

7 Ways AI Can Accelerate Sales in 2024



Takeaways from our LinkedIn Live recording of The Sales Scoop Podcast

RECORDED TUE 19TH DEC 2023 AT 0700 ET / 1200 UK / 1300 CET

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01 Collecting your thoughts

We speak at 3x the speed we type - so get your thoughts down faster using speech-to-text tools. Google 'Voice typing' in [Docs](#) and [Slides](#) is a game-changer, and [Voice In](#) works on most websites. Use [Otter](#) to collect meeting notes, and [Google Lens](#) for scanning handwritten notes.

02 Crafting captivating copy

For killer blog posts, ask [ChatGPT](#) to write a list of the biggest challenges facing buyers in your target market. Pick one and ask the platform to write an article - in your brand's tone of voice - explaining how this problem could be overcome.

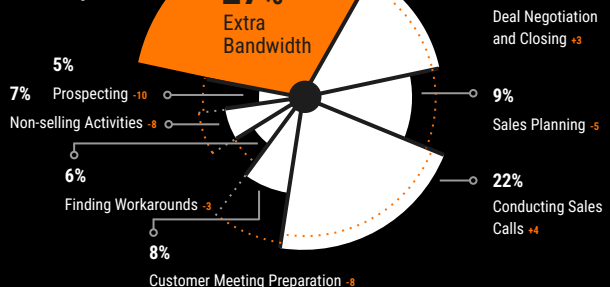
At the end, ask for a list of 'snappy' titles, and relevant hashtags. Use [Grammarly](#) to check for errors.

Huge gains for sellers harnessing AI

FUTURE USE OF TIME

2023 share

+/- Change



Source: Gartner

03 Painting powerful pictures

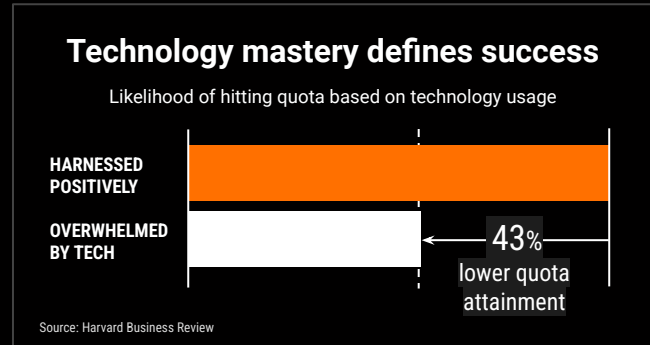
Create the perfect image for your post or article using [Midjourney](#). Hit the 'U' button to 'Zoom Out 2.0x' on your favourites, and then 'Upscale 4x' to get super high resolution. Ask for a 'hyper realistic photograph with maximum detail'. Add a personal hashtag so you can find your images fast.

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04 Preparing, prioritising, and planning

Prepare for meetings by using [ChatGPT](#) to research the current opportunities and challenges within your buyer's industry. To create new data banks of potential leads, paste whole web pages (e.g. 'top Paris startups') into the platform and ask it to create a 'tab-separated table of data'. Be specific about the columns, and format of information you want.



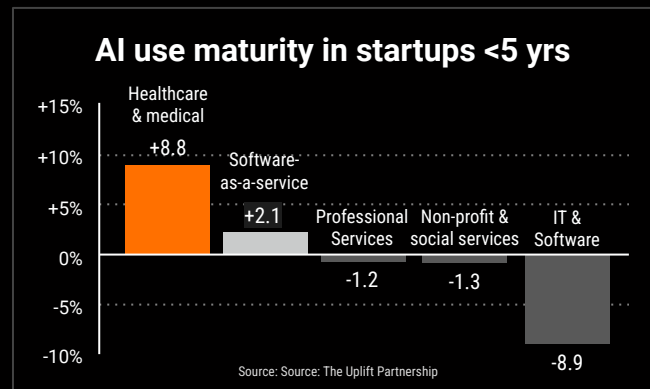
05 Solving complex problems

AI is great at predicting likely outcomes based on past data. ChatGPT can propose targets for different sales people, based on past success, market potential, and number of years experience. We use it within our [360° Sales Diagnostic](#) product to analyse startups, and make personalised recommendations.

06 Supporting sales enablement

Find the AI-powered lead gen, and deal closing tools that work for you. [Apollo](#) writes engaging prospecting email sequences based on your ideal customer profiles, and value propositions.

[Revenue Coach®](#) recommends next-best actions to close deals quicker, and uses AI for personalised audio coaching.



07 Encouraging experimentation

AI is moving fast, and being added to every product under the sun. So you'll see more and more buttons appearing that allow you to experiment with that platform's latest AI features. To stay informed about what's happening at the coal face, try and hit those buttons as frequently as possible.

Read more about how we're using AI in sales [here](#) 