

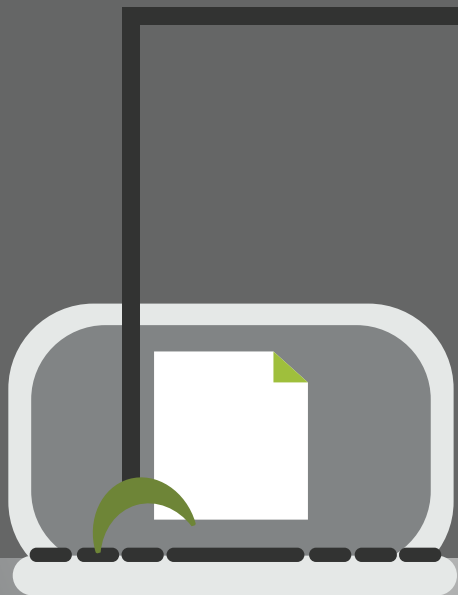
# ROBOT OR REVENUE DRIVER?

*Improve Sales Performance  
with Artificial Intelligence*



*Accessible content* is a click away. *Relevant content* requires a lot more insight.

Data, on its own, is a powerful sales tool. But, when sellers utilize the right data at the right time for the right customer through artificial intelligence, it can mean the difference between a productive sales interaction and a missed opportunity. In an environment where 65% of B2B buyers are likely to switch brands [1] if they perceive they've been treated generically, deals are won or lost based on how well your sellers understand unique buyer problems.



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## WHAT (EXACTLY) IS AI?

The broad scope of AI has become generalized, with the emergence of theories that devices and systems can handle almost any human task. While this is true of “generalized” AI, we’re largely unaware of examples of it in our everyday lives. More common in the marketplace is “applied” AI, which refers to systems that are built specifically for one usage, like self-driving vehicles and algorithmic trading software.

While artificial intelligence has secured a strong position in the business vernacular, it is often also used to describe the actual application of it: machine learning (ML). Businesses widely recognize the benefits of AI and ML, but often blur the definitions. It’s helpful to think of ML as the vehicle that drives AI; it allows machines to learn from themselves and serves to enhance human qualities, not replace them. For instance, sales enablement solutions employ the benefits of machine learning to manage administrative demands, enabling sellers to spend more time nurturing buyer relationships and less time recording the details of sales interactions. The seller focuses on the customer, the solution takes care of the details.



