

PLAYBOOK

AI for sales: Transforming hype into business growth



If you're planning on incorporating AI into your products and processes, you're in good company.

According to a McKinsey study, **90% of leaders surveyed** expect to use generative AI solutions often over the next two years – and for good reason. AI helps GTM teams improve productivity, reduce manual work, and access deeper insights. It can be a power-up for your business, but it isn't a guaranteed ticket to success.

To use AI effectively, you must understand how the technology works and can support your business goals. But it's not always obvious how to go beyond the basics and extract AI's full value. We created this guide to help you better identify advanced AI use cases and ultimately decipher hype from reality.

Keep reading to learn how to **use AI to drive impact across your revenue organization**. After all, understanding its importance is just the tip of the iceberg.

We'll unpack how to:

- Use AI to achieve your revenue goals
- Identify the types of AI and how to use them in your day-to-day
- Apply AI to your workflows to create meaningful change



Using AI to support your revenue goals

Let's start at the beginning.

In the simplest terms, **artificial intelligence (AI)** is a type of technology that replicates human intelligence. AI models are built by developers to notice patterns and make predictions.

AI can help you level up your revenue organization, but you shouldn't implement it (or any technology) just because it's popular. Before adding new tech to your stack, you should clearly define your business goals. What challenges are you trying to overcome? What outcomes are you hoping to achieve?

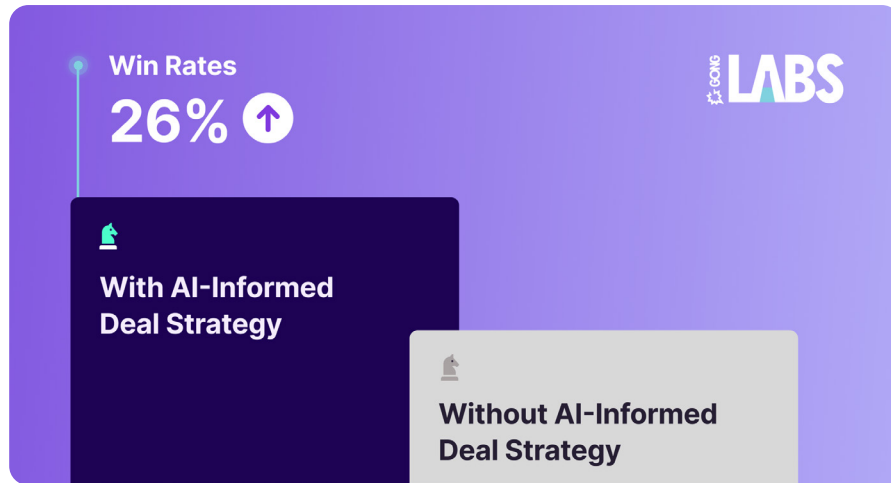
AI can help augment and enhance workflows across your organization, but GTM teams most commonly use the technology to:

1. Improve productivity: AI can increase seller output by automating highly manual tasks such as email follow-up and template building. In the past year, there has been a **464% increase** in emails composed using Gong's generative AI. And **Gartner estimates** that by 2028, 60% of seller work will be

done using generative AI solutions.

2. Better understand customers and create a single source of truth: Most revenue teams have a mishmash of technologies and systems, which makes it challenging to extract and distribute critical buyer insights across the GTM organization. AI enables broader knowledge sharing by providing conversation summaries, deal updates, and translation services. You can also go beyond transcribing conversations to truly understand customers – from analyzing conversation trends to knowing what messaging helps win deals.

3. Boost win rates and drive growth: AI-driven solutions help teams prioritize personalized engagement, reduce manual research, and access critical insights faster. According to **Gong Labs**, sellers who use AI to inform their deals increase win rates by 26%. While AI can help you access important intel, not all solutions provide verified or relevant insights. Using a purpose-built AI platform helps ensure you're getting insights that are applicable to your organization. **More on that soon.**



That's just to name a few outcomes you can achieve with AI. AI's impact on your revenue organization can also extend to **enhancing forecast accuracy, creating better feedback loops**, and more.

✓ Check-in

Identify your primary business goals before exploring AI-driven solutions.

Now, once you've identified your desired outcomes, you can select the AI applications that best support your goals.



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Finding the right type of AI for your needs

A deeper understanding of AI unlocks its impact. To achieve your desired outcomes, you need to familiarize yourself with how this technology actually works – and that starts with getting a grasp on the AI, machine learning, and deep learning landscape.

