

C<>NQUER



THE FUTURE OF SELLING

Tomorrow's Seller | The New Sales Frontier | Selling Transformed

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Introduction

In a time where communication channels are more diverse than ever, understanding and using them effectively can completely transform buyer-seller relationships.

“The Future of Selling” explores the incredible trends revolutionizing the sales industry by delving into the four critical pillars that are shaping the future of sales:



Personalization at Scale



Predictive Analytics



Automation and Efficiency



Enhanced Customer Insights

This eBook, backed by industry-leading research from Salesforce, Forrester, and Gartner, provides actionable insights and strategies for each pillar.

For example, personalization at scale allows sales teams to leverage AI and machine learning to analyze vast datasets, understand customer preferences and behaviors, and use contextual information to enhance the quality of communication.

Then, predictive analytics reshapes sales strategy development, letting teams proactively address opportunities and challenges by forecasting sales trends and market shifts.

Automation and efficiency streamline routine tasks, freeing up sales teams to focus on strategic activities and relationship-building.

Enhanced customer insights—gained through advanced data analysis and natural language processing—provide a deeper understanding of customer behavior, sentiment, and feedback.

By embracing these innovations and prioritizing **voice communication**, sales teams can drive growth, enhance customer experiences, and achieve unprecedented efficiency.



Personalization at Scale

Whether you're a sales leader looking to optimize your team's performance or a business executive seeking to understand sales trends, this guide offers valuable insights into navigating the complexities of the modern market and setting you up for success in the future of selling.

In the modern sales landscape, personalization at scale has become crucial. According to Salesforce, 80% of customers believe that a company's experience is equally important as its products and services¹. With AI and machine learning, sales teams can now analyze vast datasets to understand customer preferences and behaviors. This enables tailored recommendations, personalized offers, and targeted communication across voice, email, SMS, social media, and conferencing channels.

Understanding Customer Preferences Through Data Analysis

By collecting and analyzing customer data from various communication channels, businesses can gain insights into individual preferences, purchase history, and behavior patterns. This deep understanding allows for creating highly targeted campaigns and sales strategies.

Tailored Recommendations and Offers

With AI, sales teams can generate personalized recommendations and offers through voice calls, emails, SMS, social media interactions, and virtual conferences. This not only increases the likelihood of conversion but also enhances customer satisfaction and loyalty. Forrester reports that 77% of consumers have chosen, recommended, or paid more for a brand that provides a personalized service or experience².

Enhanced Customer Engagement and Conversions

Personalized communication across all channels fosters a stronger connection between the customer and the brand. Voice interactions, in particular, allow for a more personal touch and immediate feedback; according to Salesforce, 89% of customers say it's important to know when they're communicating with AI or a human³. Delivering relevant content and offers at the right time can significantly improve engagement rates and drive higher conversions.

Implementing Robust Data Management and AI Tools

To achieve personalization at scale, companies must invest in robust data management platforms and AI tools. These technologies enable the seamless integration and analysis of data from multiple sources, providing a comprehensive view of the customer journey.

Personalizing Communication

There are many ways to personalize communication when reaching out to a prospect or customer, and this goes far beyond simply putting the prospect's name in the subject line of an email. By tailoring their message to a person's background (such as their work history or education), interests, or, most importantly, their pain points, a seller can establish a more relevant connection and start building trust immediately.

AI is critical for accomplishing the legwork for sellers to actually research these details, saving them time to continue focusing on selling.