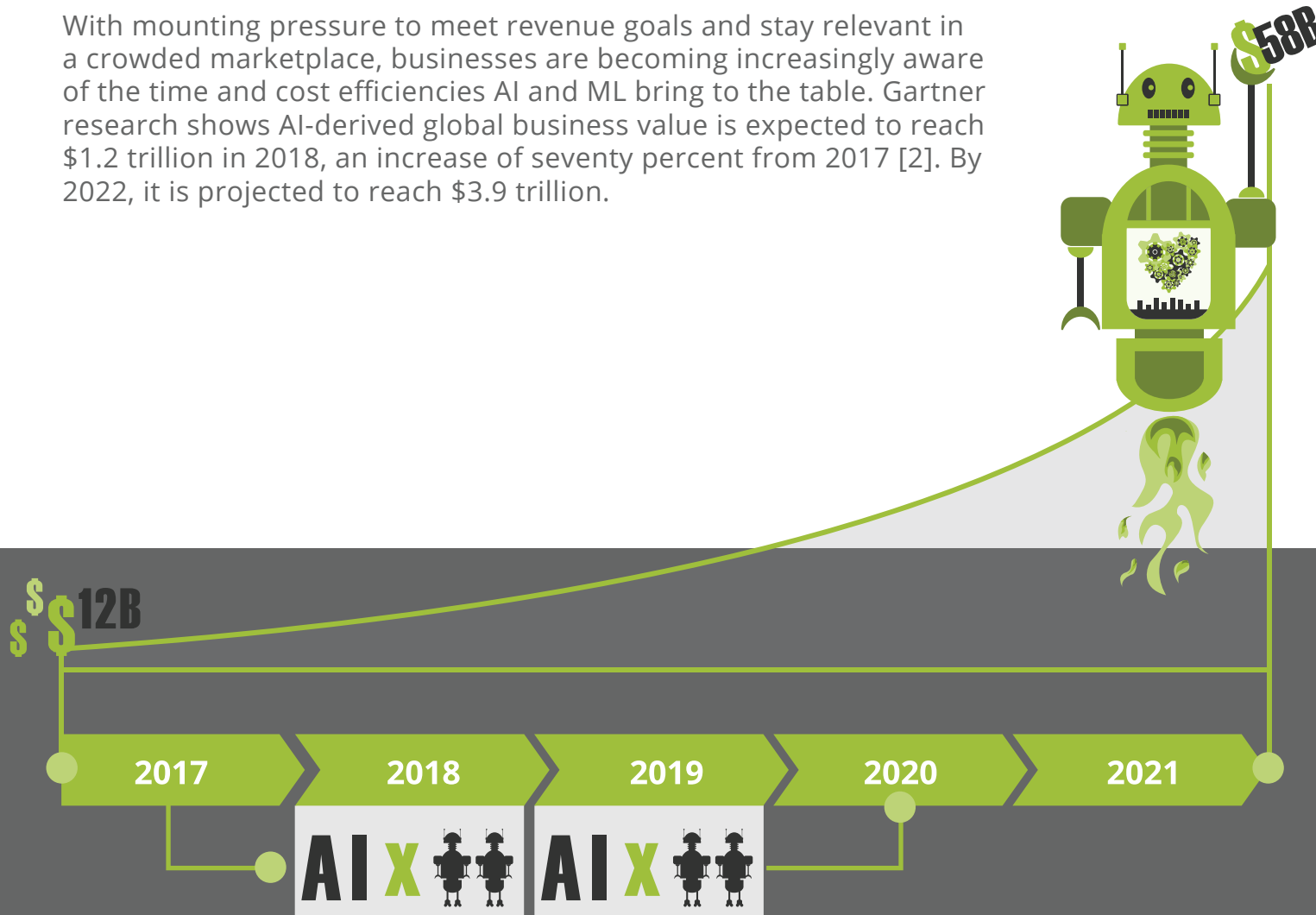
### *Is it AI or ML?*

**ARTIFICIAL INTELLIGENCE (AI)** is the broader concept of machines being able to carry out tasks in a way that we would consider “smart.”

**MACHINE LEARNING (ML)** is a way to realize artificial intelligence or the application of it.

# THE RISE OF AI INVESTMENT

With mounting pressure to meet revenue goals and stay relevant in a crowded marketplace, businesses are becoming increasingly aware of the time and cost efficiencies AI and ML bring to the table. Gartner research shows AI-derived global business value is expected to reach \$1.2 trillion in 2018, an increase of seventy percent from 2017 [2]. By 2022, it is projected to reach \$3.9 trillion.



The number of machine learning pilots and implementations will double in 2018 compared to 2017, and double again by 2020.  
*Deloitte Global*

Spending on AI and ML is expected to grow from \$12 billion to nearly \$58 billion between 2017 and 2021.  
*IDC*



## AI IN THE REAL WORLD

While conceptually, some forms of AI may seem far-fetched and complex, we experience AI and ML constantly in our everyday lives, often without recognizing it. The dominance of mobile has made it easy to forget the daily benefits of AI - from depositing a check on a mobile device or activating an email spam filter to relying on Alexa to maintain a grocery list. AI and ML continue to have a transformative effect on daily human interactions.



### EVERYDAY AI

Recommended Movies/Shows on Netflix  
Spam Filters in Email  
Voice Technologies like Siri and Alexa  
Mobile Check Deposits

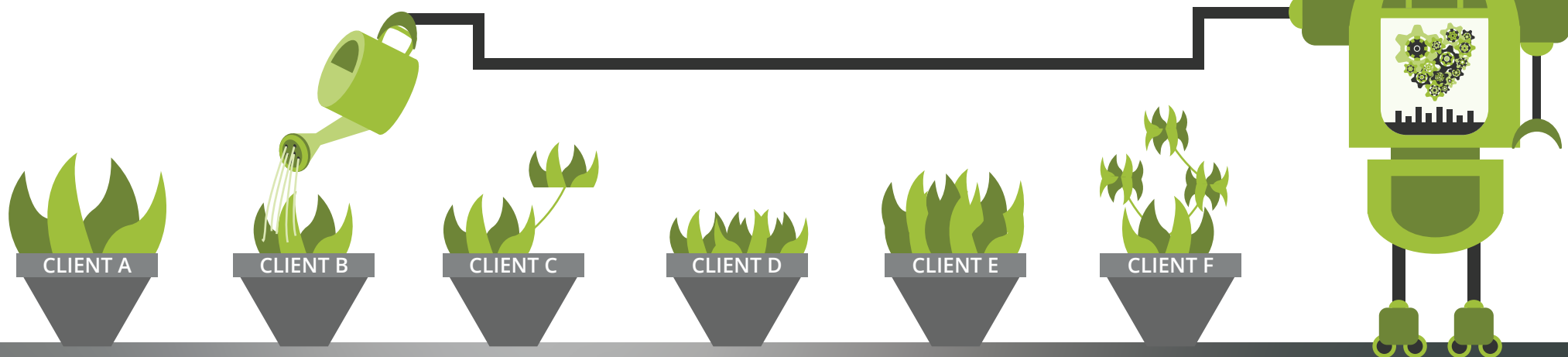
Intelligent Navigation  
*(Detecting Faster Routes)*  
Intelligent Stock Trading  
Self-Driving Vehicles

