

Generative AI Tools in Sales



Generative AI has gained significant attention and adoption recently as organizations and end users increasingly recognize the potential of this technology. Sales teams, in particular, are finding new and innovative ways to boost sales outcomes using these tools.

How are sales teams utilizing generative AI today, and what impact is it having?

One-Minute Insights:

- Three-quarters of respondents say their organization is currently deploying generative AI sales tools.
- One-third (33%) say generative AI has improved the productivity of their sales team "a great deal."
- 37% of respondents believe generative AI tools would allow them to completely replace a person on their team while still producing the same results.
- 32% cite unforeseen cybersecurity risks as a barrier to adopting generative AI sales tools.

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Data collection: March 3rd – April 22nd, 2023

Respondents: 104 sales managers, directors, VPs, and C level leaders

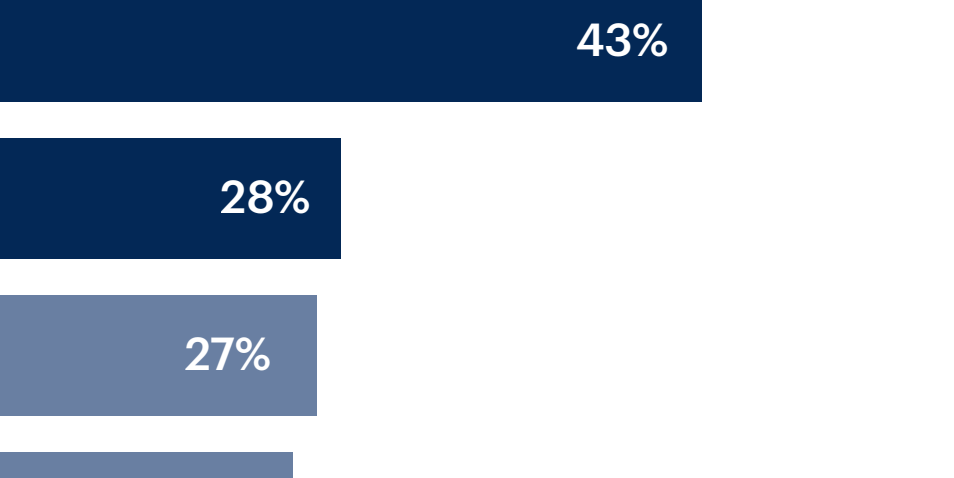
Sales enablement content driving high adoption of generative AI sales tools

Three-quarters of respondents say their organization is currently deploying generative AI sales tools.

Is your organization currently deploying generative AI as: tools that create novel content, and don't simply analyze or act on existing data. Generative AI tools produce text and images for blog posts, emails, images, and more.

