



Mini eBook

AI IN SALES:

Turning Big Promises into Big Wins

INTRODUCTION:

AI in Sales – The Real Deal or Just Another Tool?

AI is the shiny new tool in sales enablement, promising big returns.

We're talking about a potential

20-50%

boost in revenue within a few quarters.

Sounds great, right? But here's the thing—those results won't happen just because you've added some AI into your sales process.

Salesforce's recent findings reveal that **58%** of sales professionals believe generative AI is, or will be, a productivity booster—potentially freeing up 4.5 hours a week. But to see those gains, you need to know how to use AI effectively.

The key is knowing how to use AI effectively so you can turn those big promises into actual results. This mini eBook will show you how.

RETHINKING SALES CALLS:

How AI Can Make Every Conversation Count

Discovery Calls vs. Proposal Calls – What's the Difference?

Before we dive in, let's clear something up. Discovery calls are where you dig into a prospect's problems, while proposal calls are where you present the solution. AI doesn't change that, but it does make both types of calls a whole lot easier and more effective.

How AI Can Step Up Your Game:

Prepping for a Discovery Call:

- **Input Info:** Feed your AI assistant everything you know about the prospect.
- **Get the Lowdown:** Let AI do the heavy lifting by generating company and industry insights.
- **Tailor Your Questions:** Use AI to refine your talking points so you hit the right notes.
- **Agenda Time:** AI helps you craft a flexible, data-driven agenda that adapts as the call progresses.
- **Real-Time Analysis:** Set up AI to take notes and analyze the conversation as it happens.

Nailing the Proposal Call:

- **Analyze Discovery Notes:** Run the previous call's notes through AI for a thorough breakdown.
- **Personalize the Pitch:** Collaborate with AI to create a proposal that feels like it was custom-made (because it was).
- **Show Them the Money:** Use AI to calculate ROI and value propositions that speak directly to the prospect's bottom line.
- **Prep for Objections:** AI predicts the pushback you'll get and helps you craft solid responses.
- **Practice Makes Perfect:** Do a dry run with AI feedback to polish your delivery.

MAKING AI WORK FOR YOU:

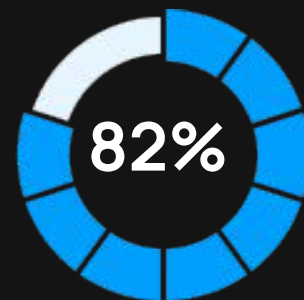
Integration Without the Hassle

Don't Make AI Another Thing on Your To-Do List

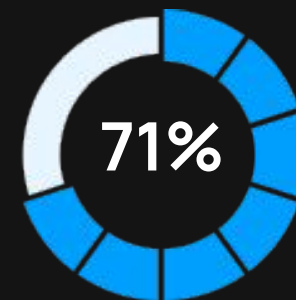
AI should fit into your workflow like a glove, not a handcuff. The idea is to have AI improve what you're already doing, not make you jump through new hoops.

Sales professionals are already using AI to :

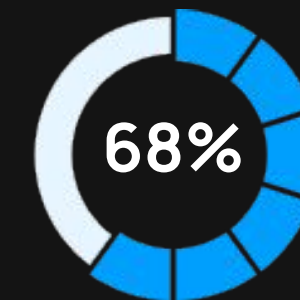
create basic content



analyze market data



build sales plans and strategies



For sales teams, this means AI isn't a separate task; it's becoming an important part of their daily workflow.

For example, Hive Learning's BuzzSidekick product lets you practice calls in realistic simulations, so every time you get better without needing extra time out of your day.

MAKING AI WORK FOR YOU:

Integration Without the Hassle

Workflow Example: Your AI-driven sales workflow might look something like this:

- **Research & Prep:** AI gathers and organizes info so you can focus on strategy.
- **Pre-Call Simulation:** Practice makes perfect, and AI helps you do it without wasting time.
- **Live Call Assistance:** AI feeds you real-time insights so you're never caught off guard.
- **Post-Call Review:** AI gives you feedback and suggestions for next steps, so you're always improving.

ALIGNING AI WITH SALES GOALS:

No More Missed Targets

Keep It Simple, Keep It Effective

Sales compensation plans can be a headache. AI can help simplify things, making it crystal clear how reps can earn their commissions. When your team understands exactly how they get paid, motivation goes up, and missed targets go down.

What AI Brings to the Table:

- **Clear Compensation Plans:** AI helps cut through the noise, creating straightforward comp plans that are easy to understand.
- **Outcome Predictions:** AI forecasts sales outcomes, helping you adjust goals and incentives so everyone's on the same page.

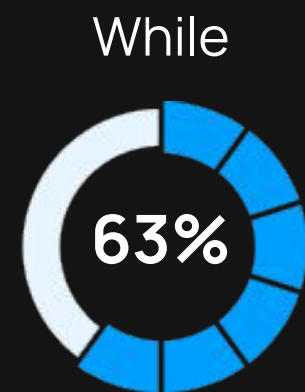
The 2024 QuotaPath report points out that aligning comp plans with sales strategies is crucial. AI makes this alignment not just possible but easy.

OVERCOMING THE AI LEARNING CURVE:

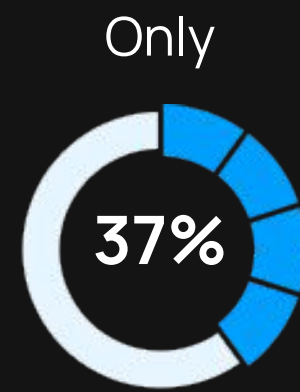
Get Your Team Onboard

Don't Let the Robots Scare You

Yes, AI can feel like a big leap, but it doesn't have to be.



of salespeople expect their employers to provide opportunities to learn how to use GenAI



feel they've been properly trained.

The trick is getting your team comfortable with the tools from day one. Offer training that's practical and shows exactly how AI makes their jobs easier, not harder.

Tips for Smooth AI Adoption:

- **Training that Makes Sense:** Forget about long manuals—give your team hands-on training that shows AI in action.
- **Focus on the Payoff:** Show them how AI saves time and helps them close more deals.
- **Data Security Matters:** Especially in regulated industries, make sure your AI tools are airtight when it comes to data privacy.

The quicker your team gets used to AI, the sooner you'll start seeing the benefits. Practical, straightforward training is the best way to make that happen.

MEASURING SUCCESS:

Prove the ROI of AI

Show Me the Money

Investing in AI is one thing; proving it was worth it is another. Keep track of how AI impacts sales performance, both short-term and long-term. Use AI-driven analytics to see what's working and what needs tweaking.

AI can help identify which leads are most likely to convert and highlight important information, like competitor mentions, in sales conversations. Tracking these metrics can help prove AI's ROI by showing tangible improvements in sales outcomes.

Metrics That Matter:

- **Real-Time Feedback:** Use AI to monitor how reps use the tools and the quality of their interactions.
- **Long-Term Gains:** AI can help build a sales intelligence database that grows more valuable over time, leading to ongoing improvements.

Wrap-Up:

THE AI ADVANTAGE

AI has the potential to revamp sales enablement, but only if it's used right. By integrating AI into your existing workflow, simplifying compensation plans, overcoming adoption challenges, and measuring its impact, you can ensure that your investment in AI pays off.

The bottom line?

AI isn't just something for the future—it's here now. And those who figure out how to use it well are going to leave the competition in the dust.



Ready to see your team win more, stress less, and improve every day?

[Check out how Hive Perform can turn those challenges into wins.](#)