Increase revenue in Sales

Key Processes | Before AI

Lead generation
Manual processes can result in broad, untargeted strategies that result in low conversion rates and higher cost per lead.

Customer engagement
Generic product pitches often miss addressing specific customer needs, resulting in slower sales discovery cycles and lower engagement from key stakeholders.

Negotiation & closing
Intensive customer meetings and reliance on intuition rather than data-driven strategies can lead to prolonged negotiations and decrease pipeline velocity.

Post-sale follow up & upsell
Manual follow ups are often delayed or forgotten, leading to missed opportunities to flag service concerns or upsell opportunities.

Using AI

Targeted prospecting - Extend
Discover high-quality leads by using Copilot to assist with researching customers and identifying strong prospects.

Create an unsolicited proposal - Extend
Create better proposals by using Copilot to access customer information and develop targeted content.

Accelerate customer research and sales prep - Start
Make a customized pitch - Buy
Make a customized pitch - Extend
Research customer context to generate presentations tailored to the specific interests and needs of each lead.

Respond to an RFP - Extend
Save time and increase quality of RFP responses by quickly analyzing requirements and enabling the creation of accurate, tailored, high-quality proposals.

Improve customer meetings - Extend
Be better prepared for customer meetings, focus on key points during meetings, and quickly recap and identify follow-up opportunities afterward.

Create personalized offers - Buy
Analyze customer interactions across the sales cycle using internal and public data to recommend best next steps for closing deals.

Quicker customer response and CRM updates - Extend
Coordinate responses across sales, marketing, and product teams using Copilot to research customer context and draft follow-up email.

Post-sale customer Insights - Extend
Analyze post-sale customer data to uncover upsell and cross-sell opportunities.