Despite the benefits, implementing personalization at scale comes with challenges. Data privacy

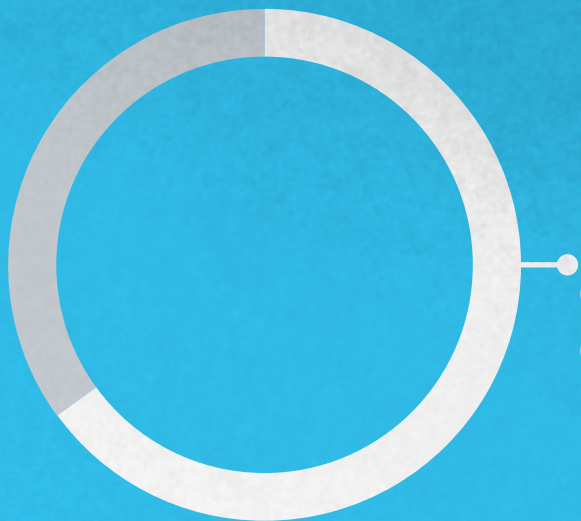
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65% [of consumers] say they will stay loyal if the company offers a more personalized experience.”
– **Salesforce**

and security are paramount, and businesses must ensure they handle customer data responsibly.

Additionally, achieving true personalization requires continuous optimization and refinement of AI algorithms to stay aligned with evolving customer preferences.

Personalization at scale is a powerful strategy that can drive significant business growth, enabling tailored experiences that resonate with customers across voice, email, SMS, social media, and conferencing.



65%

of businesses see an increase on sales performance from personalized interactions

SOURCE: SALESFORCE



Predictive Analytics

Predictive analytics is transforming the way sales teams approach their strategies. AI can predict customer needs, sales trends, and market shifts by analyzing historical data from voice calls, emails, SMS, social media, and conferencing interactions.

In fact, Salesforce reports that 98% of sales leaders believe that AI will improve understanding of customer needs⁴. This approach helps sales teams address opportunities and challenges before they arise, optimize inventory management, and forecast sales with greater accuracy.

Analyzing Historical Data for Future Predictions

Predictive analytics uses historical data from various communication channels to identify patterns and trends.

By examining past interactions and market conditions, AI models can generate accurate predictions about future sales performance and customer needs.

Proactive Management of Sales Opportunities & Challenges

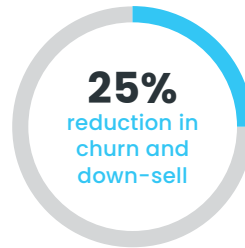
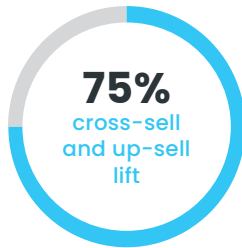
With predictive insights, sales teams can identify potential opportunities and challenges early on to take proactive measures, such as adjusting sales strategies, reallocating resources, or addressing potential issues before they impact performance. Gartner predicts that by 2025, 60% of B2B sales organizations will transition from intuition-based to data-driven decision-making, leveraging predictive analytics to boost performance⁵.

Accurate Sales Forecasting and Inventory Management

Predictive analytics enhances the accuracy of sales forecasts, enabling businesses to optimize inventory management and avoid stockouts or overstock situations.

By predicting demand fluctuations based on voice, email, SMS, social, and conferencing data, companies can better align their supply chain operations with market demand, reducing costs and improving customer satisfaction.

Examples of the improvements some B2B sales organizations have achieved after embedding advanced analytics into their core processes



These gains translate into substantial financial impact and a better customer experience.

SOURCE: BOSTON CONSULTING GROUP

Enhancing Customer Experience

Predictive analytics can also improve the customer experience by anticipating their needs and preferences. By analyzing data from various sources, businesses can offer personalized recommendations and proactive support through their preferred communication channels, enhancing customer satisfaction and loyalty.

Despite the benefits, implementing predictive analytics requires a strong foundation of quality data and advanced AI capabilities. Predictive analytics will not be effective if a revenue team is operating with bad data, often the result of poor sales systems and processes. Businesses must invest in data management platforms, AI tools, and skilled data scientists to effectively harness the power of AI and predictive analytics.