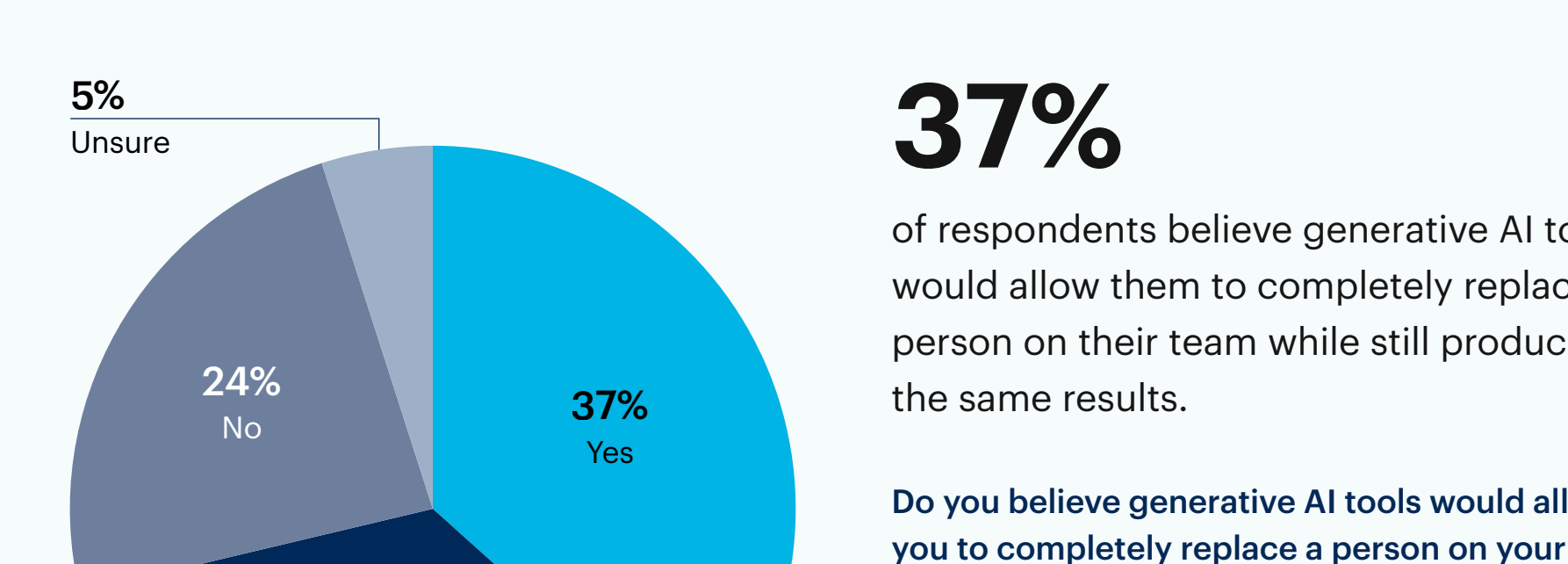
n = 104

Note: May not add up to 100% due to rounding.



The two most common reasons teams decided to or are planning to adopt generative AI are to create sales enablement materials (51%) and create training or L&D content (43%).

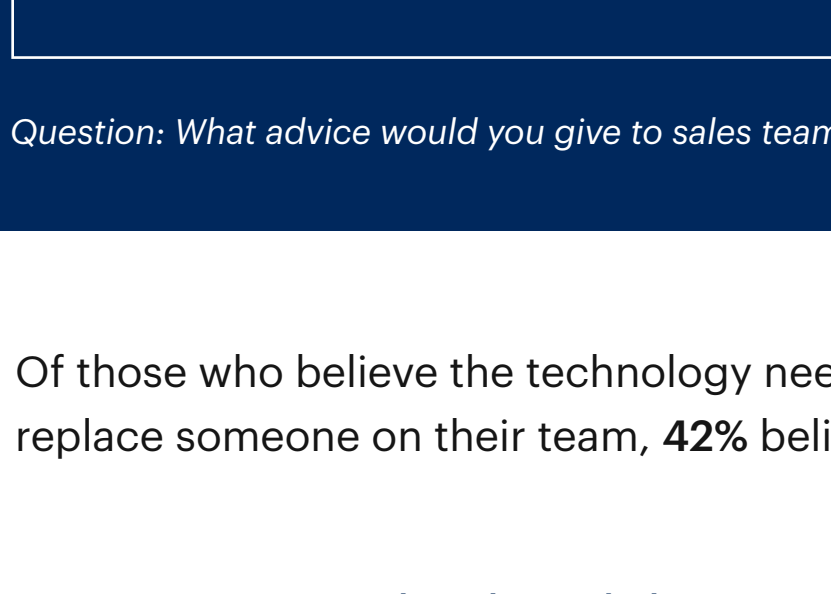
What were the reasons your team decided to adopt or is planning to adopt generative AI sales tools? Select all that apply.



Write emails (i.e. for prospecting) 22% | Write whitepapers 20% | None of these <1% | Other 0% n = 83

Note: Respondents only those who answered "Yes" to "Is your organization currently deploying generative AI sales tools?" or "Yes, we're in the planning stage/development stage" to "Is your organization planning to deploy generative AI sales tools?"

Many believe AI would allow them to replace a person on their team



37% of respondents believe generative AI tools would allow them to completely replace a person on their team while still producing the same results.

