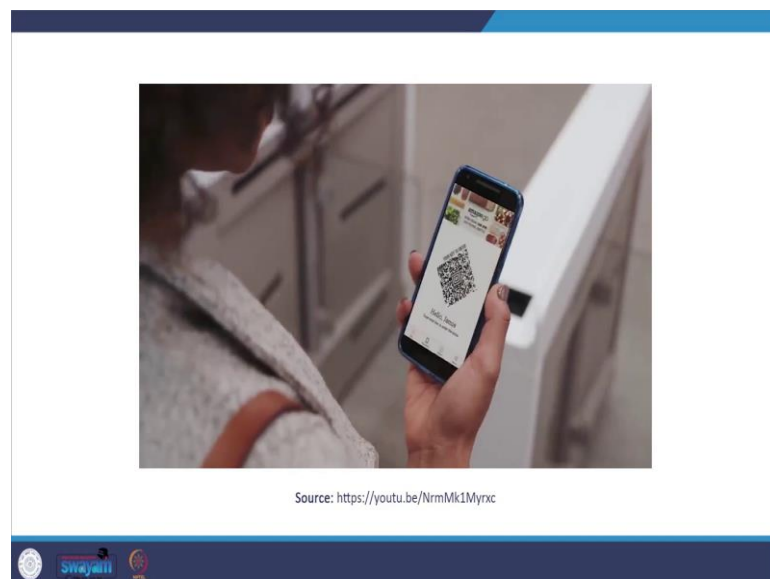
4 years ago, we started the wonder, what would shopping look like if you could walk into a store, grab what you want and just go? What if we can weave the most advanced machine learning computer vision and AI into the very fabric of a store. So, you never have to wait in line. No lines, no checkouts, no registers.

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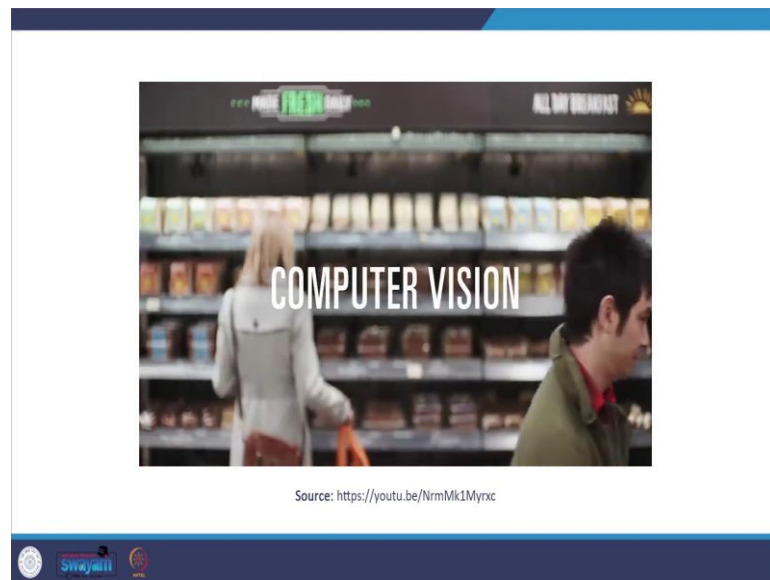
Welcome to amazon go.

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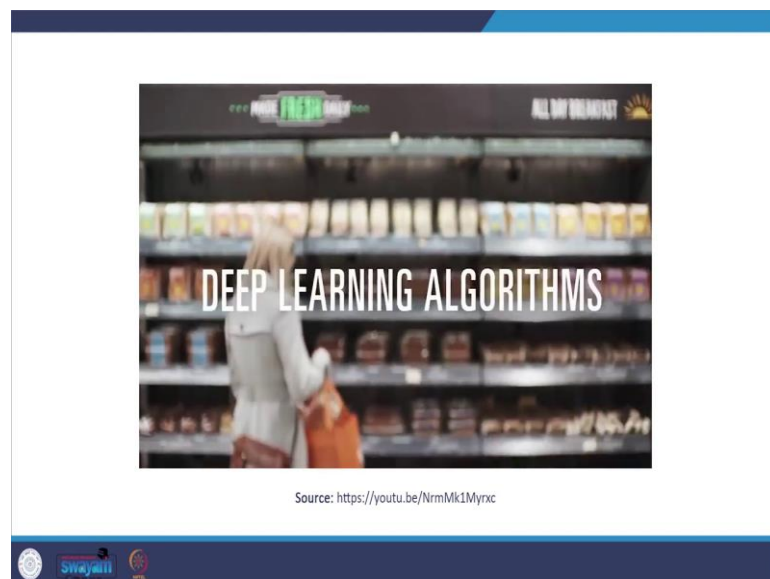
Use the Amazon Go app to enter. Then, put away your phone and start shopping. Its really that simple. Take whatever you like, anything you pick up is automatically added to your virtual card. If you change your mind about that cupcake, just put it back. Our technology will update your virtual card automatically. So, how does it work?

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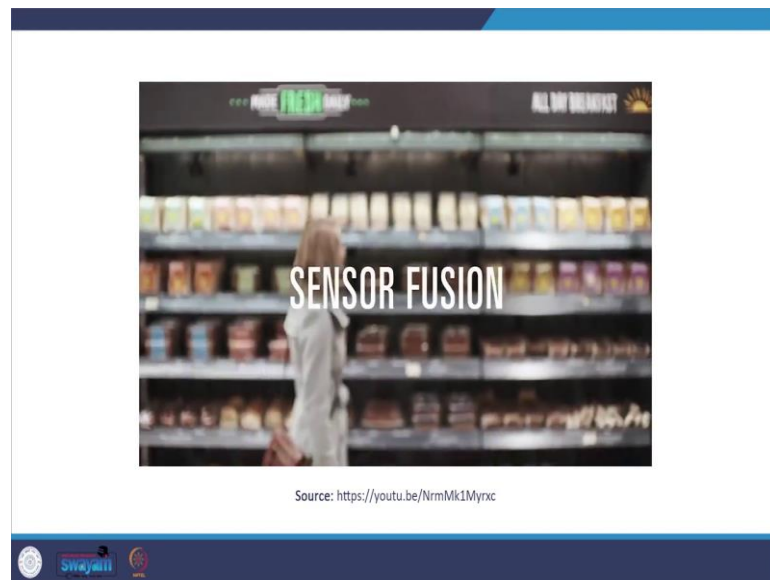


We used computer vision.

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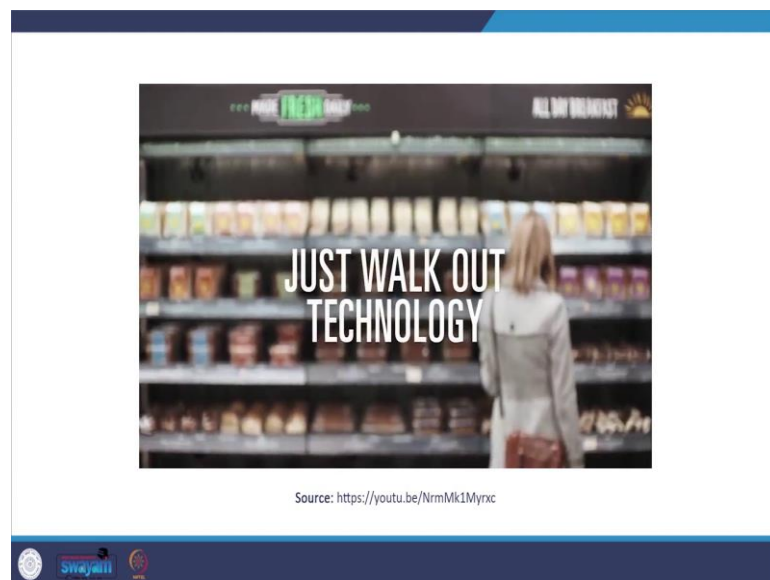


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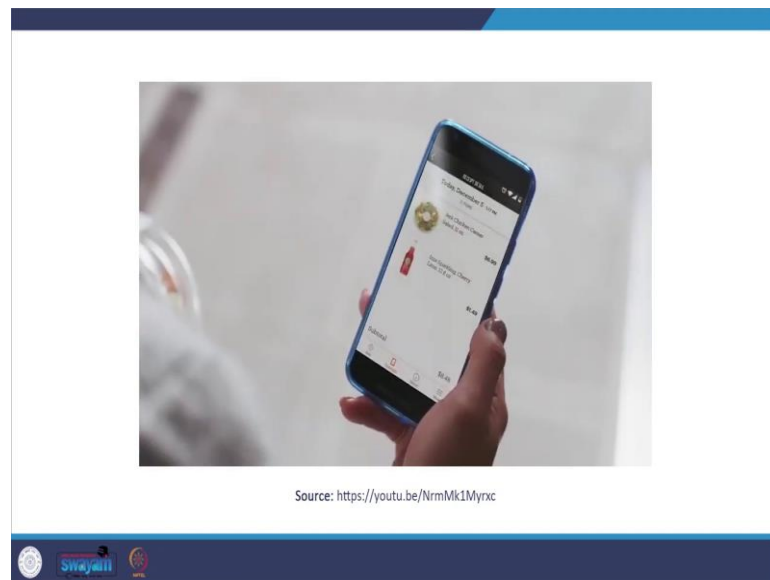
Deep learning algorithms and sensor fusion, much like you would find in self driving cars.

