

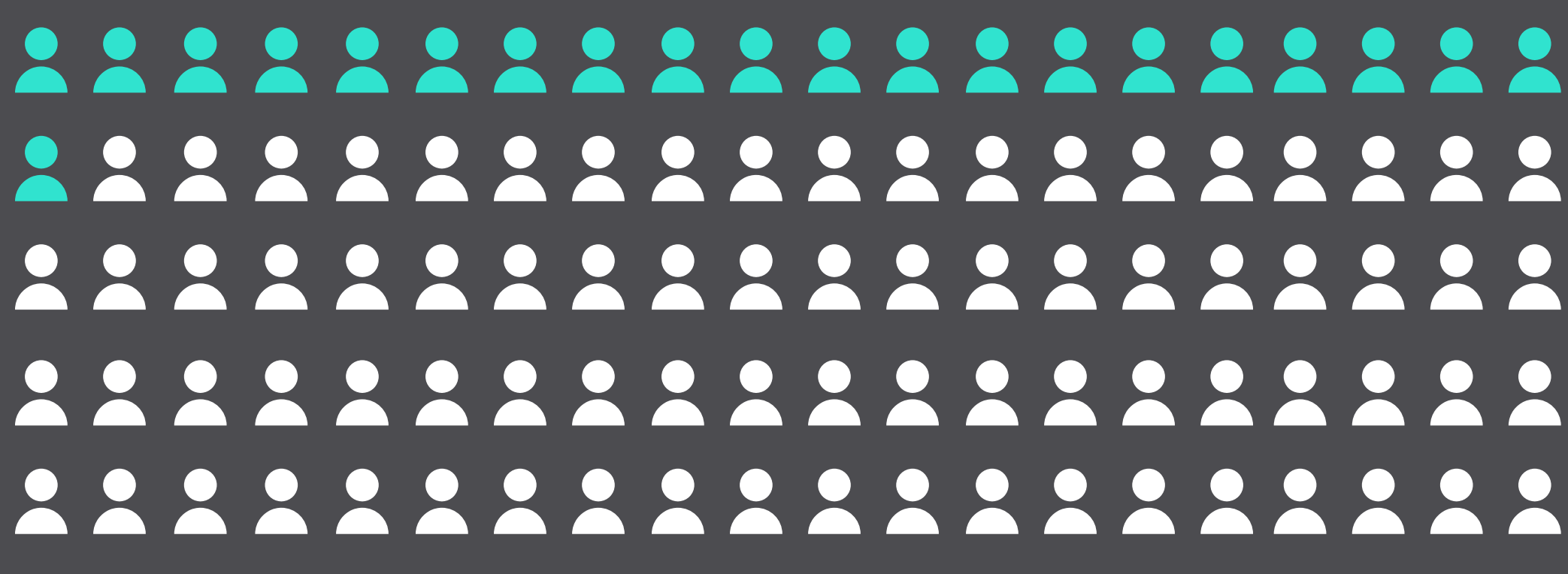
AI in sales and marketing

Is everybody doing it but you?



Are you struggling to take meaningful steps toward adopting AI solutions for sales and marketing? You're not alone, and there is a path forward. Harvard Business Review Analytic Services surveyed the HBR audience across industries and organization size to uncover what we've all been wondering about AI in sales and marketing: is everyone else doing this better than we are? This is a summary of that report.

We know AI is critical

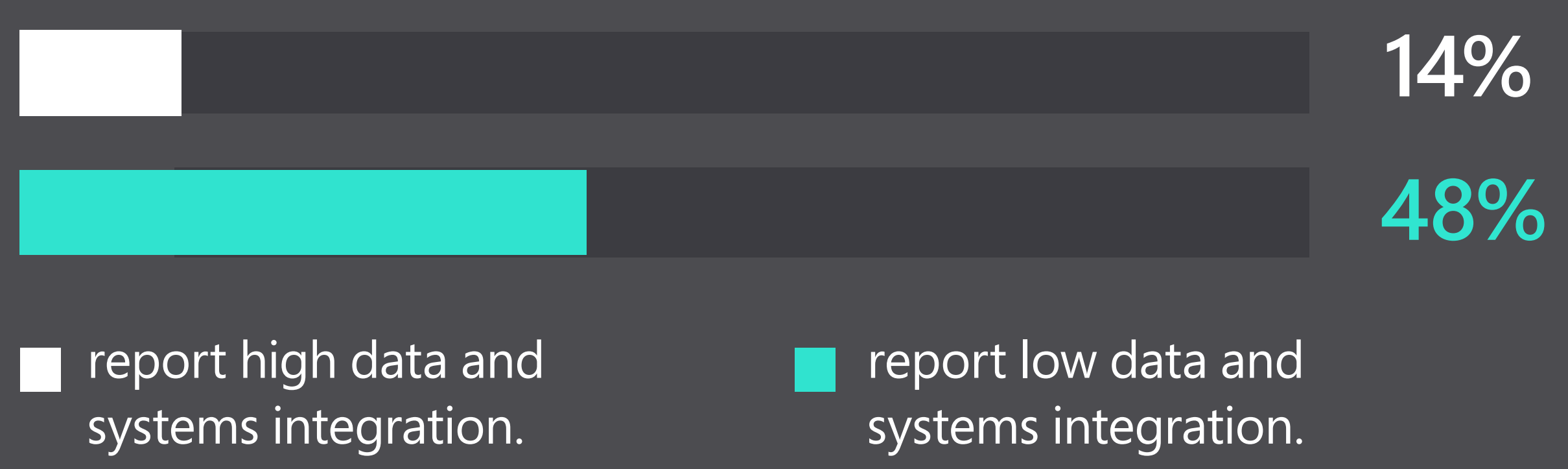


21% of respondents have incorporated AI into one or more of their sales or marketing processes.

But it's super hard to get a grip on it

Why is this so hard?

Sales systems are not well integrated. Integrated systems are a key element of effective AI.



Lack of AI knowledge

It's early days for AI and many companies haven't taken steps toward education yet.



32% say knowledge is the biggest barrier to getting value from AI in their sales and marketing operations.



24% say lack of AI knowledge or skills in IT department is the biggest barrier.



31% cite lack of clarity for leaders about AI's sales and marketing benefits.



43% have a more effective sales strategy than they had before using AI.



41% have enhanced the customer experience.



31% have increased revenue/market share.

It may be challenging, but the payoff is worth it



It's better to be in the middle, thinking big, yet starting small with a number of doable projects."

Tom Davenport
Co-founder
International Institute for Analytics
Distinguished Professor of Information Technology and Management, Babson College

Getting the right help can make it less challenging

Marketers and sales teams understand there's value in AI, and they're being pushed to implement it, but barriers prevent full adoption for most. The best solution: A vendor who has the answers and guidance.

Getting started is becoming easier, as sales and marketing technology vendors incorporate more intelligence into the products their customers already use. Microsoft Dynamics is one solution helping marketing and sales teams get a head start on AI.



When [sales professionals] need new capabilities, they will look for vendors who can provide the service and support they need."

Ari Lightman
Distinguished Service Professor, Digital Media and Marketing
Carnegie Mellon University



When an organization is digitally connected, AI technologies become useful and accessible for more people, enabling problem solvers to build on their strengths and deliver more impactful outcomes."

Alysa Taylor
CVP
Business Applications and Global Industry
Microsoft

Interested in learning more about how to take your sales and marketing into the future? This has been a summary of Artificial intelligence and the future of sales and marketing.