Do you believe generative AI tools would allow you to completely replace a person on your team (e.g. operations, enablement, or admin) while still producing the same results?

n=104

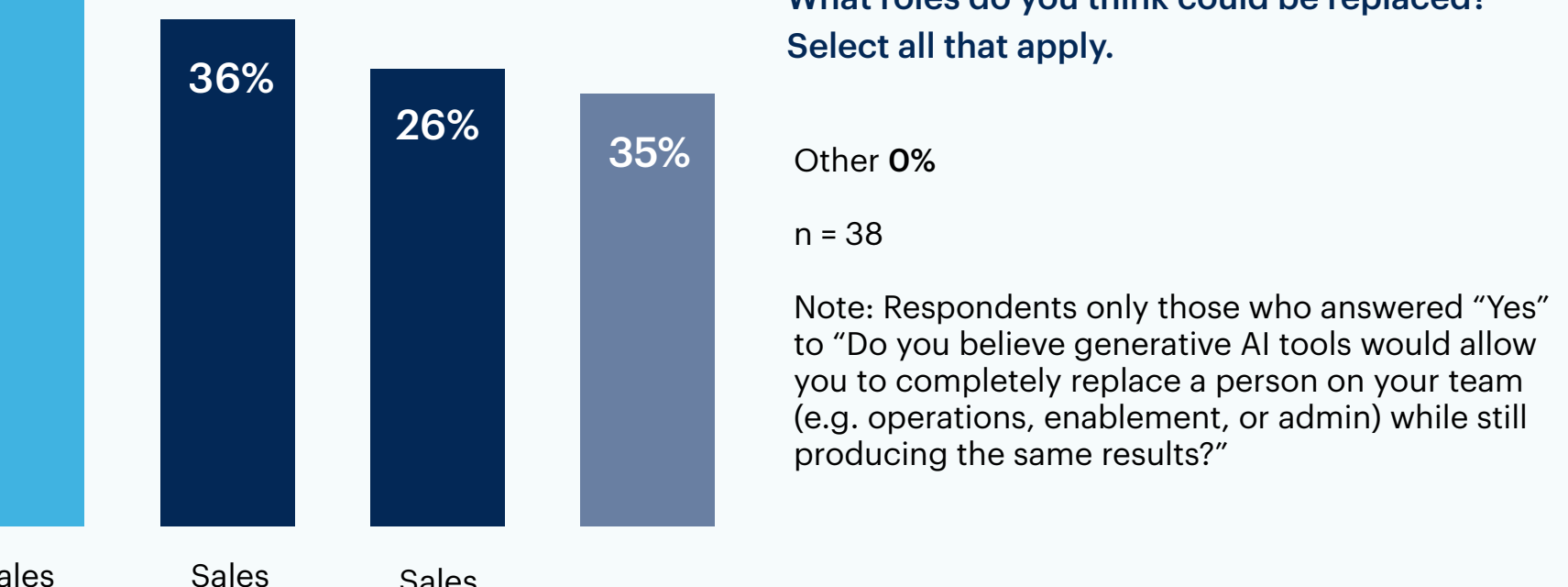
Note: May not add up to 100% due to rounding.

"Make sure that people come first - people buy people!"
- Manager, EMEA, Arts, Entertainment, and Recreation EMEA, 11-50 employees.

Question: What advice would you give to sales team leaders who are adopting generative AI for the first time?

Of those who believe the technology needs to be more sophisticated before it can fully replace someone on their team, 42% believe that it will take another 1-2 years.