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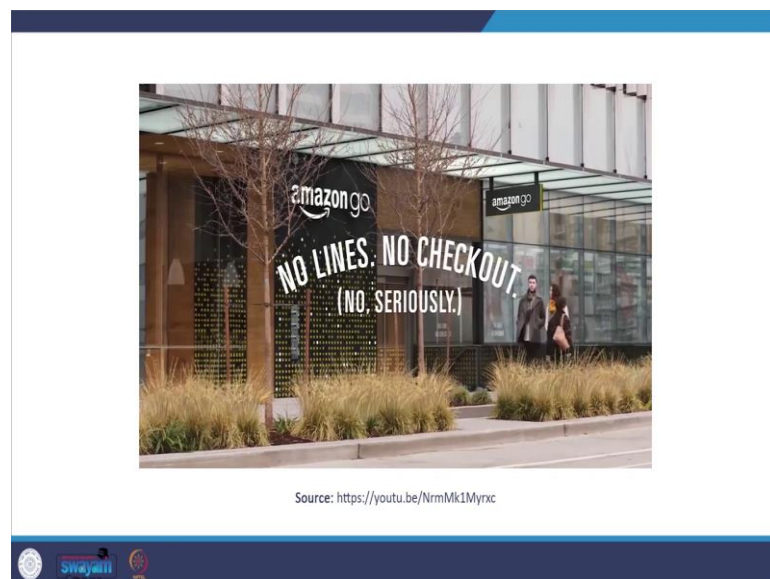
We call it, just walkout technology. Once you have got everything you want, you can just go. When you leave or just walkout technology adds up your virtual card and charges your Amazon account.

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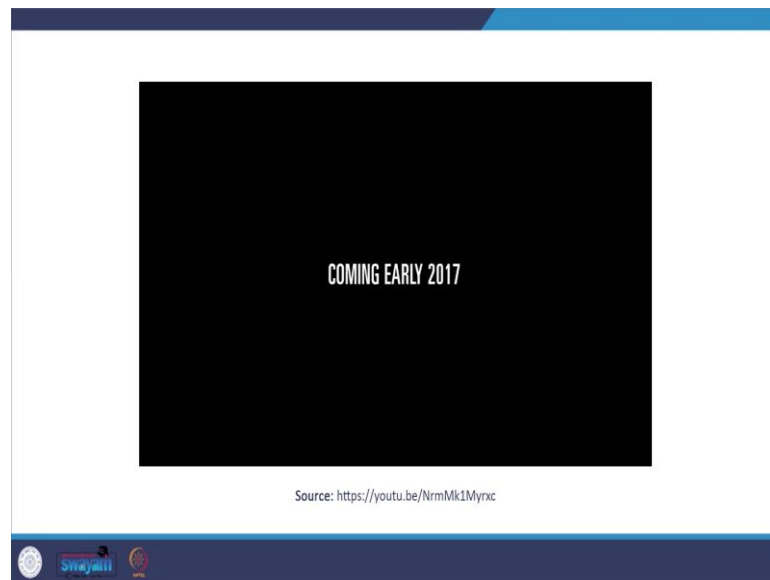
Your receipt is sent straight to the app and you can keep going amazon go.

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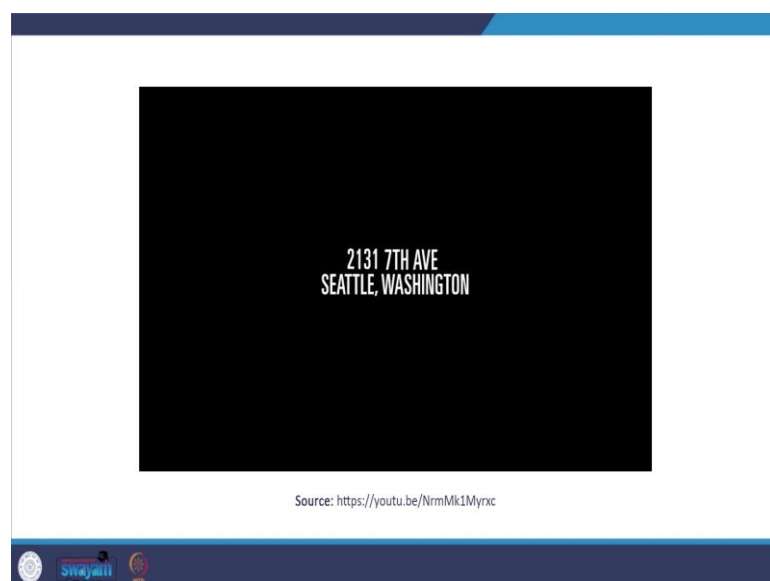


No lines, no checkout, no seriously.

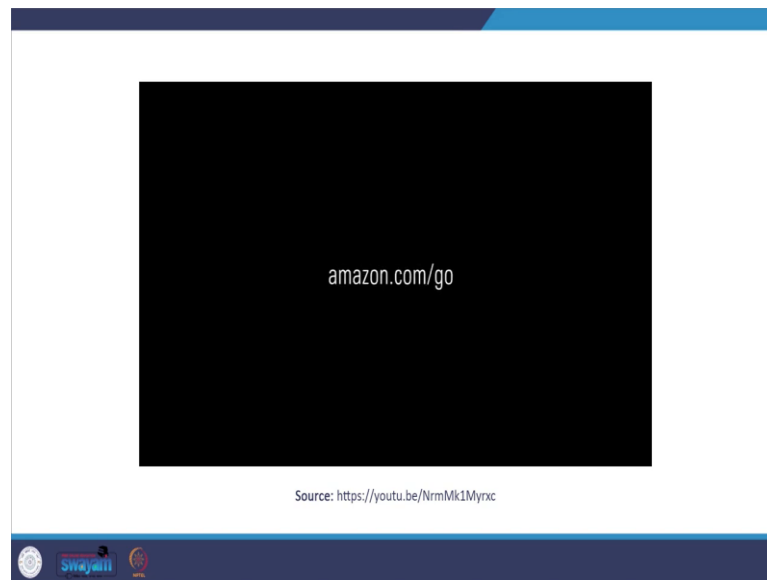
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AR/VR and AI in Selling

How Brands Leverage AR/VR in Sales?

Traditional Advertising

- Another way that AR/VR can be used to generate sales is by including it in your traditional ads.
- For instance, if you have a print ad in a magazine, you can include an AR element.
- Another example: Fanta Takeover
- This helps increase sales made directly from a traditional ad.



https://youtu.be/FaNtoxc-_Ww

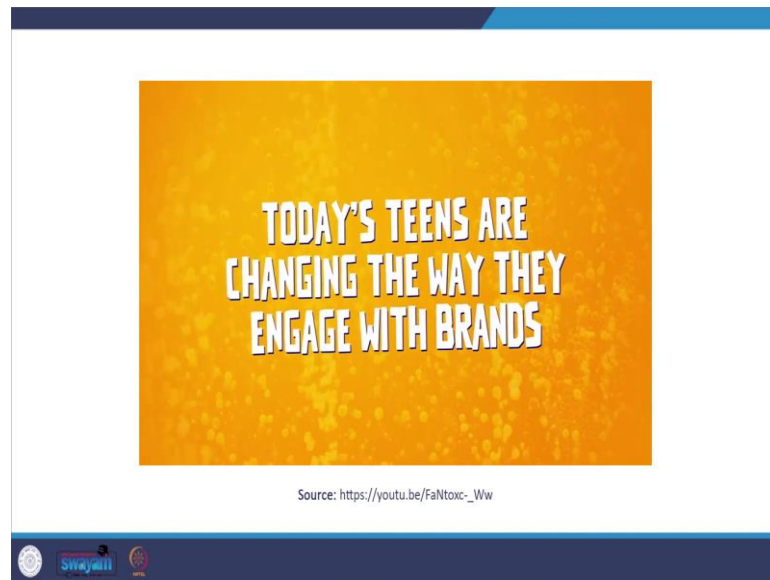
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Another way is to kind of you know modify your traditional advertising, using some AR VR elements. So, another way that AR VR can be used to generate sales is by including it in your traditional ads, right. So, for instance, if you have a print ad in a newspaper or a magazine, you can include an AR element in the particular ad as well. So, another example, from a particular example that I want to give is a Fanta Takeover.

