

1. Record Nr.	UNINA9911011654203321
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Titolo	Artificial Intelligence in Sales : AI Solutions for Every Stage of the Sales Cycle: Use Cases, Tools, and Implementation / / by Manuel Beck
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer, , 2025
ISBN	3-658-48033-5
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (172 pages)
Disciplina	658.81
Soggetti	Sales management Sales and Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Status quo of Artificial Intelligence and its relevance for sales -- Analysis of Artificial Intelligence in the sales cycle phases -- AI in lead generation and qualification -- AI in outreach -- AI for supporting customer conversations -- AI for generating customer value -- AI in solution presentations -- AI in proposal creation and negotiation -- AI in onboarding and customer care -- AI in management -- Planning and implementation of AI projects.
Sommario/riassunto	This book provides a practical introduction to the application and implementation of Artificial Intelligence (AI) in sales organizations. The author demonstrates how companies can gain a competitive advantage through targeted AI use in sales. He explains the innovative possibilities of various AI types and methods throughout the sales cycle and their application at key customer touchpoints—from lead generation and qualification to outreach, conversation support, presentation, proposal creation, negotiation, customer care, and onboarding. Both classical and generative AI tools are examined, along with numerous use cases and prompting suggestions for AI-supported work with ChatGPT and other generative language models. A selection of real providers of AI solutions for each sales cycle phase offers practical implementation points for your company. A concise guide for modern, forward-looking sales. From the Content Status quo of Artificial Intelligence and its relevance for sales Analysis of AI in the

sales cycle phases AI in lead generation and qualification AI in outreach, supporting customer conversations and generating customer value AI in solution presentations, proposal creation and negotiation AI in onboarding, customer care and management Planning and implementation of AI projects The Author Dr. Manuel Beck is the Managing Partner at the consulting firm Bricklog and serves as the Chief Sales Officer (CSO) in the marketing and sales department at Brain4Data. He is also a guest lecturer at various universities. He is an expert in developing go-to-market strategies and in building and leading sales teams. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.

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