



# AI in the Frontlines

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# Agenda

- The Empowered Customer
- Some Suggestions
- What are the Benefits

# The Evolving B2B Sales Landscape

- - Buyers are more informed
- - Longer and more complex sales cycles
- - Multiple stakeholders involved in decisions

# Digital Transformation in B2B

- - Buyers do 60–80% of research before contact
- - Preference for digital channels
- - Self-service tools and online content are key

# New Expectations from B2B Buyers

- - Personalized outreach
- - Real-time responses
- - Seamless digital experience
- - Value Promise post sale

# Suggestions

- Marketing Lead Generation: Marketo
- Lead Nurturing/ABM- 6sense
- Content Marketing- Allego, Showpad
- Emailing- CrystalKnows, Lavender
- Targeting- ZoomInfo + Chorus
- Conversation Analytics- Leexi.ai
- Pre-call plans/Account Plans- ChatGPT
- CRM- Pipedrive

# Sales Technologies

Sales Process Stage	Top AI Vendors
Cold Calling	Orum, ConnectAndSell, Balto
Cold Emailing	Lavender, Seventh Sense, Smartwriter.ai
Buyer Personality Matching	Crystal Knows, Humantic AI, Xactly Insights
Conversational Analytics	Gong.io, Chorus.ai, Wingman
Whitespace Identification	6sense, Clari, InsideView
Sales Onboarding	Spekit, Allego, Lessonly
Virtual Sales	Salesforce Einstein GPT, Drift, Regie.ai, Tact.ai

# Marketing Technologies

## Marketing Process Stage

**Account-Based Marketing (ABM)**

**Lead Scoring & Qualification**

**Content Personalization**

**Email Marketing Optimization**

**Chatbots & Conversational AI**

**Customer Journey Orchestration**

**Campaign Performance Prediction**

## Top AI Vendors

6sense, Demandbase, Terminus

MadKudu, Infer, Lattice Engines

PathFactory, Persado, OneSpot

Seventh Sense, Phrasee, Rasa.io

Drift, Intercom, Qualified

Adobe Sensei, Salesforce Marketing Cloud AI, Blueshift

HubSpot AI, Marketo Engage, Metadata.io



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# Benefits of AI for Sales Agents

- - Better customer reach
- - Better prequalification of leads
- - Deeper customer insights
- - Faster onboarding
- - Increased productivity

**THANK YOU/Q&A**

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