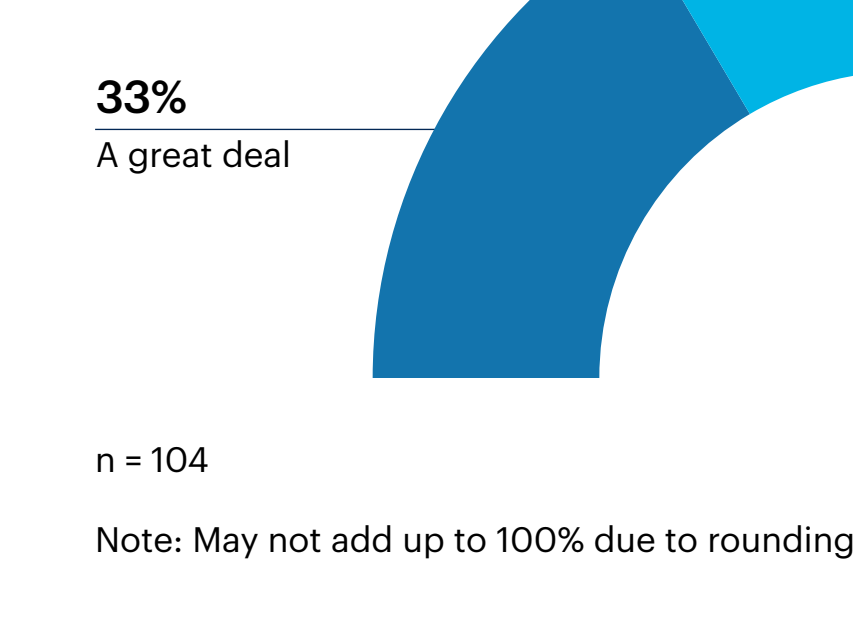
When do you believe generative AI tools will be sophisticated enough to completely replace a person on your team?



Note: May not add up to 100% due to rounding. n = 36

Note: Respondents only those who answered "Yes, but not until the technology is better" to "Do you believe generative AI tools would allow you to completely replace a person on your team (e.g. operations, enablement, or admin) while still producing the same results?"

Sales operations roles (42%) are the most common. What roles do you think could be replaced? Select all that apply.

