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AI IN SALES

How AI is Transforming Go-to-Market

The AI Era in Sales Has Arrived

It's taken less than two years for generative AI to shake up entire industries and challenge the way we think about the future of education, law, politics, art and much more.

So how will generative AI transform sales? It's a question that promises to drive billions of dollars in revenue opportunities over the next five to 10 years. And if you're not at least testing AI solutions in your go-to-market motions, you're already behind.

Companies like ZoomInfo are rapidly incorporating generative [AI technologies](#) across their products, delivering innovations that will help customers sell smarter.

Here's how AI is affecting sales today, and how we see it widening the gap between winners and runners-up in the years to come.

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How is AI Used in Sales Today?

Generative AI has already become commonplace in frontline sales and marketing teams as companies seek to achieve stronger returns in a leaner economy.

It's also affecting the leadership suite at a rapid pace: hiring data tracked by ZoomInfo shows that senior leaders with AI-related titles increased by nearly 2.5X over just two years.

That makes it doubly important for established AI practitioners and newcomers alike to understand the areas in which AI excels, and where human intervention is still preferred.

To date, the generative AI technology most commonly deployed by frontline GTM teams centers around automating routine administrative tasks, with a view to improving overall efficiency.

It has not replaced large swaths of salespeople and marketers, and is unlikely to do so in the near future. But it can make those professionals much more efficient, effective, and just plain faster at the tedious parts of digital marketing and sales prospecting.

Use cases of generative AI in sales

Although generative AI has captured the public imagination with its ability to produce readable content and even rich artwork based on simple prompts, most of the use cases of generative AI in sales are far more mundane — but no less effective.

- Automated meeting summaries

- Email composition

- Greater ABM personalization

- Sophisticated GTM Plays

- Market and revenue intelligence research

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Use cases of AI for sales operations

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AI in all its forms — from generative AI to more traditional systems — is also being leveraged by sales operations specialists to give their revenue teams a major advantage in today's market.

A must-have for AI in SalesOps? Clean, consistent, high-quality data. Some of the top use cases for data modeling with AI include:

- Predictive analytics

- Personalization of marketing and sales assets

- High-precision risk analysis

- Competitive intelligence and analysis

- Lead routing and prioritization

- Predicting customer churn and retention

- Detailed customer segmentation

- Product recommendation engines

ZoomInfo Copilot: An AI-Fueled Platform Inspired by Top Sellers

As ZoomInfo Chief Product Officer Dominik Facher explains, ZoomInfo Copilot is an AI-powered solution that turns every seller into your best seller by unifying the best, broadest GTM data and proactively identifying the insights that sellers need.

With Copilot, sales teams can act on urgent buying signals, find whitespace in existing business, and engage with interested buyers at scale, without spending precious cycles on combing through data or crafting compelling messaging.

- **Account Expansion:** ZoomInfo Copilot identifies and suggests new leads within existing accounts, alerting sellers to time-sensitive opportunities indicated by intent signals such as new hires and competitor research.

- **Targeted, Intelligent Prospecting:** By analyzing real-time intent data, ZoomInfo Copilot ensures sellers can connect with decision-makers at accounts that have demonstrated strong purchasing intent, at the right time, with offers relevant to their business.

- **Insights on Demand:** With aggregated account summaries at their disposal, customer-facing teams can gain deep insights into accounts quickly, allowing them to understand their prospects' problems and deliver rewarding customer experiences.

- **Personalized Engagement at Scale:** Boost your outreach conversion rates with the AI Email Generator and craft personalized messages that speak to unique customer pain points, based on previous engagements, intent data, and more, in a matter of seconds.

What Do Sales Leaders Think About Generative AI?

We recently asked GTM leaders to articulate how generative AI technologies are changing the ways they work today, as well as speculate on how these technologies may continue to evolve in the near future.

As ZoomInfo Chief Revenue Officer James Roth puts it, the future of AI in sales isn't a group of robots outselling humans — it's "a world in which data is the most important thing."

"The AI sits in the middle and pulls out those key things — it would take three or four hours to comb a 10K, or read an earnings transcript — combined with those signals, to then inform the right message, at the right time, and take the right action," Roth says.

According to Colby Greene, ZoomInfo's VP of solutions, data services, & delivery, data quality is the single most important factor to consider when factoring in the potential impact of predictive AI systems.

"If you feed the right data into your AI, it can not only tell you the right companies to target, it can also tell you who to target at those companies when certain events occur," Greene says. "So now you're targeting the right person at the right company, at the exact right time."

The opportunities offered by generative AI are truly transformative, but so too are the risks of irresponsible use, which is why risk management is so crucial to ZoomInfo's policies and plans for AI in our products.

As ZoomInfo Chief Compliance Officer Simon McDougall explains, good data is as vital to AI risk management as good governance, which is why it's important to work closely with AI data vendors.

"Make sure you understand what data your company is getting hold of," McDougall says. "It may well be they're using new sources of data to drive their models, and you want to ensure the data has been gotten ahold of appropriately and is being used appropriately."

James Roth
Chief Revenue Officer

Colby Greene
VP, Solutions, Data Services, & Delivery

Simon McDougall
Chief Compliance Officer

Sales-Ready Data: The Foundation of AI for B2B

With so many companies experimenting with generative AI, many are now learning that even the most sophisticated AI technologies can only do so much with the data they're given.

If that data is unreliable, the results will be virtually worthless.

Forward-thinking business leaders are recognizing that trustworthy, reliable data is fundamental to success with generative AI technologies, and investing accordingly.

"Start thinking about your data as an infrastructural element of your technology stack," ZoomInfo CEO Henry Schuck says. "It's just as important as any IT infrastructure you have, and ensuring data is incredibly accurate and usable by generative AI will be an infrastructural layer in the future."

Henry Schuck
CEO

The Right Data Infrastructure for AI in Sales

Just as generative AI technologies need trustworthy, reliable data to produce useful outputs, they also need to be easily integrated into existing systems if they are to be of practical use in the enterprise.

ZoomInfo has been excited to partner with some of the world's largest technology companies to deliver world-class B2B data. This data is powering exciting generative AI initiatives through ZoomInfo's APIs and Webhooks, data cubes, and data services such as modeling, scoring, and validation.

"What we really believe is that the data underlying customer outreach needs to be incredibly accurate, totally enriched, and really deep," Schuck says. "We are in this unique position as a company, with an offering to really fuel that."

Investing in reliable, scalable data infrastructure is an investment in efficiency and growth. In this blog post, we demonstrate how generative AI technologies built atop solid, trustworthy B2B data can have an immense impact on the accuracy, and effectiveness, of an automated prospecting email.

Generative AI is the Future of Sales

We couldn't be more excited to see how our customers are already using generative AI technologies to prospect more efficiently, reach new markets and audiences with their products in less time with fewer resources, and engage prospective customers more effectively.

It's clear that AI will revolutionize the way sales teams find, engage, and communicate with prospects and customers. But we strongly believe that the fundamental, irreplaceable human element in sales will only become more valuable and more important as AI takes over the mechanics of the GTM process.

AI isn't just a new technology — it's a new chapter in the story of all GTM practitioners. We're excited to support more than 35,000 customers worldwide on this journey to selling smarter and winning faster with AI in their corner.

Learn More ↗