So, they actually can you know help increase the sales made directly from the traditional ad. So, the Fanta Takeover is some a its another campaign, where they use packaging

like you know on the Fanta bottle. They there will some AR VR code, the QR code will be there and after scanning that you get into you have that particular kind of you know page opens where you get either different offers or you can have different kind of you know promotional elements as well. Let us have a look at this particular ad. [music].

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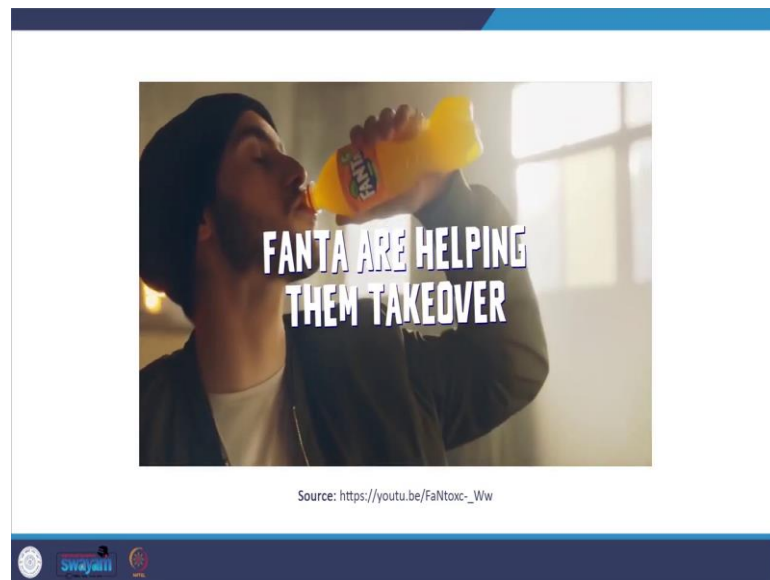


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Do not stop. Come alive [music].

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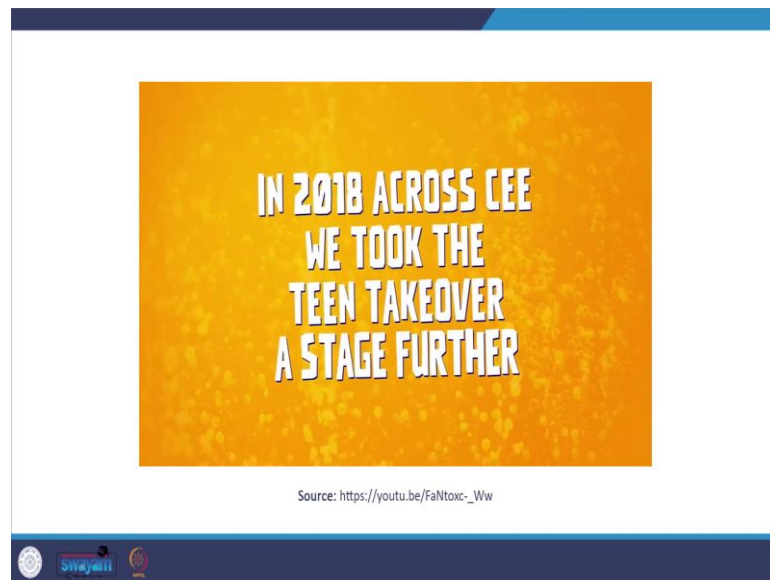
Come alive. Yo.

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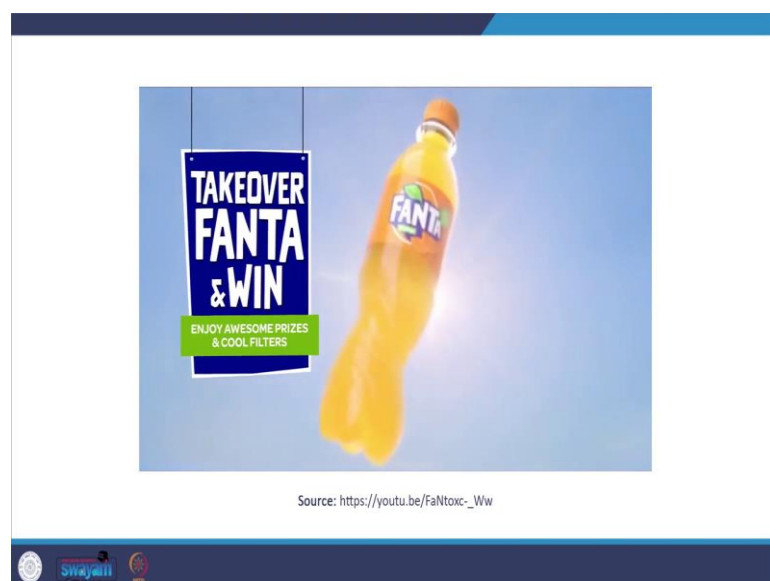


[music].

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We keep this central fruit [music].

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WE PARTNERED
WITH THE LATEST
VISUAL SHAZAM TECH

Source: https://youtu.be/FaNtoxc_Ww

swayam

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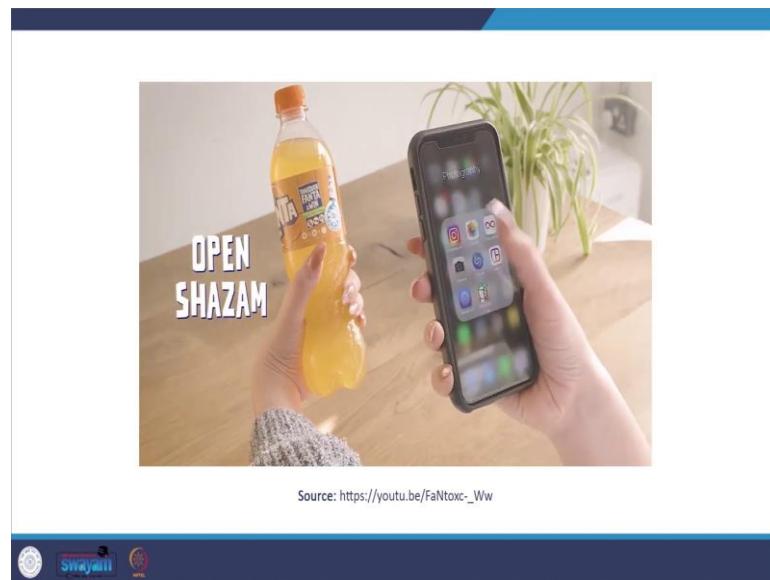