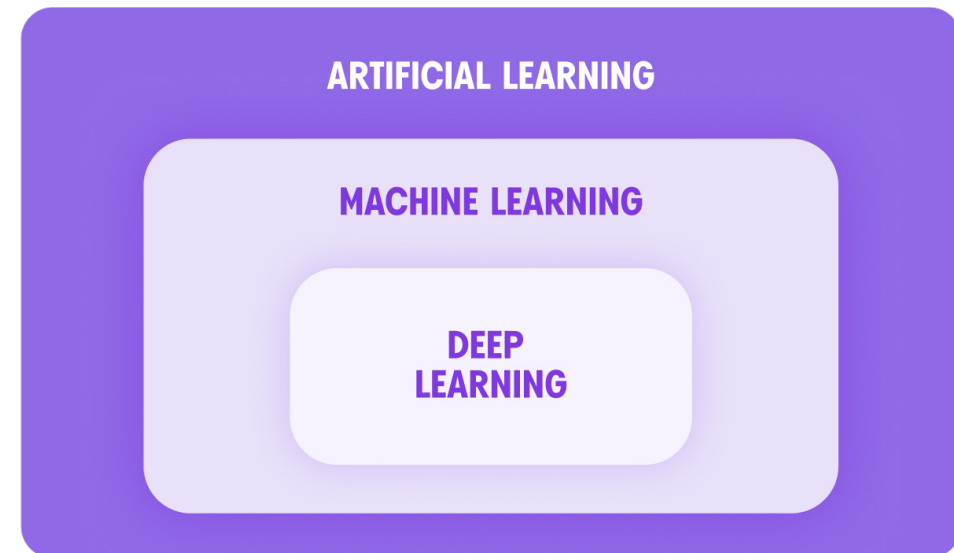
Connecting the dots between AI, machine learning, and deep learning

You can think of AI, machine learning, and deep learning as Russian nesting dolls.

AI is a broad category that encompasses the use of technology to replicate elements of human intelligence such as the ability to reason, learn, and solve complex problems.

Machine learning and deep learning sit within the AI umbrella. As the name implies, machine learning uses machines to analyze data, gather insights, and make decisions. Deep learning is a subset of machine learning that uses more advanced methods and ingests larger

data sets. Deep learning algorithms can also learn from their own errors without human intervention.



Within AI, machine learning, and deep learning, there are countless applications. Below we've highlighted some of the types most relevant to revenue teams.

Common AI examples in revenue tech

AI type	Definition	Example GTM use cases	Gong's AI functionality
Generative AI	Generative AI uses machine learning to create new content (images, videos, text, etc.) from prompts.	Revenue teams can use generative AI to: <ul style="list-style-type: none">Summarize transcriptsUncover insights from customer conversationsWrite emails more efficiently	<p>Call Spotlight analyzes customer interactions to provide text summaries and critical insights, such as:</p> <ul style="list-style-type: none">Customer pain pointsOutcomesNext steps <p>This intel helps you make more informed decisions faster</p> <div><p>Call Spotlight</p><p>Elaine: Okay. Got it. Okay. Sounds good. And then can I set the demo for 45 minutes just in case, if there's</p><div><div><p>OUTCOME</p><p>Scheduling a demo</p></div><div><p>NEXT STEP</p><p>Rep to send meeting invite</p></div></div><p>Melissa: Okay. Wonderful. Thank you.</p></div> <p>Ask Anything uses generative AI to provide instant insights into customer interactions. With faster answers to your questions across calls, deals, accounts, and contacts, you can improve productivity and drive more pipeline.</p> <p>Gong's email composer enables you to quickly and easily generate customized emails using AI. Now sellers can save time while still booking more meetings.</p>

NLP AI models

Natural language processing (NLP) is a type of machine learning technology. It gives computers the ability to interpret and analyze human language.

Revenue teams can use NLP models to:

- Transcribe audio to text
- Translate text from one language to another
- Identify action items based on prospect responses

Gong uses NLP models to transcribe conversations across **70+ languages**, more than any other solution on the market. Our in-house transcription models are optimized for revenue conversations and consistently outperform the industry standard.

Gong's Revenue Intelligence Platform also uses NLP models to help sellers identify the best next steps. This saves reps time and ensures important to-dos don't slip through the cracks.

