AI +
2021 B2B
SALES
GROWTH

B2B ORGANISATIONS IN 2021 FACE IMMENSE GROWTH PRESSURE TO ALLEVIATE DROPPED REVENUES FROM THE PANDEMIC.

Previous 'traditional' tactics and strategies may now be obsolete, and sales and marketing budgets under much greater scrutiny. Innovation is required but investments need to be properly and carefully considered. The clock meanwhile continues to tick fast.

Artificial Intelligence has been existing in b2b sales and marketing efforts for the last 5-10 years or so, but for many b2b organisations this has been to greater or lesser extents, and for the majority it is still a long way from being fully optimised and utilised as the number one catalyst for revenue growth.

Deemed by some as being unknown, unproven or untested, and by others as being simply 'frightening' in terms of its high level of complexity and perceived link to huge business transformation, AI deployment is often held back (particularly in sales environments) for all the wrong reasons.

Machine learning is not or does not have to be seen as complicated providing you've always set the right commercial context for its application to allow the commercial benefits to be quickly realised. Neither should it be replacing the need for human contact. Human influence in the sales cycle will always be needed. But AI can accelerate processes, customer touchpoints and enhance the prospect journey with sophisticated personalised nurturing and engagement... allowing the humans to then do what they do best - build 121 relationships and sell.

You set the context, the machines learn this fast and do the rest. It's that simple.

We've therefore compiled a very simple **5 step guide** to the key areas where AI can stimulate 'quick win' growth initiatives for b2b organisations and how sales and marketing leaders should be deploying these in 2021.

5

KEY AREAS WHERE AI CAN FUEL YOUR GROWTH
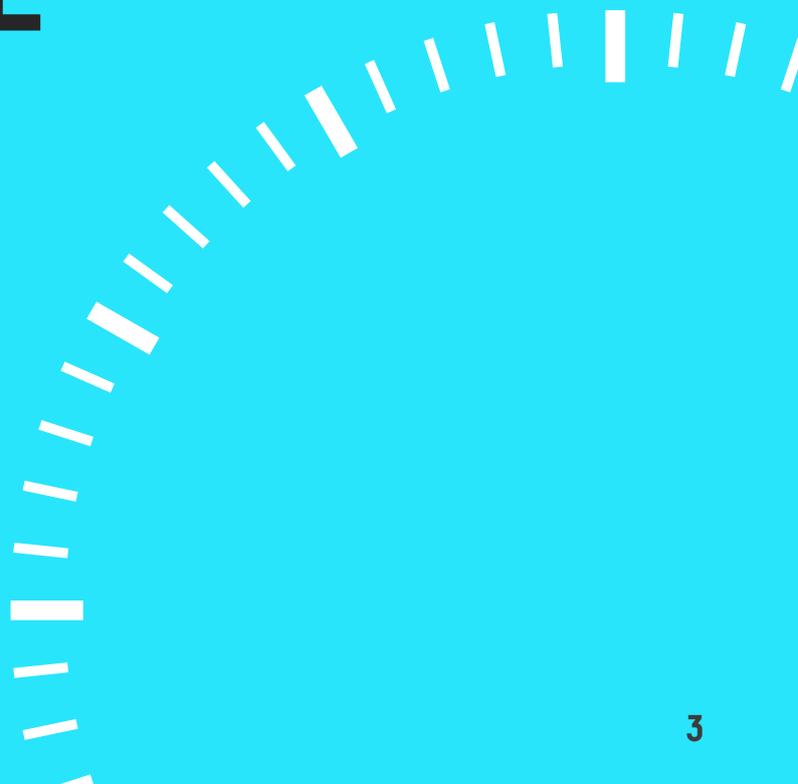
1 CUSTOMER SEGMENTATION – AND RAPID SCV (SINGLE CUSTOMER VIEW) DEPLOYMENT

WHY IS IT IMPORTANT FOR GROWTH?

With constantly changing market and economic conditions, understanding greater levels of customer buying behaviour and knowledge allows your organisation to retain and rapidly grow existing customers as well as using these same advanced segmentations to find the rest of your untapped prospect market.

Without obtaining the most accurate and precise SCV you are more open to competitor interference in an era where retaining customers is king and finding new ones fast is critical.

HOW AI ACCELERATES AND ENHANCES SCV DEPLOYMENT

1 AI-powered segmentation defines audience types and actively reallocates them in real-time based on their behaviours. AI powered customer segmentation allows you to build your SCV faster than previously thought possible and unlock it with unparalleled levels of personalisation.