Not only is AI prevalent in daily life, it's quickly becoming a commodity. Consumers rely on customized technology to meet their preferences, track their habits, and ultimately, simplify the unrelenting human need to make constant decisions. In the consumer world, we understand the ways in which AI solves simple problems and creates more ease in our day. How does the application of AI provide the same benefits in a business environment?

# AI ENHANCES THE SALES PROCESS

AI hasn't reinvented the fundamentals of selling. Sales success continues to be defined by strong relationships with buyers. But with the power of data, sellers can not only initiate new relationships with potential customers, they can nurture them at an individual level. And grow them.

Increasingly accessible data means that irrelevant content is not an option. Modern buyers expect a personalized, predictive sales experience that reflects a heightened awareness of their interests, problems, goals, and future needs. Even the best sellers are more effective when they approach sales interactions with facts, rather than opinions. Behavioral and profile data generated from AI can help deepen customer relationships, providing a more meaningful, memorable, initial sales interaction. It also builds buyer confidence in the seller's ability to understand their unique problems, the market, and their long-term revenue goals. Utilizing AI in sales enablement is the key to providing buyers with the content and information they need to make a purchasing decision. In the age of AI, "It's not personal, it's business" is considerably counterintuitive for sales organizations. If it's business that translates to closing deals with satisfied customers, it's (intelligently) personal.

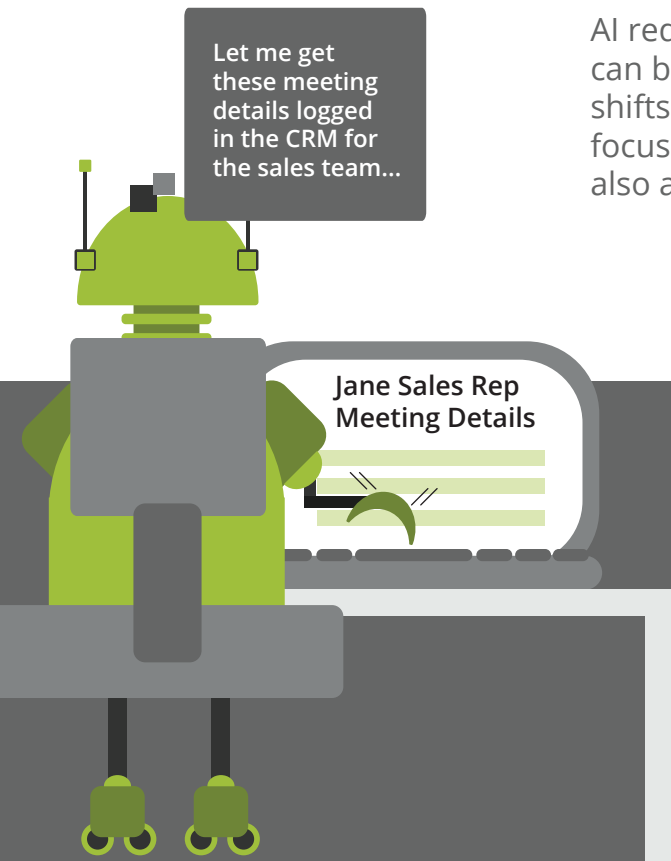




Among the key benefits of applied AI in sales enablement solutions, is its ability to improve efficiency and effectiveness of sales and marketing organizations. According to a recent study, sales reps spend less than 36% of their time actually selling. [3] While sales enablement solutions have improved the pervasive time-management struggle of salespeople, the emergence of AI can help even more. How?

## AI IMPROVES EFFICIENCY

AI reduces manual data entry: As burdensome as the task of logging meeting details into CRM can be, it is essential to monitor sales interactions. An AI-powered sales enablement solution shifts the responsibility of logging meeting details from seller to system, letting sellers instead focus on the human connection. Sellers save precious time that is better spent selling and are also able to better engage buyers with more targeted meeting follow-ups.