GRAB A
FANTA

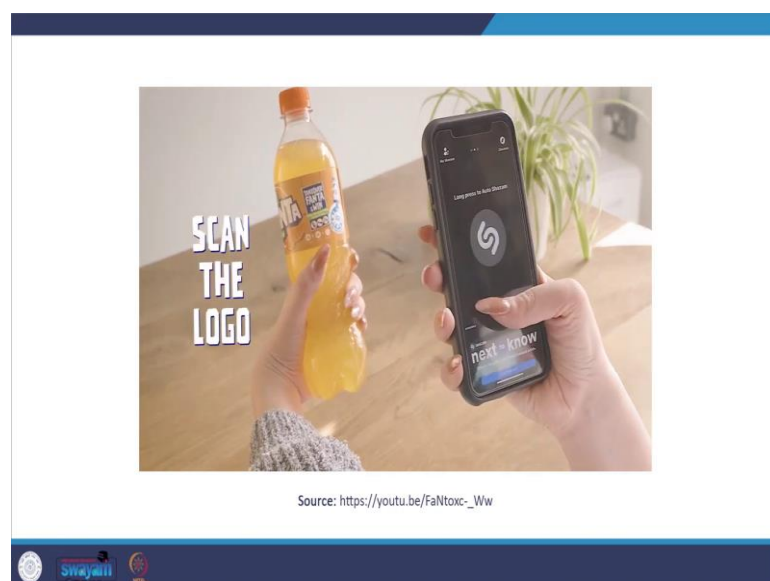
Source: https://youtu.be/FaNtoxc_Ww

swayam

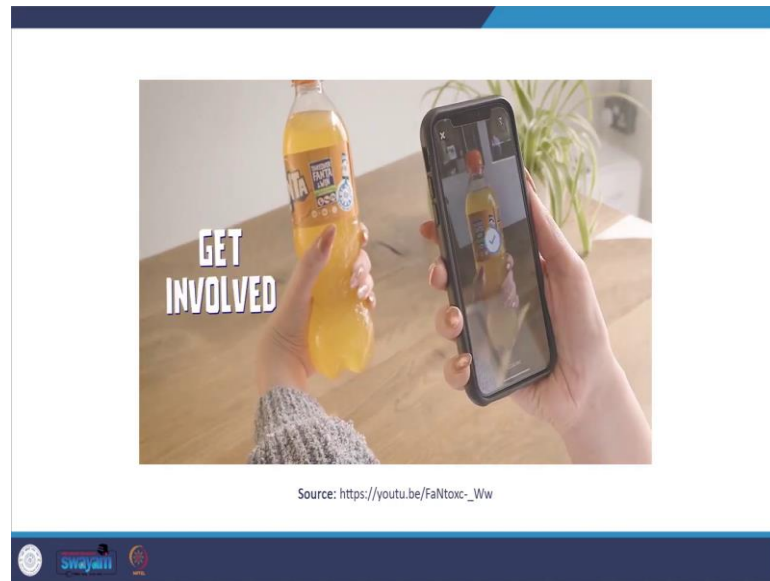
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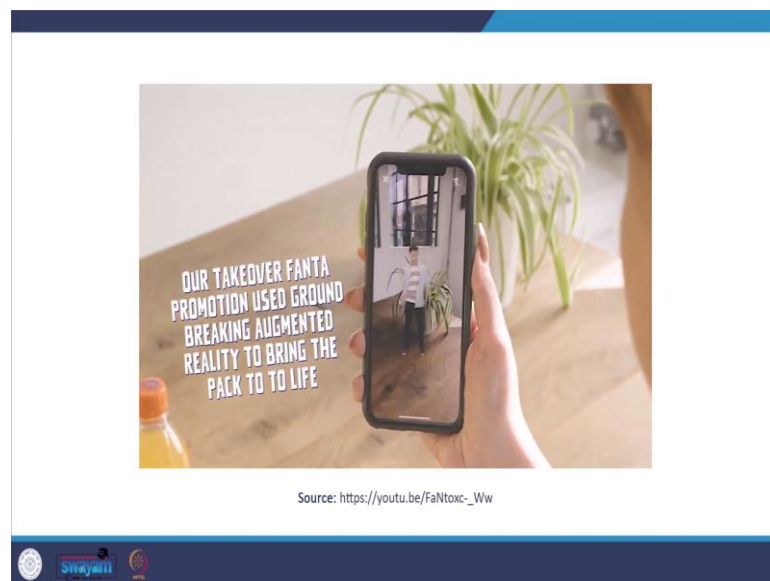
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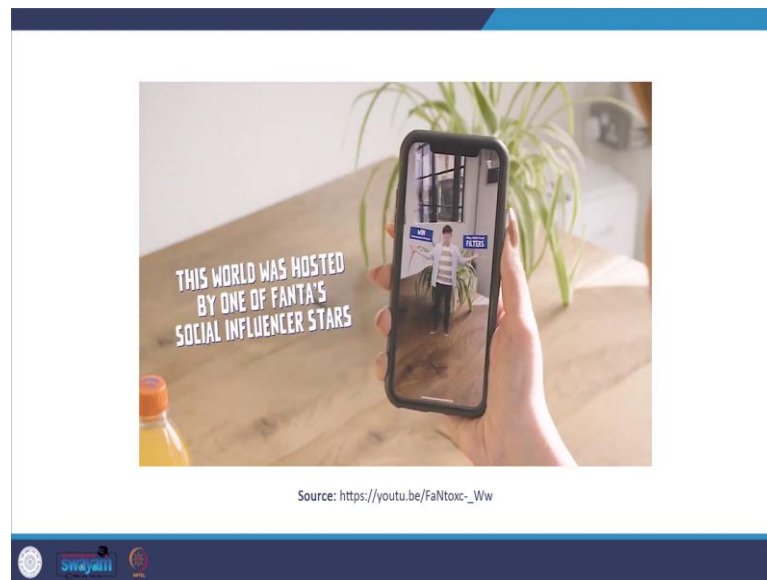


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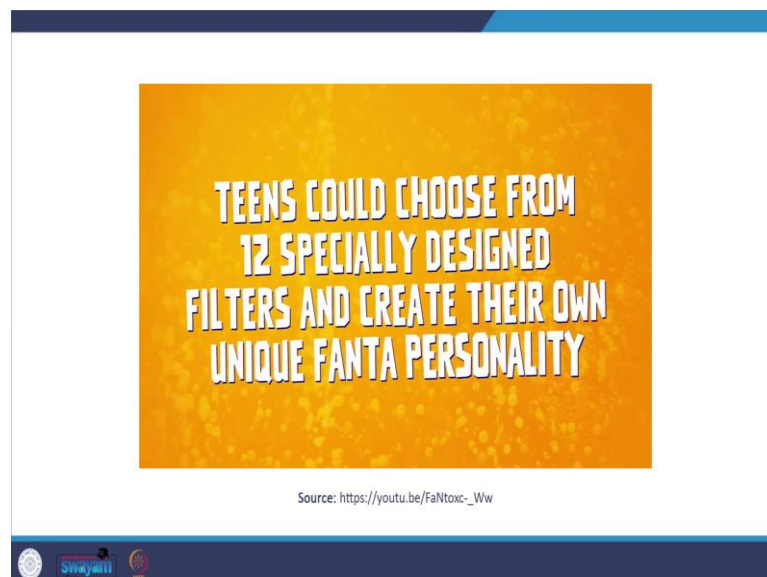
Do not stop, come alive [music]. Welcome back. You really are part of the team [music].

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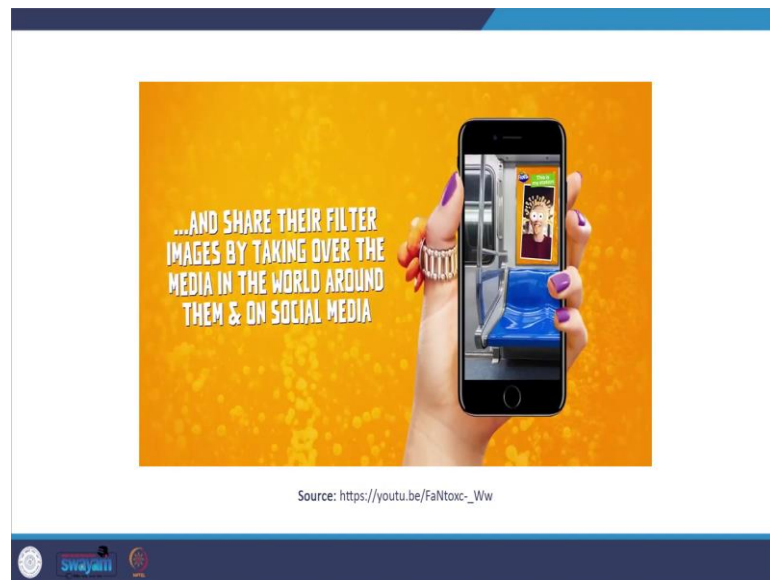
Try again to win some amazing prizes or try our new take over filters. We keep this central fruit [music]. You know what to do. Choose one [music].

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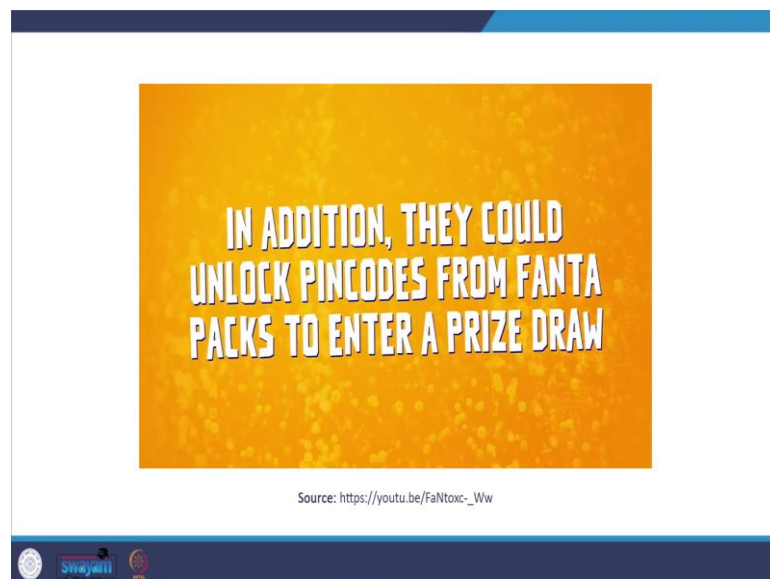
Fruit [music].

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[music].

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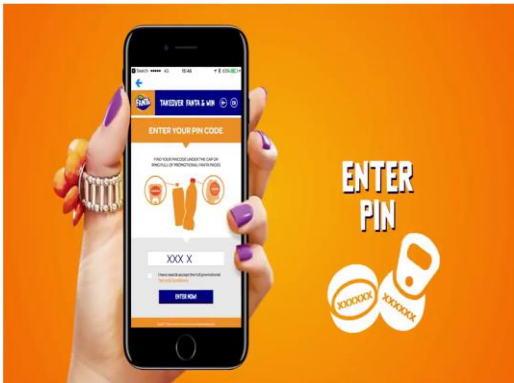


The image shows a hand holding a smartphone against an orange background. The phone screen displays a promotional page for Fanta. At the top, it says 'TAKEOVER FANTA & WIN'. Below that, it says 'AWESOME PRIZES!' and shows images of prizes like a camera, a bag, and a bottle. At the bottom of the screen is a blue button that says 'GET INVOLVED!'. To the right of the phone, the text 'PARTICIPATE AND WIN PRIZES' is written in large, white, bold letters.

