

Turning Sales Conversation AI Into ROI



Technology is here to help your team sell better. Ever heard that before?! This time, AI tools can analyze every word of a sales interaction – virtual or in-person – to tell you where to improve.

Going from a stockpile of recorded conversations to more sales takes focus and discipline. Here's our checklist of 4 keys to maximizing these tools.



1 Define "Good" Selling

AI tools are great at tracking whether your sellers are doing the right thing. However, defining what they should be doing is your job. Letting the AI decide what feedback to give can be confusing and frustrating. Make sure your sales process is defined in the AI platform before reps start using it, that way the tool can reinforce their training and provide clear guidance.

Problem You'll Avoid:

 **People questioning the tool's accurate**

2 Set Usage Expectations

Leaders should give salespeople a clear picture of how the tools will be used and what each person is responsible for. Are reps supposed to review calls themselves? Are sales managers supposed to share good examples with the team? Don't let people guess and don't have special rules for different types of performers, have a consistent message.

Problem You'll Avoid:

 **Low tool adoption**

3 Build a coaching plan

Some salespeople will adjust based on what the tool tells them to do. **Some.** Most will look to their sales manager to prioritize where they need to improve and hold them accountable. Build a clear plan for how sales managers will use the tool and provide guidance to their teams. The human input is crucial.

Problem You'll Avoid:

 **Every rep is using the feedback differently**

4 Limit Feedback Fatigue

Every aspect of the sales conversation is under a microscope, and a lot of information is generated. Too much information can create confusion for salespeople. Review the feedback being shown the reps and have your people focus on only specific aspects. Trying to change too many things at once will trip up salespeople and cost them sales.

Problem You'll Avoid:

 **Info overload prevents meaningful changes**