

# Sales checklist:

## how revenue leaders can transform the sales landscape using deep-learning AI

Take the first step towards achieving sales excellence by checking off these essential AI and deep learning elements today!



# 5 tips to maximise your sales team's potential using deep-learning AI

Ensure your sales team is equipped with the right tools and strategies to achieve unprecedented success. Here's a comprehensive checklist to implement deep learning AI into your sales enablement process.



## 1: Deal intelligence

- Use deep learning AI to understand the current state of your deals and the details impacting success
- Utilise AI algorithms to analyse and prioritise leads based on their likelihood to convert
- Implement deep learning models to continuously refine lead scoring based on historical data.



## 2: Predictive Sales Analytics

- Employ AI algorithms to forecast sales trends, identify potential bottlenecks, and optimise sales processes.
- Utilise deep learning models to uncover hidden patterns and insights from vast amounts of sales data.

**Pro Tip:** **85% of sales professionals say that AI makes their prospecting more effective**

AI alleviates one of the most time-consuming tasks in sales: prospecting. New technology lets salespeople find prospects that fit their target audience, research their company and industry, and start a conversation.



### 3: Sales Forecasting & Pipeline

- Utilise AI-driven tools to accurately predict future sales performance and revenue.
- Implement deep learning models to optimise pipeline management and prioritise high-value opportunities.



### 4: Sales Performance Tracking

- Leverage AI-based tools to track and measure sales team performance in real-time.
- Use deep learning algorithms to identify areas for improvement and provide personalised coaching.

**Pro Tip:** **72% of sales and coaching professionals say AI helps them to build rapport faster**

AI doesn't replace person-to-person coaching but can enhance it. By flagging leaky funnel points and identifying patterns that lead to higher or lower performance, AI tools can find best practices or gaps where a sales manager can step in to coach



### 5: Sales Training & Onboarding

- Utilise AI-driven platforms to deliver personalized sales training content to team members.
- Implement deep learning for natural language understanding in training interactions.

# Bonus tips!

Whether you're sceptical, curious, or fully on board, it's important to educate yourself about how sales reps are using AI. Here are three more ways sales professionals use AI to move the needle in their business...



## 6: Customer Churn Prediction

- Use AI algorithms to predict customer churn and proactively address potential issues
- Leverage deep learning models to identify early warning signs of customer dissatisfaction.



## 7: Competitive Analysis

- Utilise AI to gather competitive intelligence and identify unique selling points.
- Implement deep learning techniques to understand market dynamics and make informed strategic decisions.



## 8: Automated Sales Outreach

- Implement AI-driven chatbots and email automation to engage prospects and follow up on leads.
- Utilise deep learning to create natural language processing capabilities for more personalised interactions.



Helping sales executives forecast, predict & improve sales results using artificial intelligence and behavioural science