2 You then have absolute clarity on the most profitable customer profiles which enables you to rapidly deploy marketing responses that seek to find and retain more of them. When deployed with sophisticated AI forecasting tools, these SCV's allow organisations the ability to adapt in real-time with highly personalised and relevant messaging across its marketing and sales teams.

GARTNER HAS SAID THAT ONLY 5-10% OF BUSINESSES ARE UTILISING AI TECHNOLOGIES IN THEIR BUSINESSES

5-10%

GARTNER 2019 CIO SURVEY

WHAT THIS MEANS FOR SALES GROWTH

#1

Retain and grow existing customers through using AI driven insights to explore and activate cross-sell opportunities in real-time.

#2

Use the CSV to help you build your prospect universe (new customers) rapidly.

#3

Maximise growth efficiencies by aligning all effort to the customer groups with the highest propensity to up-sell/ purchase.

2 PREDICTIVE FORECASTING

WHY IS IT IMPORTANT FOR GROWTH?

B2B organisations in 2021 are complex entities. They are increasingly becoming marginalised in their marketplaces, and the demand for continued growth remains a constant challenge in an era where the b2b buyer has greater access to research touchpoints than ever before. Accurate and robust sales forecasting has always been the 'holy grail' of successful growth strategies, but in recent years has become increasingly difficult to master.

2020 has also, perhaps demonstrated the single biggest example of how 'old-age' forecasting techniques have almost been put into distinction. The need for accurate and 'predictive' (marketplace, economic and product led) sales forecasting is needed more than ever to predict both demand and risk.

HOW AI ACCELERATES AND ENHANCES PREDICTIVE FORCASTING

1 AI technologies rapidly pull together real time data efficiently drawn from multiple interlinked sources and enables an organisation to think beyond typical forecasting criteria.

2 AI provides assumption-free insights that allow modern marketers and sales leaders to make informed projections that stimulate advanced strategic planning.

3 AI-driven forecasting allows b2b organisations to efficiently meet organisational demands without draining human intelligence resources.

5% IBM HAVE STATED THAT B2B ORGANISATIONS ARE ONLY OPTIMISING DATA TO 5% OF ITS CAPABILITY
IBM 2019

WHAT THIS MEANS
FOR SALES GROWTH

#1 AI can provide both sales and marketing functions with levels of forecasting accuracy they've never had access to in the past - this provides greater reassurance to both the board and investors on the projections being made.

#2 With more robust forecasting, businesses can make the right kind of investments needed to optimise growth whilst also putting robust plans in place to maximise efficiencies.

#3 Robust AI driven predictive forecasting also allows businesses to act on market changing conditions before they arise.

3

'HYPER' PERSONALISED PROSPECT AUTOMATION

WHY IS IT IMPORTANT FOR GROWTH?

The b2b buying process is now far more complex and open than it was even 5 yet alone 15 years ago. The typical buying process is now dominated by rapid digital researching meaning the b2b buyer now expects highly personalised engagement throughout the journey and quickly turns off if they don't experience it early on in their process.

For that reason alone, in 2021 b2b organisations have to unlock the automation possibilities that exist with AI powered technologies and exploit them fully to hyper-charge the prospect buying experience and provide themselves with the highest propensity to convert customers.

HOW AI ACCELERATES AND ENHANCES PROSPECT AUTOMATION

1 Powered by the benefits driven by the CSV, AI technologies allow organisations to develop highly personalised omni channel sales and marketing activities that unfold seamlessly in real-time. From 121 automated cadences within your inside sales operations to mass email automation to larger customer and prospect groups to online highly personalised programmatic advertising.

2 AI technologies in 2021 allow immense levels of personalisation, constantly adapting based on customer and prospect behaviour, all of which can be set and deployed by the machines with little or no human interference at all. If optimised by b2b organisations they will significantly accelerate the sales process, delivering efficiencies and conversion improvements all the way down the sales funnel.

The challenge for many organisations will remain though - how they access and deploy such technology successfully without procurement and departmental drag - and focus efforts on deployment in areas with the quickest impact on sales growth

89%

FORBES HAS SAID THAT A RECENT STUDY SHOWS THAT 89% OF B2B BUYERS RANK THE EXPERIENCE PROVIDED BY A COMPANY AT THE SAME LEVEL AS ITS PRODUCTS AND SERVICES

50 STATS SHOWING THE POWER OF PERSONALIZATION FEB 2020

WHAT THIS MEANS FOR SALES GROWTH

AMPLI

#2

Working in parallel with a robust AI powered data strategy, automation should be a key part of your 2021 growth strategy, and you need to unlock it fast before your competitors do.

#1

In 2021 the b2b buyer has access to more research touchpoints than even before and are demanding and expecting the best possible buying experience. AI powered automation technologies allow you to exploit every single buying touchpoint seamlessly with levels of personalisation which weren't possible even 2 years ago.