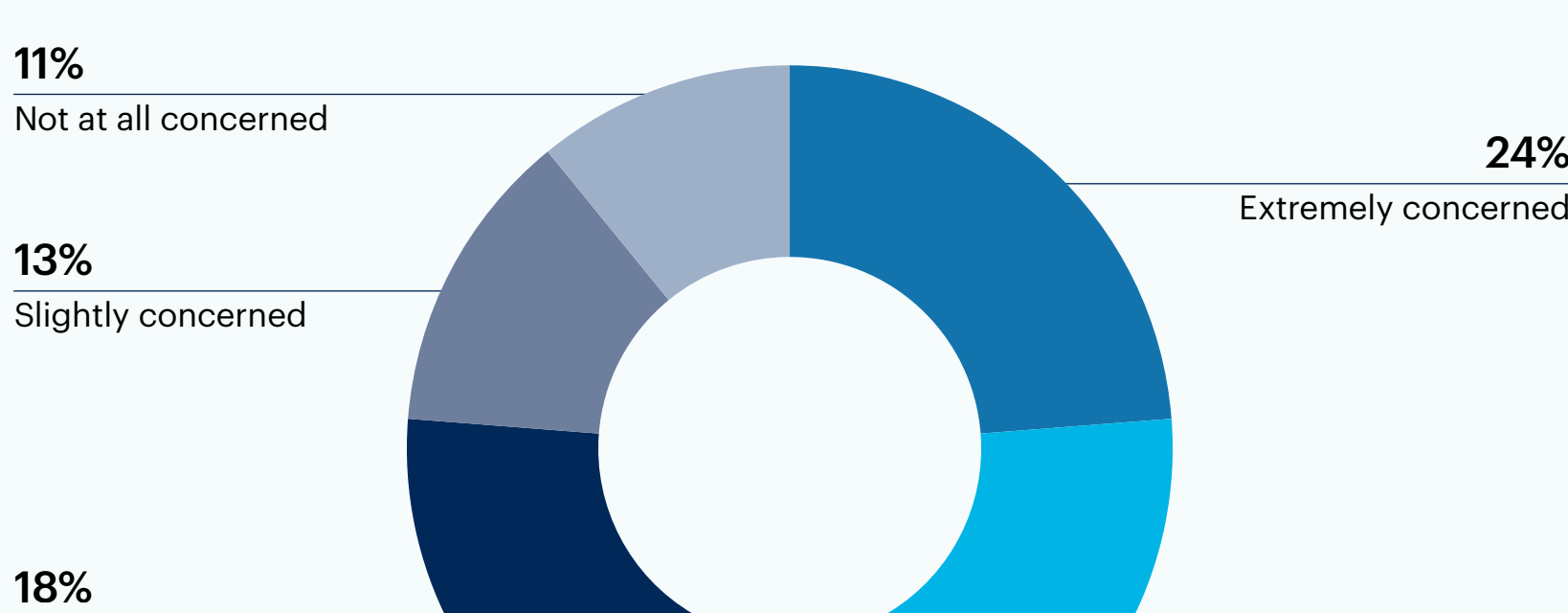


Other 0% n = 38

Note: Respondents only those who answered "Yes" to "Do you believe generative AI tools would allow you to completely replace a person on your team (e.g. operations, enablement, or admin) while still producing the same results?"

Just 12% of respondents say that generative AI has not helped improve the productivity of their sales team, or it is too early to tell.

By how much has generative AI improved the productivity of your sales team?



n = 104

Note: May not add up to 100% due to rounding.

Many are concerned customers are aware of their AI generated content

59% would be moderately or extremely concerned if their customer discovered content was AI generated.

How concerned would you be if a customer discovered content you or your team sent was completely AI generated?

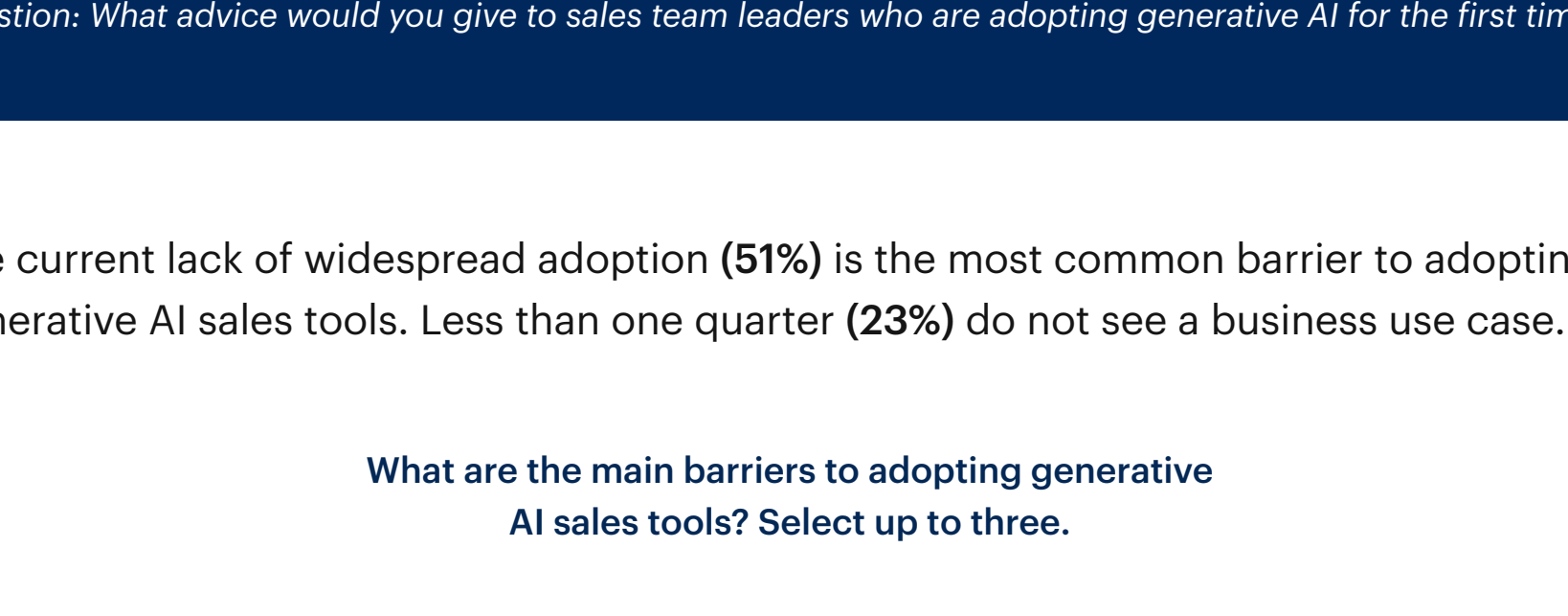


n = 104

Note: May not add up to 100% due to rounding.