Perfecting Data

Perhaps one of the best ways to ensure that a revenue team is working from a solid data backbone is to partner with a high-quality vendor. The vendor can collect and track the data from

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By 2025, 60% of B2B sales organizations will transition to data-driven decision-making”
- Gartner

all sales interactions and feed that back to the system, enabling consistent and accurate predictions drawn from the real data that the business acquires.

Predictive analytics offers a significant advantage for sales teams by providing actionable insights and foresight into future trends.



Automation and Efficiency

Automation and efficiency are at the forefront of modern sales strategies. AI-powered automation streamlines routine sales tasks such as lead generation, follow-ups, and customer support through channels like voice, email, SMS, social media, and conferencing. This not only increases efficiency and reduces human error but also frees up sales teams to focus on more strategic activities and relationship-building.

Streamlining Routine Tasks with AI

AI can automate repetitive and time-consuming tasks, such as data entry, scheduling, and lead scoring, across various communication channels. This allows sales teams to focus on high-value activities, improving overall productivity and efficiency.

Reducing Human Error and Increasing Efficiency

Automated processes reduce the risk of human error, ensuring that tasks are completed accurately and consistently. This enhances the reliability of sales operations and minimizes the potential for costly mistakes.

Focusing on Strategic Activities and Relationship-Building

By automating routine tasks, sales teams can dedicate more time to strategic activities, such as developing sales strategies, analyzing market trends, and building strong relationships with customers through voice calls and other channels.

Implementing Advanced AI and Automation Tools

To achieve maximum efficiency, businesses must invest in advanced AI and automation tools. These technologies enable seamless integration and automation of various sales processes across voice, email, SMS, social media, and conferencing, providing a unified platform for managing sales operations.

Strategies for Adapting to Automation

According to Forrester, current sales technology can capture 90% of the time that buyers and sellers spend together across email, phone, and video conferencing conversations to automate note-

taking and manually update buyer interaction details into a CRM⁴. By automating mundane tasks, sales teams can spend more time understanding and engaging with customers, ultimately driving higher sales and customer satisfaction.

Despite the benefits, implementing automation requires careful planning and execution. Businesses must ensure that their automation tools are properly configured and integrated with existing systems. One effective way of addressing this challenge is by leveraging one central source of data, as well as a single omnichannel communications platform through which all sales interactions take place, and confirming that all systems are utilizing the same source of truth.

For example, Conquer is a Sales Engagement Platform that is native to Salesforce, meaning all automation, AI insights, and messaging sequences that Conquer provides are pulled from the same