Source: https://youtu.be/FaNtoxc_Ww

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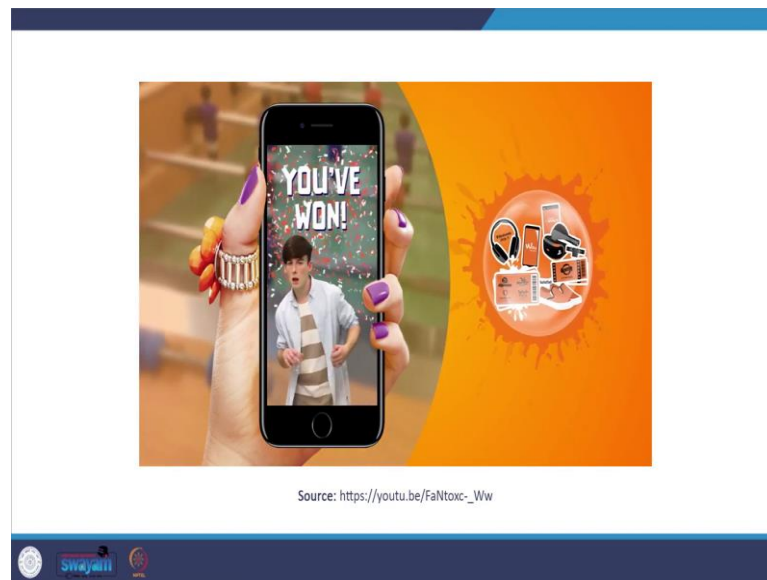


The image shows a hand holding a smartphone against an orange background. The phone screen displays a promotional page for Fanta. At the top, it says 'TAKEOVER FANTA & WIN'. Below that, it says 'ENTER YOUR PIN CODE'. There is a text input field with 'XXXX X' and a blue button that says 'ENTER PIN'. To the right of the phone, the text 'ENTER PIN' is written in large, white, bold letters, with a graphic of a Fanta bottle cap below it.

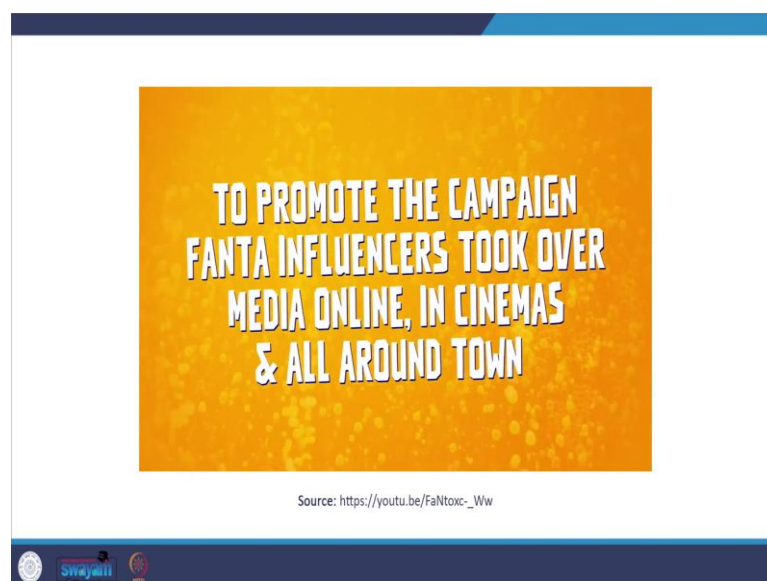
Source: https://youtu.be/FaNtoxc_Ww

swajati

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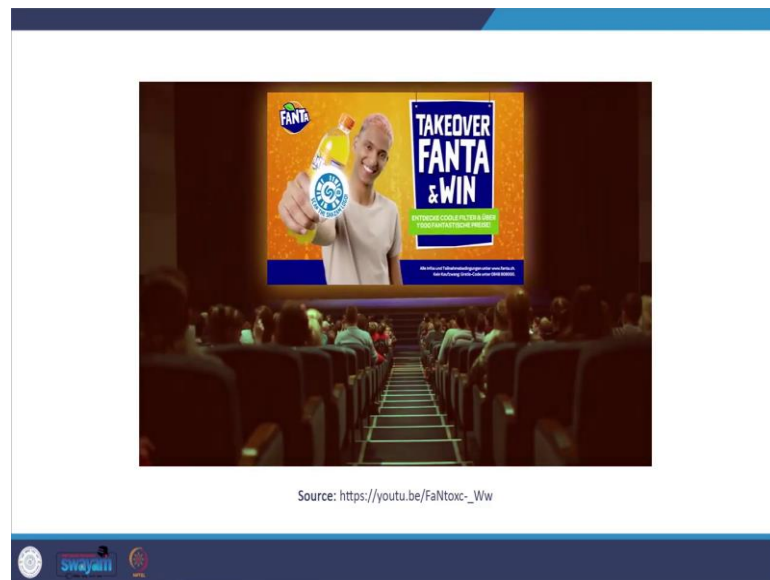


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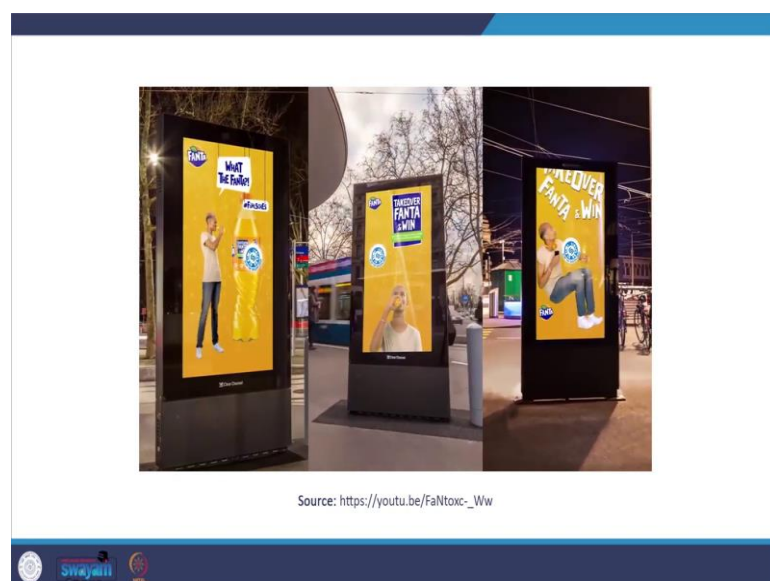


We keep this central fruit [music].

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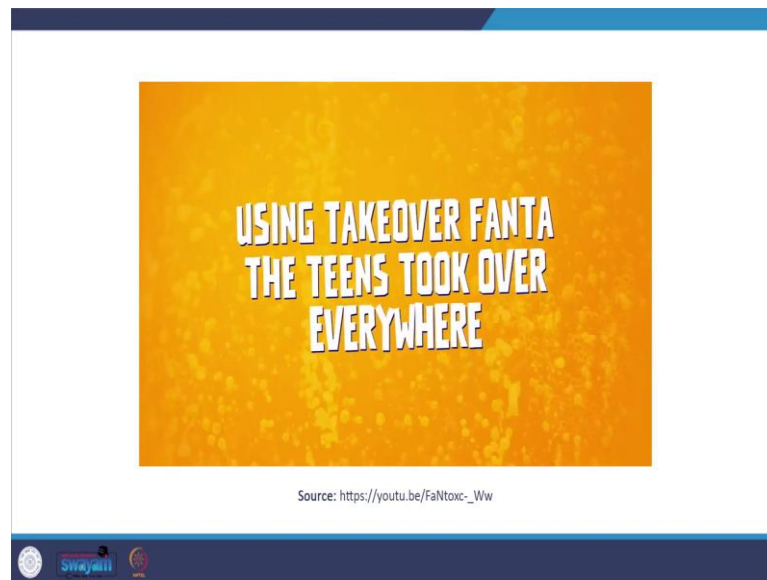


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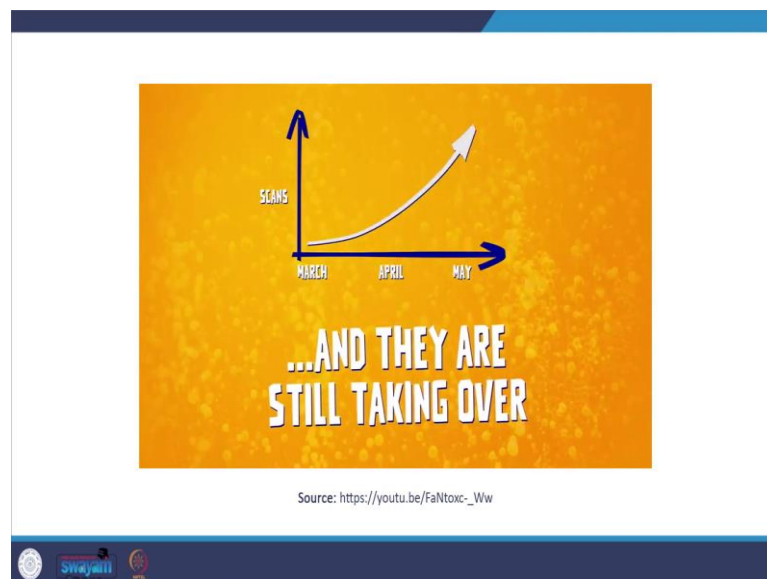
Do not stop come alive do not stop come alive [music].