Over half (54%) of respondents believed their customers can always or often tell if their content is AI generated.

How often do you believe your customers can tell if your content is AI generated?



n = 104

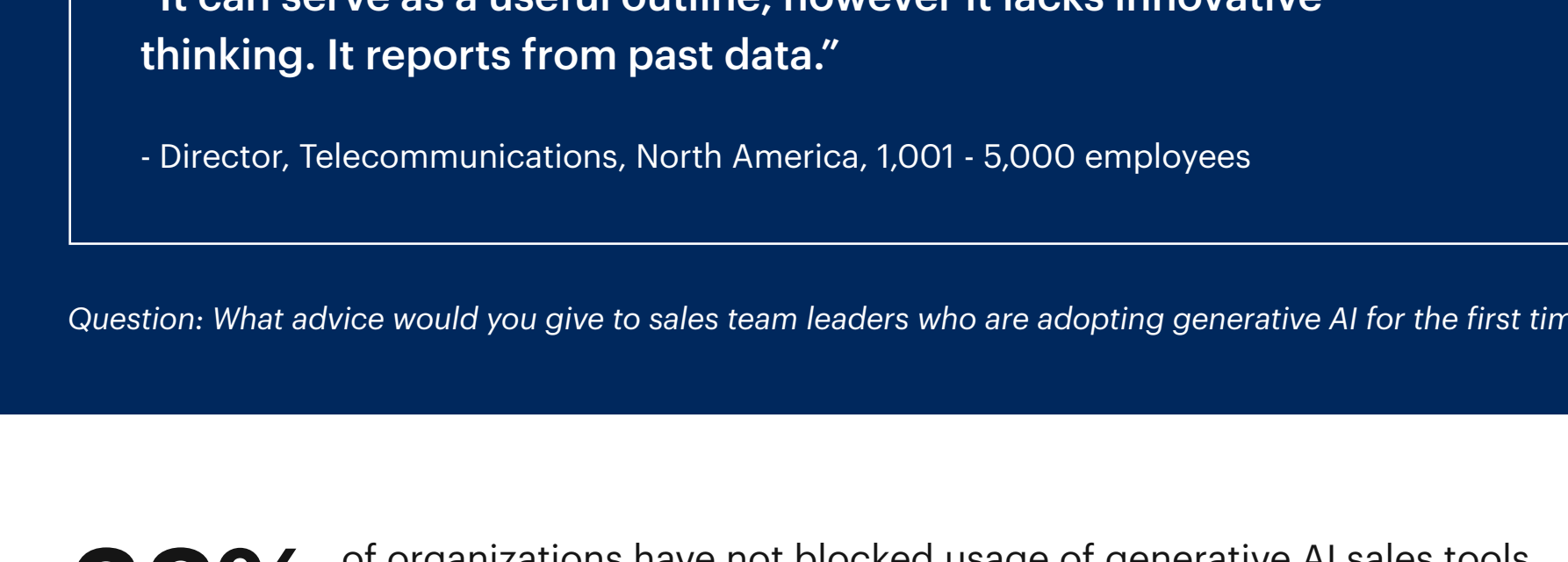
Note: May not add up to 100% due to rounding.

"Don't rely on it completely so that your customers will easily find out that you have used a generative AI tool."
- Manager, Professional Services, APAC, 1,001 - 5,000 employees

Question: What advice would you give to sales team leaders who are adopting generative AI for the first time?