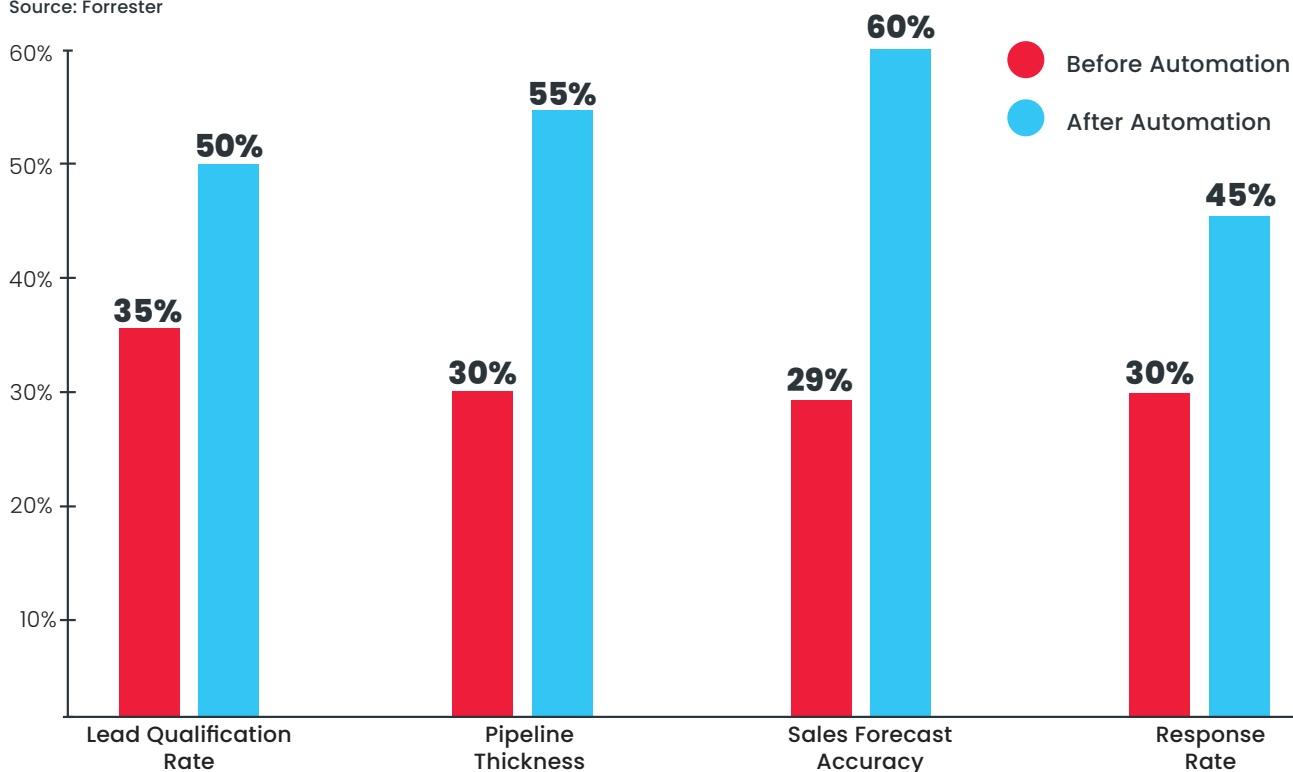
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Companies that adopt sales automation technologies see a 10–15% increase in sales productivity”
- **Forrester**

place. By layering other Salesforce–native tools on top of this foundation, businesses can ensure that there won’t be any gaps or slips caused by data duplication or inaccuracies.

By leveraging AI-powered automation driven from a singular source of truth, businesses can streamline routine tasks, reduce human error, and focus on strategic activities that drive growth and customer satisfaction through voice, email, SMS, social media, and conferencing.

Impact of Automation on Sales Performance

Source: Forrester





Enhanced Customer Insights

Enhanced customer insights are crucial for understanding and meeting customer needs. AI tools provide deep insights into customer behavior, sentiment, and feedback through advanced data analysis of voice, email, SMS, social media, and conferencing interactions.

Gaining Deep Insights into Customer Behavior

By analyzing data from various communication channels, AI tools can provide a comprehensive view of customer behavior, preferences, and sentiment. This enables businesses to understand their customers on a deeper level and make informed decisions to improve the customer experience.

Improving Product Offerings and Sales Strategies

With detailed customer insights, businesses can identify gaps in their product offerings and tailor their sales strategies to better meet customer needs. This not only enhances product development but also improves the effectiveness of sales and marketing campaigns across voice, email, SMS, social media, and conferencing.

Providing Exceptional Customer Service

Enhanced customer insights enable businesses to offer proactive and personalized customer service. By understanding customer preferences and feedback, sales teams can anticipate customer needs and provide timely and relevant support through their preferred communication channels, enhancing customer satisfaction and loyalty.

Implementing Advanced AI and Data Analytics Tools

To effectively harness customer insights, businesses must invest in advanced AI and data analytics tools. These technologies enable the seamless integration and analysis of data from multiple sources, providing seamless functionality. Enhanced customer insights are essential for understanding and meeting customer needs.

By leveraging AI tools and advanced data analytics, businesses can gain deep insights into customer behavior, improve product offerings and marketing strategies, and provide exceptional customer service.

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Companies leveraging customer insights see a 23% increase in customer satisfaction”

– **Salesforce**

Looking Into The Future

As we look into the future of selling, three key trends stand out, poised to redefine the industry landscape.