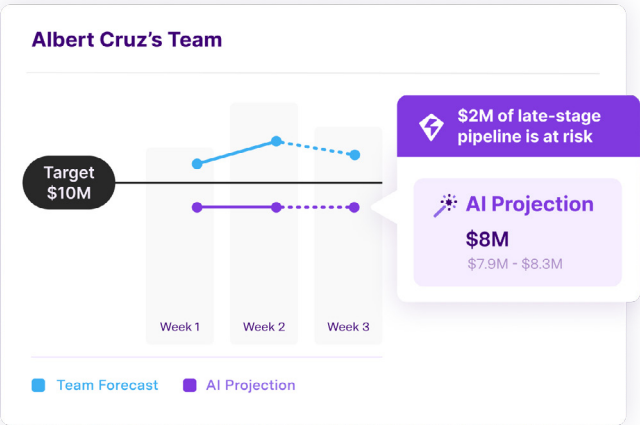
Predictive AI

Predictive AI uses machine learning to perform statistical analysis and identify future trends and predictions.

Revenue teams can use predictive AI to:

- Identify the likelihood of a deal closing
- Forecast team pipeline

Gong Forecast uses AI to provide you with deal likelihood scores and data-backed forecast predictions, so you can plan more effectively.



Prescriptive AI

Prescriptive models expand upon predictive models further by suggesting actions that can be taken to achieve a certain outcome or make a desired change.

Revenue teams can use active learning models to:

- Determine actionable next steps that increase the chances of winning a deal

You can look to **Gong's AI-recommended to-dos** for a provided list of tasks, all designed to help you move deals forward.

Active learning

Active learning is a type of machine learning that prompts users to label new data points.

Revenue teams can use active learning models to:

- Track effectiveness of new messaging initiatives
- Better understand the market and competition
- Spot risks early and proactively course-correct

These capabilities are found in Gong, and are not currently available in other revenue AI technologies.

You can use **Gong Smart Trackers** to easily create custom active learning models.
You can spot trends in your customer interactions and identify risks before it's too late.

A screenshot of the 'Gong Smart Trackers' interface. At the top, a search bar contains the text 'TRACK SIMILAR TO: "I just don't have budget."'. Below this, a green badge indicates 'Detected in 47% of active deals'. Two example trackers are shown: one for 'Mason' dated 'May 21' with the text 'The price is an issue because we're still in a startup mode.', and another for 'Christine' dated '15 Feb 2023' with the text 'There might be a way to make the price a little cheaper or more, let's say, affordable.' Both examples have a purple phone icon to their right.

Check-in

Based on the business goals you set above, identify which type or types of AI could help you achieve your desired outcomes.

So far we've discussed how to tie AI to business goals and the types of AI you can use to achieve those outcomes. Let's round out the discussion by diving into the importance of purpose-built AI solutions.

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Uncovering the value of purpose-built AI

Context is key, right?

You wouldn't list your house in Seattle based on Los Angeles prices. You can't make baseball predictions based on football stats. It may be stating the obvious, but decision-making quickly becomes flawed if it doesn't use accurate, relevant information. So, if you're using AI to help inform decisions and build workflows within your sales organization, context really is key.

AI solutions are most valuable when they are purpose-built, meaning they are designed and created based on data specific to your organization. Every company, industry, and workflow is nuanced, so purpose-built AI models enable more specific, accurate, and relevant outputs.

For revenue teams, the most relevant and important data source is customers themselves. How they respond to outreach, react to messaging, vocalize pain points and clarify budgets – that all needs to be taken into account when making decisions. And there's technology that does just that

– called conversation intelligence, it uses AI to analyze all customer interactions to provide relevant and actionable insights.

Leading GTM teams use conversation intelligence to:

- Quickly uncover buyer pain points
- Generate call summaries and extract key insights
- Suggest the best next steps for sellers
- Transcribe and translate calls in dozens of languages

...just to name a few.

There are countless opportunities to use AI in your revenue workflows, and the list is constantly growing.



Check-in

Confirm if the AI solutions you're evaluating are purpose-built.

Embracing revenue AI with Gong

“AI won’t replace sales reps, but sales reps who use AI will replace those who don’t,” shares **Dan Morgese, Director of Content Strategy and Research at Gong.**

AI is becoming an integral part of growing revenue teams’ tech stacks and workflows. But GTM teams can’t just rely on any old AI tool to drive successful outcomes. They must harness the power of purpose-driven solutions, like revenue intelligence platforms.

With AI models built on the intricacies of your business, you can better understand your market and identify new ways to grow. **Gong’s Revenue Intelligence platform** is powered by your customer interactions, so you can build more accurate and relevant sales workflows – from forecasting to sales engagement and beyond.



Want to learn more?

**Get a demo of Gong to see
our Revenue Intelligence
Platform in action.**