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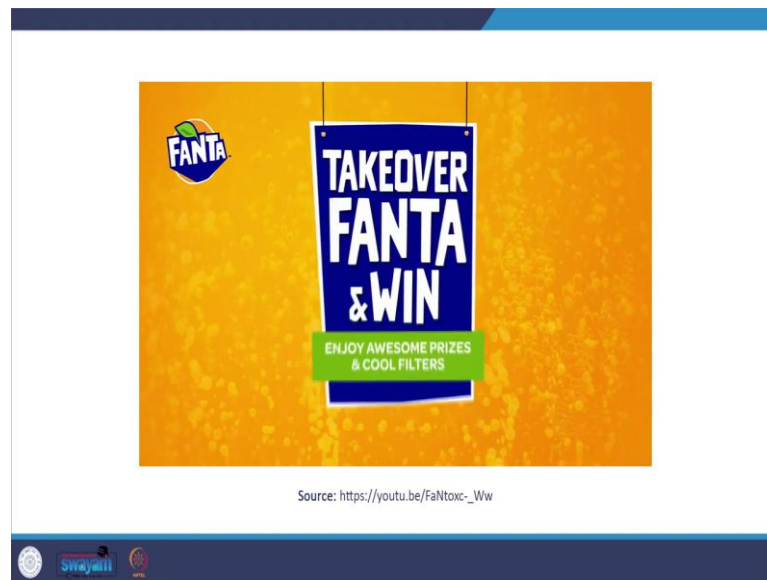
We keep this central fruit [music].

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Do not stop come alive do not stop come alive [music].

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Do not stop, come alive.

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AR/VR and AI in Selling

Role of VR in Selling

<p>Increasing customer confidence</p> <p>↓</p> <p>Reducing sales associated costs</p> <p>↓</p> <p>Creating an engaging sales training experience</p> <p>↓</p> <p>Selling an experience, not a product</p>	<ul style="list-style-type: none">• Selling complex products to prospects isn't always the easiest job in the world. Prospects have a hard time imagining how the firm's offering can help their specific needs and wants.• That's where VR is beneficial. With VR, reps are able to show the company's products and offerings in a completely innovative way.• Unlike product sheets and brochures, VR tells the whole story. It helps customers understand features, workflows, and everything else they need to know.• It gives their prospects <u>that little extra boost of confidence</u> they need to continue down the sales cycle.
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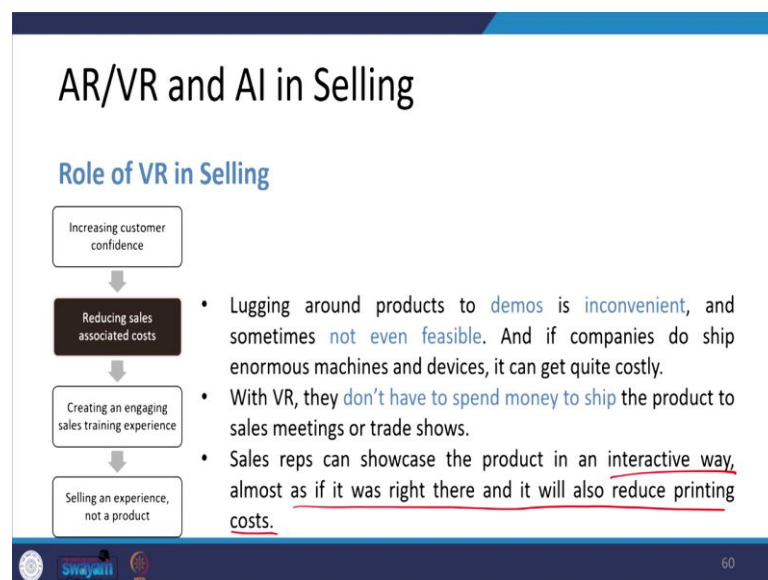
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Now, what is the role of VR in selling? Right. So, there are different roles that VR can play in improvising your selling process. First stage is a increasing customer experience. So, whenever you are selling a complex products to prospect, its not an easiest job, right. So, prospects have a hard time imagining how the firms offering can help in their specific needs and wants.

So, that is where VR is beneficial. So, with VR representatives or sales people can actually be able to show the company's products and offerings in a completely innovative way. So, unlike product sheets and brochures which is very tedious and may not be preferred by your customers in comprehending what are the benefits offered by the product, VR tells the whole story, right.

How particular product will work. It helps customers understand features, workflows and everything. So, it gives their prospect that little extra boost of confidence. So, using technology, it gives a different experience of you know learning more about that particular product.

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Coming to the next benefit or the next role of VR in selling is to reduce sales associated cost. So, lugging around products to demos is inconvenient, right. So, and sometimes not even feasible. If you are located in a different location and your customers are located abroad, you cannot actually express those product benefits efficiently and effectively.

So, and if companies do ship enormous machines and devices it can get quite costly as well. So, even if will you be able to ship the particular big machine just to give the demo, right. So, that is even not possible, but with VR, they do not have to spend money to ship the product to sales meetings and trade shows.

So, sales ships can showcase the product in an interactive way, almost as if it was right there and it will also reduce printing cost as well. So, that is kind of you know cost saving can also be done using some VR applications.

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AR/VR and AI in Selling

Role of VR in Selling

Increasing customer confidence

↓

Reducing sales associated costs

↓

Creating an engaging sales training experience

↓

Selling an experience, not a product

- VR allows the creation of an interactive training experience.
- With simulations, reps can practice sales pitches in actual scenarios in a risk-free environment.
- There are even some VR training programs that can help sales reps with maintaining eye contact, practicing body language, and other essential selling skills.
- This type of training helps reps stay engaged and eliminates distractions (like playing games on their phones). And it's more realistic than practicing with another peer or in front of the mirror.

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Again, another role of VR is to create an engaging sales training experience. So, one can give more efficient training to the sales people or the team of sales persons. So, VR allows the creation of an interactive training experience with simulations, reps can actually practice sales pitches in actual scenarios in a risk-free environment, right.

So, the role plays can be actually automated. So, there are even some VR training programs that can help sales reps with maintaining eye contact, practicing body language and other essential selling skills. So, you can identify one can identify what exact training requirements are and then VR can be used to kind of you know address those particular points, right.

So, this type of training helps reps stay engaged and eliminates distractions as well and its more realistic than practicing with another peer or usually what we you know kind of you know guide to the sales people is to practice in the front of mirror. So, you can take away that kind of you know boring task and then you can use some VR applications.

So, that your sales rep can actually practice the sales pitch with a particular VR agent or maybe you know kind of tools like Alexa and Siri. So, those kind of tools as well. So, millennials. So, sorry.

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AR/VR and AI in Selling

Role of VR in Selling

Increasing customer confidence

↓

Reducing sales associated costs

↓

Creating an engaging sales training experience

↓

Selling an experience, not a product

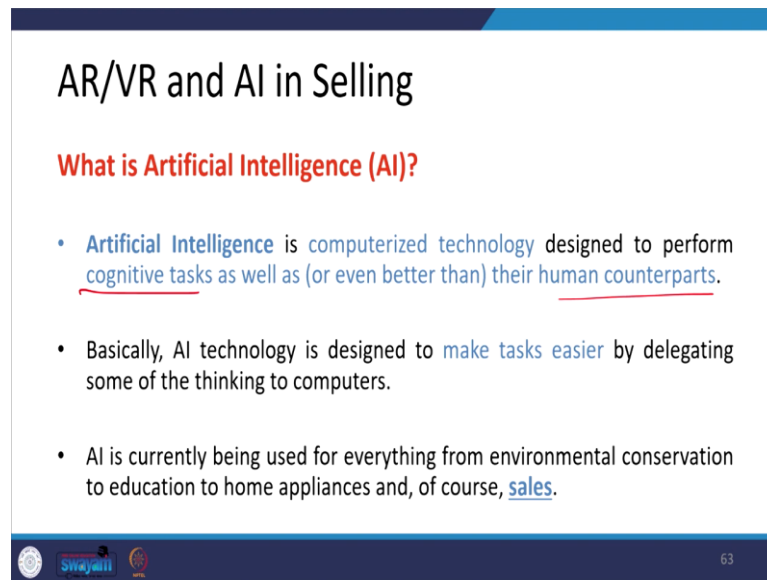
- Millennials are increasingly interested in experiences as ownership and consumables are becoming less important for this generation of customers.
- VR is a great way to meet this expectation of the customer as it enhances the overall purchase experience of the customer by allowing them to get the 'feel' of using the product in different scenarios.