AI-Driven Voice Interactions

Artificial Intelligence will continue to play a pivotal role in revolutionizing customer interactions, especially through voice. Voice interactions allow for real-time, personalized communication that can address customer needs instantly.

For example, AI Battle Cards can “listen” for triggers and keywords on a call to prompt a card explaining exactly what a seller should say to advance the deal. By leveraging AI, businesses can analyze voice interactions to gain insights into customer sentiment, preferences, and potential issues.

This enables timely and tailored communications that resonate with customers, enhancing loyalty and engagement. According to Forrester, businesses that effectively harness AI in voice interactions will witness a 30% increase in customer lifetime value by 2025¹.

Integration of Voice with Other Channels

The future of sales will see a seamless integration of voice with other communication channels such as email, SMS, social media, and conferencing. This multi-channel approach ensures that customers can engage with businesses through their preferred methods while sales teams can maintain a consistent and coherent communication strategy.

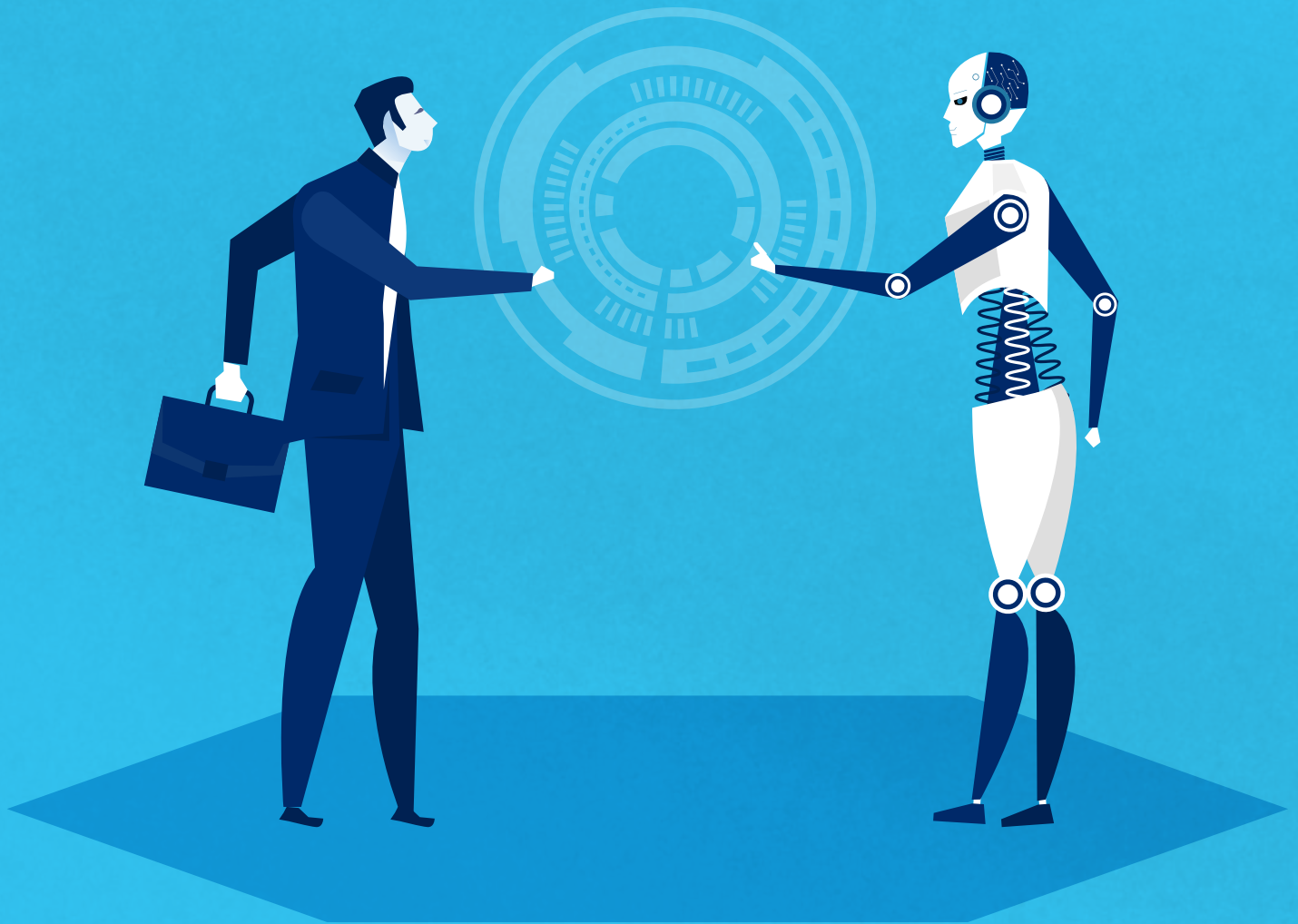
Gartner predicts that by 2024, organizations will lower operational costs by 30% through integrated communication strategies, making it vital for forward-thinking businesses².

