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Generative AI Use Cases for Sales Organizations

Generative AI's human-like responses act as the bridge between massive amounts of data and your sales team's ability to understand and use it in real-time decision making. It's the next step in realizing the full potential of revenue intelligence — making insights personalized and immediately actionable.

Here are some common and advanced ways sales organizations can leverage the technology.

Basic	Most organizations only have rudimentary use cases for generative AI deployed.

1	**Personalized Email Outreach**	Generate personalized emails based on CRM data
2	**Meeting/Conversation Summarization**	Automatically captures conversations and provide a summary
3	**Answer Questions**	Enter a question into a chatbot (eg: Find SaaS companies in Massachusetts with more than 1,000 employees) and get a quick answer
4	**Account Activity Information (CRM Only)**	Summarizes activity entered into CRM by reps such as: accounts with emails, accounts with meetings, number of meetings with X company, etc.

Advanced	People.ai has generative AI solutions for advanced use cases available today.

5	**Account Planning**	Automatically fill out account plans, acting as an assistant to your sales team and freeing up their time for more important tasks. If you had an assistant to help you automatically do your taxes for you, wouldn't you use it?
6	**Account Research**	Generate account insights such as a prospect's key challenges, desired outcomes, and how your company can help solve them. Think of it as a scouting report for an opportunity. Go into the meeting with a head start because you can anticipate their answers before the conversation starts.
7	**Customized Coaching Plans**	Receive insights on best practices of top-performing reps and the opportunity areas for lower-performing ones. Use the data to go into coaching sessions with data-backed and actionable insights to help your team perform.
8	**Risk Assessment**	Help identify which accounts and opportunities are at risk and why they're at risk such as lack of executives engaged or single-threaded deals. It can also provide suggestions for de-risking these accounts and opportunities such as recommendations on who to engage with next.

The magic behind generative AI at People.ai

Since we've been securely collecting and analyzing sales data automatically on behalf of customers for nearly a decade (we can do this for you too), our AI models are trained on more high quality, specialized data than anyone else's.

Learn more