#3

If you are not optimising automation to its full capability then you cannot be sure your competitors are doing the same... if they are, given the speed of automation they will leave you well behind the curve... and do this quickly.

4 DATA PRIORITISATION

WHY IS IT IMPORTANT FOR GROWTH?

Understanding who you are targeting with your sales effort and why is mission critical to achieving your commercial objectives. How you then go about unlocking this and building your prospect universe (the unique and robust data set of who you can do business with) is often the bit that takes time and can be complex with multiple stakeholders involved in its scoping and then little central control on how its built.

AI technologies can be rapidly accelerating both the build of your data world (prospect universe) and also help you prioritise effort based on the prospect groups most likely to purchase. Naturally with machine learning - once you've trained the machines, the results are produced in real-time allowing the impact on sales growth to be realised in months not years.

HOW AI ACCELERATES AND ENHANCES DATA PRIORITISATION

1 AI powered enablement tools can simplify the art of prospecting (seen by many as the most challenging part of sales), by creating more robust customer profiles (obtained from your AI enabled CSV) and pattern matching these to prospect data.

2 Prospect data can now be sourced through AI driven technology. Gone are the days of purchasing out of date lists driven by SIC codes (which are also out of date and inaccurate!). AI powered prospect data optimises machine learning and multiple open sources of data to bring you up to date, relevant and highly targeted data delivered in real-time.

3 AI technologies are also now able to pull in real-time 'intent' data sources into your prospecting mix… intent data is sourced by using machine learning to source buyers who are looking at or engaging with your competitors' products or services or demonstrating in their online behaviour an interest in products or services similar to yours. The ability to pull this data into your sales effort in real-time and engage with it through personalised video automation is what many b2b organisations should be tuned into in 2021.

AI is now able to prioritise your data effort in ways we've never seen before. Its imperative you plug into this in 2021 and beyond and use it to accelerate your growth plans and drive huge efficiencies in your sales effort.

WHAT THIS MEANS FOR SALES GROWTH

#3

This allows you to increase revenue and align sales FTE resource based on fact. This provides you both revenue growth and efficiency gains obtained from implementing the one same strategy.

#1

Through prioritising your data with AI technologies, you are perhaps unlocking the fastest route to sales growth success.

#2

AI driven data prioritisation allows you to both quickly build (and centrally own) your world and more importantly focus your efforts on the prospects with the highest propensity to purchase.

5 AI AND ENHANCED INSIDE SALES TEAM PRODUCTIVITY

WHY IS IT IMPORTANT FOR GROWTH?

Inside Sales Teams (IST) are under significant pressure in 2021 and beyond as the pandemic has redefined how b2b organisations take themselves to market with field and inside teams morphing together into all but the same entity.

Sales efficiencies and margin are now just as important as revenue growth. In the highly digitised world of 2021, a world facing unprecedented economic challenges, Human intelligence must be unitised with Artificial Intelligence to accelerate and amplify sales growth and drive efficiencies not previously thought possible.

HOW AI ACCELERATES AND ENHANCES SALES TEAM PRODUCTIVITY

1 AI helps Improve decision-making with sales reps by giving them greater levels of prospect knowledge and intelligence before they interact.

2 AI increases the Productivity of IST and Field sales reps by minimising wastage and making calls into empty prospect worlds - all efforts are prioritised with prospects most likely to transact and with prospects who have already experienced many buying touchpoints of your products and services.

3 Sales admin related processes are also significantly improved through AI technologies, freeing up more time for sales reps to do what they do best - relationship building and selling!

19%
ONLY 19% OF COMPANIES HAVE STARTED THEIR A.I. TRANSFORMATION
IBM 2019 - AAI IN 2020: FROM EXPERIMENTATION TO ADOPTION

WHAT THIS MEANS FOR SALES GROWTH

#1

'Funnel' mindset is eliminated with IST effort working parallel to hyper automation to pinpoint calling effort and accuracy to significantly improve pipeline conversion.

#2

AI also drives efficiencies in margin improvement by focussing efforts on targeting the right prospects with the highest propensity to purchase.

#3

AI drives efficiencies further by aligning the right level of sales FTE to optimised productivity levels - providing the precise science to know what prospects to call and when to call them.

![AMPLI — Sales Success Engineers logo]

AMPLI'S SOLUTIONS ALLOW YOU TO BOTH FIX THE IMMEDIATE LEAKS IN THE B2B SALES FUNNEL AND THEN USE AI TO FUTURE PROOF IT

Learn more about how AI can be optimised within your b2b sales growth strategy by visiting www.ampli.co.uk