Ethical AI and Data Privacy in Voice Communication

As reliance on voice data grows, ensuring privacy and ethical AI practices becomes increasingly important. Companies must balance personalization with privacy, building trust through transparent and responsible data use.

in a manner that is fair, accountable, and respects user privacy. Salesforce emphasizes that businesses prioritizing ethical AI in voice communication will strengthen customer trust and loyalty, which are essential for long-term success³.

These three pillars will be critical for sales leaders to keep in focus as technology and buyer expectations continue to evolve. The foundation of voice is especially critical going forward, acting as a reliable, trustworthy, and authentic communication channel for buyers.



Conclusion

The future of selling is bright, filled with opportunities to leverage advanced technologies and diverse communication channels for unparalleled growth and customer satisfaction.

By focusing on the four pillars of personalization at scale, predictive analytics, automation and efficiency, and enhanced customer insights, with a strong emphasis on voice communication, sales teams can navigate the complexities of the modern market and stay ahead.

Personalization at scale allows for tailored customer interactions that increase engagement and conversion rates. Predictive analytics provides valuable foresight, helping sales teams to manage opportunities and challenges proactively.

Automation streamlines routine tasks, enhancing efficiency and freeing up sales personnel to concentrate on strategic initiatives. Enhanced customer insights enable a deeper understanding of customer behavior, improving product offerings and marketing strategies.

This eBook has offered a roadmap for embracing these trends, supported by insights from top industry analysts such as Salesforce, Forrester, and Gartner. By implementing these strategies and prioritizing voice communication, businesses can drive significant improvements in sales performance and customer satisfaction.

However, the journey doesn't end here. Continuous innovation and a steadfast commitment to a customer-centric approach are essential to maintain a competitive edge in the ever-evolving sales landscape.

As you apply the insights and strategies discussed in this eBook, remember that success lies in the ability to adapt and evolve. The sales leaders of tomorrow will be those who can integrate advanced technologies while maintaining a human touch and fostering genuine relationships with their customers through effective voice communication.



Continuous innovation and a customer-centric approach in voice communication are the keys to conquering the future of selling.”

Conquer Sales - the Smart Way

At Conquer, we make selling smarter by delivering intelligent sales insight, engagement, and automation. Conquer works inside your existing Salesforce org to connect your sellers with your economic buyers faster, with less effort, and with better results. We accomplish this by increasing productivity across teams through the use of omnichannel cadences and AI, fostering high user adoption with software that teams actually want to use, and providing the insights needed to win in an increasingly competitive marketplace.

If you're interested in learning more about how your company can step into the future of selling and start embracing AI technologies the right way, contact us at conquer.io/talk-to-sales/ for a personalized demo fit to solve your unique business needs.

Together, we can conquer the future of selling, achieving remarkable success and driving long-term growth.

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