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Next, kind of you know role is selling an experience not a product. So, that is kind of you know VR can play an efficient role in the process. So, millennials are increasingly interested in experiences. No one wants to buy product, everything has to be an experiential, right.

So, as ownership and consumables are becoming less important for the generation of customers, VR is a great way to meet this expectation of the customer as it enhances the overall purchase experience of the particular customer by allowing them to get the 'feel' of using that product, right. So, one should get the feel that how a particular product will be kind of you know doing its performance, right.

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The slide features a dark blue header with the title 'AR/VR and AI in Selling' in white. Below the title, the sub-heading 'What is Artificial Intelligence (AI)?' is written in red. Three bullet points are listed in blue text, with the first point underlined. The footer contains a dark blue bar with logos on the left and the number '63' on the right.

AR/VR and AI in Selling

What is Artificial Intelligence (AI)?

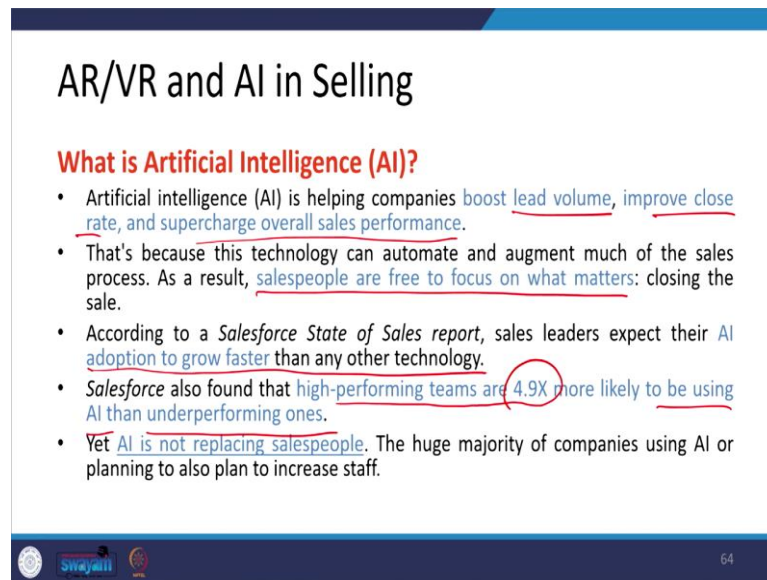
- Artificial Intelligence is computerized technology designed to perform cognitive tasks as well as (or even better than) their human counterparts.
- Basically, AI technology is designed to make tasks easier by delegating some of the thinking to computers.
- AI is currently being used for everything from environmental conservation to education to home appliances and, of course, sales.

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So, what is artificial intelligence? So, we looked at VR AR how it has been implemented. Now, let us look at what is artificial intelligence and how companies are using it. So, artificial intelligence is computerized technology designed to perform cognitive tasks as well as kind of you know or even better than their human counterparts. Basically, AI technology is designed to make sales easier by delegating some of thinking of computers.

So, AI is currently being used for everything from environmental conservation to education, to home appliances and of course sales as well.

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AR/VR and AI in Selling

What is Artificial Intelligence (AI)?

- Artificial intelligence (AI) is helping companies boost lead volume, improve close rate, and supercharge overall sales performance.
- That's because this technology can automate and augment much of the sales process. As a result, salespeople are free to focus on what matters: closing the sale.
- According to a *Salesforce State of Sales report*, sales leaders expect their AI adoption to grow faster than any other technology.
- *Salesforce* also found that high-performing teams are 4.9X more likely to be using AI than underperforming ones.
- Yet AI is not replacing salespeople. The huge majority of companies using AI or planning to also plan to increase staff.

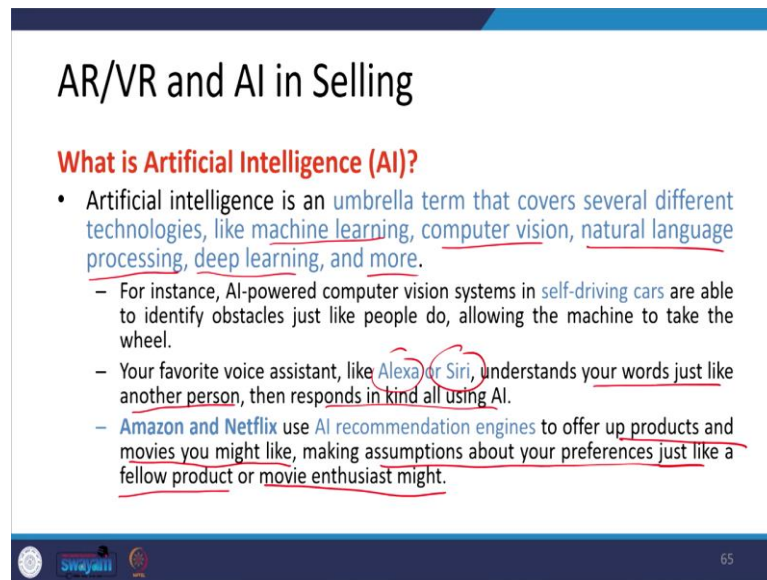
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So, artificial intelligence is helping companies boost lead volume, improve their sales closing rate and supercharge overall sales performance as well. So, that is because this technology can automate and augment much of the sales processes. As a result, sales people are free to focus on what matters: like you know prospecting, interaction, building relationship with the clients and all.

So, according to a salesforce state of sales report, sales leader expect their AI adoption to grow faster than any other technology. And salesforce also found that high performing teams are 4.9 times more likely to be using AI than underperforming one. So, if team is adopting AI technology for the selling process, they are going to get much more benefits from that.

So, yet AI is not replacing sales people. The huge of majority of companies using AI or planning to also plan to increase staff. So, everybody is increasing staff. Not just that you know AI will take away the jobs of sales people. It actually increasing the way sales people are required and the way they are working with their clients.

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AR/VR and AI in Selling

What is Artificial Intelligence (AI)?

- Artificial intelligence is an umbrella term that covers several different technologies, like machine learning, computer vision, natural language processing, deep learning, and more.
 - For instance, AI-powered computer vision systems in self-driving cars are able to identify obstacles just like people do, allowing the machine to take the wheel.
 - Your favorite voice assistant, like Alexa or Siri, understands your words just like another person, then responds in kind all using AI.
 - Amazon and Netflix use AI recommendation engines to offer up products and movies you might like, making assumptions about your preferences just like a fellow product or movie enthusiast might.

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So, artificial intelligence is an umbrella term that covers several different technologies, like machine learning, computer vision, natural language processing that is NLP and even deep learning and many more. So, for instance, AI powered computer vision systems in self-driving car that is the best example of how AI can be implemented to augment the consumer experience.

Your favorite voice assistants like Alexa and Siri are nothing but the AI tools, right or AI systems that understand your words just like another person and then respond it in kind of all using AI. Even Amazon and Netflix use AI recommendation engines to offer a products and movies you might like, making assumptions about your preferences just like a fellow product or a movie enthusiast might.

So, that is how companies like Amazon and Netflix are using AI to augment their selling experiences that they are going to give to their customers. So, there are different ways through which AI is also helpful in selling, right. So, first benefit or first role it plays in to offering a better lead prioritization.

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AR/VR and AI in Selling

How AI can help in selling?

- Better lead prioritization
- Personalization of sales strategy
- Better insights with automated data capture
- Accurate forecasting for an optimized sales strategy

Source: <https://www.marketinginstitute.com/blog/ai-in-sales>

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Personalization of sales strategy, better insights with automated data capture and then accurate forecasting for an optimized sale strategy.

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AR/VR and AI in Selling

How AI can help in selling?

1. *Better lead prioritization:*

- Lead and behavioral scoring is about predicting the leads that are most likely to convert. Several factors go into building a lead scoring model, such as:
 - Behavioural analysis: Understanding how potential buyers are interacting with a company is critical to lead conversion. For instance, someone visiting your pricing page is more interested in your products than someone who visits your home page and bounces back.
 - Lead information: For a B2B enterprise, factors such as the annual revenue or any recent mergers and acquisitions (M&A) of its leads are important parameters for lead scoring.
- The use of AI in sales can help fine-tune lead scoring models such that the 'hot leads' are at the top of the pipeline. Besides, AI algorithms can continuously analyze consumer behaviour and adjust lead scoring criteria as the markets change.