The current lack of widespread adoption (51%) is the most common barrier to adopting generative AI sales tools. Less than one quarter (23%) do not see a business use case.

What are the main barriers to adopting generative AI sales tools? Select up to three.



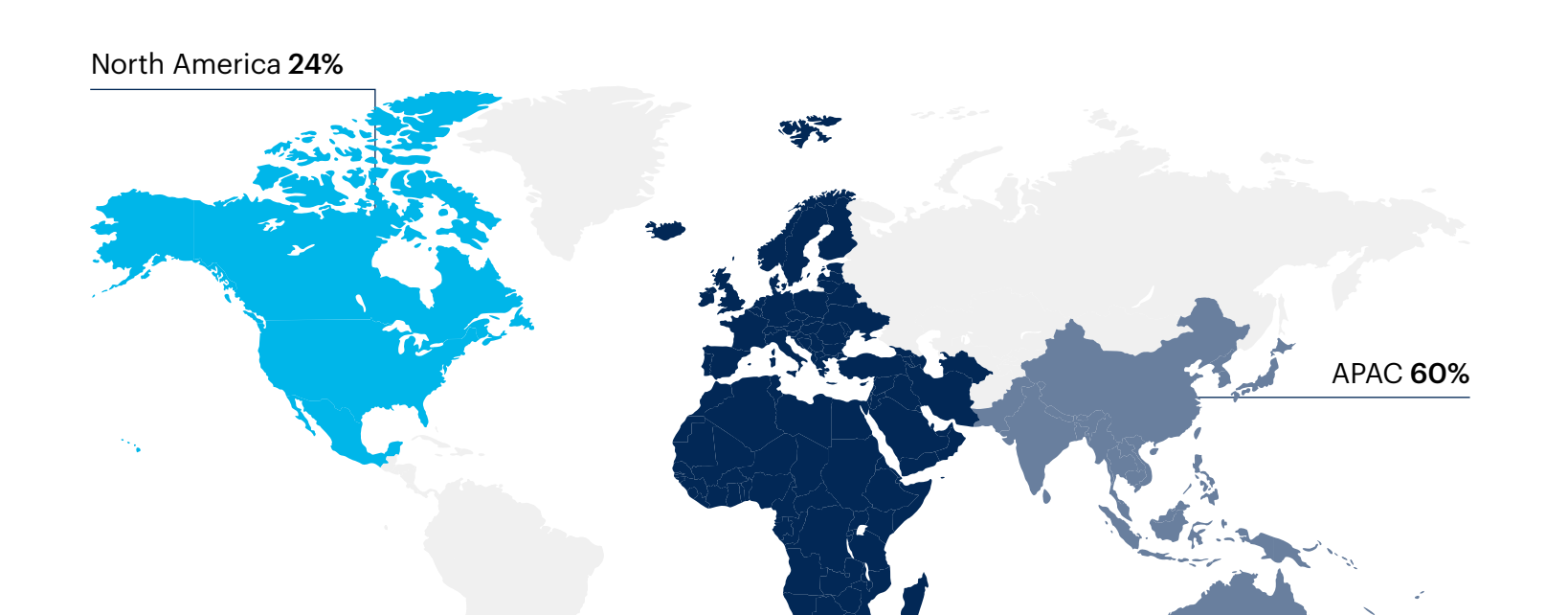
Regulatory or ethical concerns (e.g. deepfakes) 26% | Lack of business use case 23% | Lack of executive interest 18% | Investment risk (i.e. the value could drop) 17% | Costs 15% | None of these <1% | Other <1% n = 104

"It can serve as a useful outline, however it lacks innovative thinking. It reports from past data."
- Director, Telecommunications, North America, 1,001 - 5,000 employees

Question: What advice would you give to sales team leaders who are adopting generative AI for the first time?

38% of organizations have not blocked usage of generative AI sales tools, while 37% have blocked all usage of these tools.

Has your organization blocked generative AI in any capacity?



n = 104

Note: May not add up to 100% due to rounding.

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Respondent Breakdown

Region

Job Level

Company Size