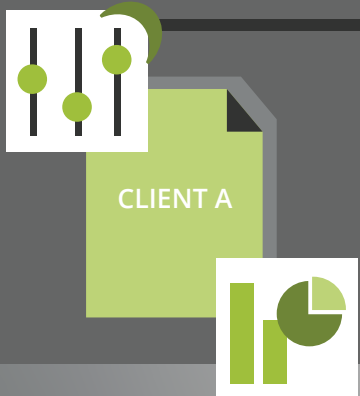
Sales reps  
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## AI IMPROVES EFFECTIVENESS

AI captures important marketing insight: Research shows that 65% of sales content goes unused because it's either too hard to find, or irrelevant. [4] While marketers spend time and resources to create and curate content, they often have no understanding of its value to the buyer. The capability of AI to capture every sales meeting detail allows marketers to understand which content accelerates deal closure and drives revenue. In the end, marketing can use that valuable information to prioritize content creation and optimize accordingly.

AI provides the right content in the right context: Rather than risking using irrelevant sales stories that don't work, AI makes it possible to create more personalized sales interactions. That's because sellers and marketers can not only identify high-performing content, but understand what content is resonating with specific buyers, and use it to build customized presentations. Based on predictive analytics and tagging, sales enablement platforms armed with AI can also intelligently surface recommended content at exactly the right stage of the sales process, in the right context, helping you propel deals forward.



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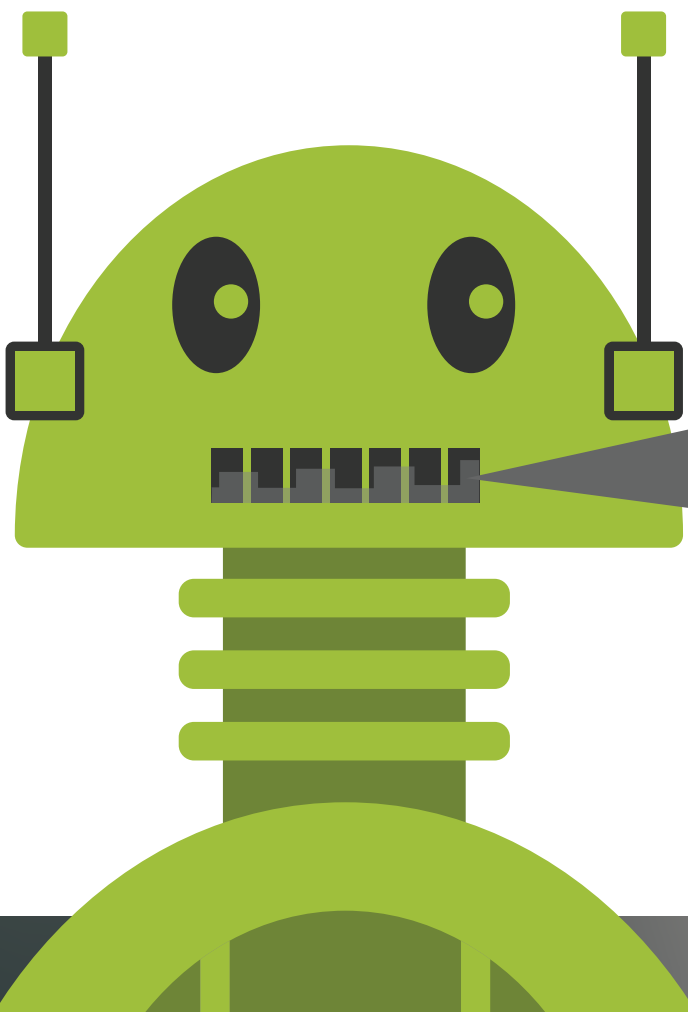




## SUPPLEMENT, NOT REPLACE

### *AI as a Sales Secret Weapon*

AI can help sellers focus on connecting with customers on a human level, by making sense of vast amounts of data and customizing it to their needs. Emerging technology as a replacement for humans is a common concern but has no relevance to the role of AI in sales enablement. Instead, AI carries much of the administrative weight for reps, making way for a more streamlined sales process. Leaning on key insights, marketers can improve content plans and deliver the most compelling information in the moments that matter with buyers. Ultimately, when sellers are armed with data, and not bogged down with administrative tasks, their natural talents can shine.



### *The AI Sales Impact*

- Improved Sales and Marketing Efficiency
- Reduced Manual Data Entry
- Personalized Content Recommendations that Move Deals Forward
- Elevated Engagement During Sales Interactions
- Increased Visibility into Sales Process
- Increased Understanding of Content Performance to Drive Revenue

*To learn more about how Mediafly's Evolved Selling technology can help increase the efficiency and effectiveness of your sellers and marketers for maximum return on investment, visit [www.mediafly.com](http://www.mediafly.com).*



The Evolved Selling™ Solution

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1 (312) 281-5175

**Mediafly** is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's **Evolved Selling™** solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit [Mediafly.com](http://Mediafly.com) or follow [@Mediafly](https://twitter.com/Mediafly) for more information.

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