5 AI Growth Hacks for Sales

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Introduction

You already know that Artificial Intelligence is everywhere. Every day, people are using AI to control the temperature in their homes, map out routes to far-off destinations, and to discover new music, TV shows and movies. And, we're already beginning to interact with almost lifelike chatbots for easy customer service questions.

While today's B2B sales professional will never be replaced with a chatbot, Harvard Business Review shared that sales and marketing teams are already starting to use AI. Yet, too many sales teams are still unaware of how AI can assist them, daily, to speed up sales cycles and achieve ever-higher growth targets.

Teams not using AI are seeing their growth hampered by:

➤ Lost time calling into accounts that are a bad fit

➤ Lost momentum working on a lead that turns out to be in someone else's territory

➤ Fruitlessly hunting for a decision maker's contact information

➤ Having a weak talk track because they didn't have the relevant information before the call

➤ Missing opportunities by not knowing when a company is actively in-market for their solution

Isn't it time to hack your sales process?
Keep reading to see how growth-oriented sales teams are doing it.

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1
Similar Account Discovery

Every sales professional wants to find more companies like the one they just closed. As soon as an opportunity closes, you hear:

"If I could find more companies like _____.com, I would crush my quota."

Unfortunately, that discovery process hasn't been an easy one.

Without AI, sales execs actively hunting for their next high-potential account are forced to perform time-consuming Google and LinkedIn searches. There is also additional research needed to understand tech stacks and go-to-market strategies, as well as each company's revenue and hiring momentum. And, ideally, learning whether a company is actively in the market for what they sell.

With sales teams spending just one-third of their time actually selling, relying on AI to reduce time spent researching will have a positive effect on sales velocity.

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2
Focus and Prioritization

Understanding who is a "high-fit" account is also essential to growing your sales pipeline. The term "high-fit" relates to a grading scale (usually from 0-100 or A-D) that reflects a descriptive model you built based on your ideal customer or client. Many teams call this process "lead scoring". Companies that score higher on the scale are deemed high-fit—and those are the ones your team should focus on first.

You want to avoid wasting valuable sales time pursuing low-fit accounts. Scoring allows you prioritize what's in your pipeline so all of your resources will focus on the accounts with the most potential.

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See the Engagement Signals

In addition to knowing which companies are "high-fit" for your product, understanding when that company is also looking into a solution like yours gives your sales team a leg up on the competition.

Imagine knowing the moment your target accounts display behaviors indicating they are in the market for your solution. With AI, it's possible! Because AI can quickly sift through all of the data about the company, including social and recent news, reps can now "see" these critical engagement signals at just the right time.

Essentially, you can let the AI do the legwork of finding the accounts who are actively in-market and have it deliver them right to your rep's dashboard, ready for a relevant sales touch.

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High Growth is Forward-Looking

AI can help you find more customers that look like your last closed deal, and it can also fuel your efforts to drum up demand in new markets. Businesses need to be able to align their teams to take advantage of new opportunities, even if they don't (yet) have a long and rich history selling into a certain market or vertical.

For instance, you might notice some inbound leads coming in from a new industry such as finance or healthcare. You want to immediately take advantage of this serendipitous event and start to increase additional demand in that area.

AI can give your sales development representative and marketing teams the relevant insights needed to discover net-new accounts that are most like the lead that came in organically. AI can look for similarities beyond the obvious to include keywords, company size, revenue information, the latest news, and more. And with accurate contact information for decision makers at your fingertips, creating email and call campaigns is a breeze.

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Accurate Data is a Must

Accurate data is crucial throughout every step of the sales process, from the first outbound touch to closing the deal. The best solutions understand the sales and marketing teams' dependency on accurate data and harness AI to keep both account and contact information accurate. Given how quickly firmographics become outdated and the speed with which decision makers change jobs, AI can be your indispensable champion of the data you need for true sales intelligence.

But remember, your sales team doesn't just need more data – they need the insights from the data at their fingertips and in their workflow in order to improve sales velocity. Using data within a software platform that you power on your own terms is ultimately the best way to ensure both of these needs are met.

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EverString Audience Platform is the leading solution for AI-Assisted B2B Sales

EverString's Audience Platform addresses the biggest challenges faced by B2B sales and marketing teams—fueling growth through harnessing powerful AI.

With EverString, your sales team can:

➤ Quickly identify high potential accounts

➤ Focus their efforts on those accounts

➤ See engagement signals that identify which accounts are looking for your product

➤ Gain access to the most accurate sales data in the market

➤ Get comprehensive customer insights whenever they need them.

AI is the key differentiator for successful, high-growth sales teams. Your time and resources are valuable, so make sure you are using all of the innovative tools available to close deals and build pipeline faster.

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Ready to hack your own sales growth?

See for yourself how EverString's sales intelligence can help you boost prospecting and pipeline with a FREE 7-day trial.

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B2Bgrowth@everstring.com | (650) 425-3937 | everstring.com