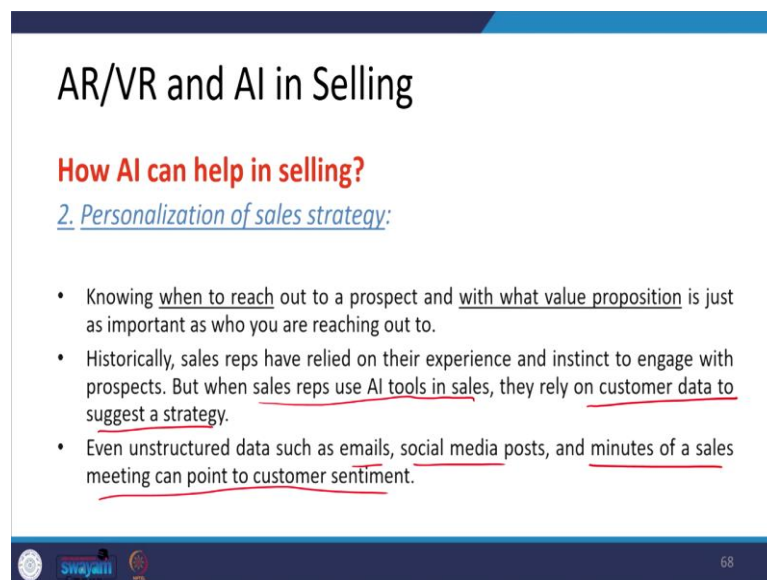
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Let us look at one of each of this in detail. First benefit, that is the way through which AI can help in selling is to kind of you know better in the lead prioritization process. So, lead and behavioral scoring is about predicting the leads that are most likely to convert, right.

So, but several factors go into building a lead scoring model such as, behavioral analysis which is nothing but, understanding how potential buyers are interacting with the company. And then, lead information like you know for a B2B enterprises, factors such as annual revenue, any recent mergers and acquisitions these are kind of you know triggers that one should look for.

So, the use of AI in sales can help fine-tune lead scoring models like these, that the hot leads are at the top of the pipeline. So, besides AI algorithms can also continuously analyze consumer behavior and adjust lead scoring criteria as the markets change. So, that is kind of you know complete track of particular customer behavior, their changing habits everyone can everything can be taken care by that particular AI system.

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AR/VR and AI in Selling

How AI can help in selling?

2. Personalization of sales strategy:

- Knowing when to reach out to a prospect and with what value proposition is just as important as who you are reaching out to.
- Historically, sales reps have relied on their experience and instinct to engage with prospects. But when sales reps use AI tools in sales, they rely on customer data to suggest a strategy.
- Even unstructured data such as emails, social media posts, and minutes of a sales meeting can point to customer sentiment.

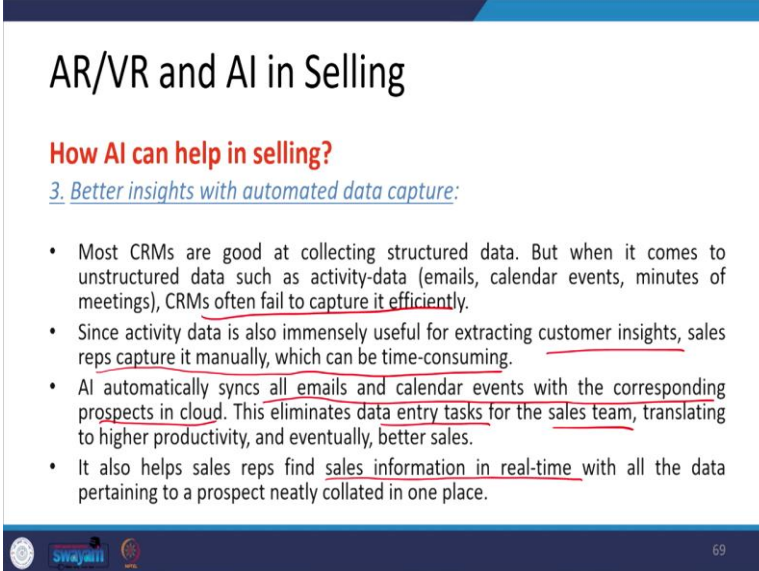
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Second way through which AI can help us in selling more effectively is through personalization of sales strategy. So, knowing when to reach out to prospect and with what value proposition, it just as important as who you are reaching out to. So, historically sales representatives relied on their experience and kind of you know instinct to engage with prospects.

But when, sales rep use AI tools in sales they are rely on customer data to suggest a strategy. So, you can adopt the strategy on a continuous on the go basis. So, even unstructured data such as emails, social media post and minutes of sales meetings can point to customer sentiment as well. So, analyzing those kind of data that are generated

across the sales process can actually help you personalize more of your sales strategy to that particular client or customer.

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AR/VR and AI in Selling

How AI can help in selling?

3. Better insights with automated data capture:

- Most CRMs are good at collecting structured data. But when it comes to unstructured data such as activity-data (emails, calendar events, minutes of meetings), CRMs often fail to capture it efficiently.
- Since activity data is also immensely useful for extracting customer insights, sales reps capture it manually, which can be time-consuming.
- AI automatically syncs all emails and calendar events with the corresponding prospects in cloud. This eliminates data entry tasks for the sales team, translating to higher productivity, and eventually, better sales.
- It also helps sales reps find sales information in real-time with all the data pertaining to a prospect neatly collated in one place.

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Third way through which AI can help us in selling more effectively is by giving better insights with automated data capture. So, most CRMs are good at collecting structured data, but when it comes to unstructured data, it is such as activity data like emails, kind of events minutes of meeting, CRM often fail to capture efficiently.

But if you are using AI tools like, NLP and all it will naturally kind of you know analyze those kind of you know documents or unstructured data sets and give some good insights to us. So, since activity data is also immensely helpful or useful for extracting customer insights, sales reps capture it manually which can be time consuming.

But then, AI can automatically sync all emails and calendar events with the corresponding prospects in cloud and then this will eliminate data entry task for the sales team as well. So, again you are going to save some time of your sales persons. It also helps sales reps to find sales information in real time with all the data that is available to with respect to particular prospect very neatly and collected at one place only.

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AR/VR and AI in Selling

How AI can help in selling?

4. Accurate forecasting for an optimized sales strategy:

- Accurate forecasting is another way AI tools drive better decision-making in sales.
- Using AI tools, sales teams can do away with the guesswork and accurately predict how much revenue they stand to generate at the end of a forecasting period.
- The predictions are based on factors such as the past performance of a sales team, and the history and other recorded details of accounts in the sales pipeline.

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And the fourth way through which AI can help us improve our selling is by providing accurate forecasting for an optimized sales strategy. So, accurate forecasting is another AI tool, that drive better decision making in sales. So, using AI tools or artificial intelligence systems sales teams can do away with guesswork and accurately predict how much revenue they stand to generate at the end of a forecasting period.

So, the predictions are now much more based on factors such as the past performance of sales team, the history and the other recorded details that a particular sales pipeline has.

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AR/VR and AI in Selling

AI Tools for sales – to name a few...

- **Drift** - Drift helps businesses use conversations to remove friction from their buying process with chat, email, video, and automation products.
- **Conversica** - The company provides an automated AI sales assistant that engages your leads in conversation. The AI assistant conducts conversations with leads, further qualifying them before they talk to a rep.
- **Exceed.ai** - Exceed.ai uses AI to engage with every sales lead that enters your pipeline, using human-like, two-way conversations by email and chat.
- **Crayon** - Crayon's AI-powered competitive intelligence tool tracks 100+ data types across hundreds of millions of sources to tell you exactly what competitors are up to online.
- **Salesforce** - The company's AI is called "Einstein" and it shows up in many places throughout Salesforce's Customer Success Platform.

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So, these are the different ways through which AI can help us. So, what are the different AI tools for us are available in the market. I will list few of them like, Drift helps businesses to use conversations to remove friction from their buying process with chat, email, video and automation products.

Another AI tool is Conversica, the company provides an automated AI sales assistant that engages your leads in conversation. So, the AI assistant conducts conversations with leads further qualifying them before they talk to a sales representative. Exceed ai is another AI tool, that uses AI to engage with every sales lead that enters your pipeline, using human-like, two-way conversations by email and chat.

Crayon is another AI tool or Crayon's AI-powered competitive intelligence tool tracks 100 plus data types across hundreds of millions of sources to tell you exactly what competitors are up to online. So, Crayon is somewhere which you can also learn more about your competitors as well. And then; obviously, salesforce, a leading kind of you know company in this domain.

The company's AI is called as a 'Einstein' and is and it shows up in many places throughout salesforce, customer success platform. So, salesforce has their own proprietary customer success platform which uses Einstein an AI agent that you know kind of you know tracks all kind of you know information about the clients and all.

So, these are the some tools that efficiently adopts AI that can help us improvising our sales processes. And that is comes to a conclusion about this session of understanding or comprehending more about what is AR, VR, AI and how they are helping us to sell more effectively.

Thank you.