

Insight Report | March 2026

# Rebuilding Sales Performance in the Age of AI



# Executive Summary

AI is not changing sales. It is exposing what was already broken.

For years, organizations have invested heavily in tools, content, and training, yet execution in the field remains inconsistent, slow, and difficult to scale. Today, this gap is no longer sustainable. By 2027, 95% of seller activities will involve AI, and by 2030, 70% of routine tasks will be automated. But performance will still depend on one thing: how humans execute in critical customer moments.

This is the Sales Readiness Paradox: companies are over-equipped with knowledge, but under-equipped for execution. Ramp times remain too long. Training decays within weeks. And the majority of teams are not prepared to operate alongside AI. The result is a structural performance gap, costing millions in missed pipeline, delayed deals, and unrealized potential.

At the same time, the nature of selling itself is evolving. Buyers are more informed, interactions are more complex, and decision-making is increasingly shaped by AI-generated insights. In this context, performance is no longer about what teams know, but about how effectively they execute, adapting in real time, navigating complexity, and applying judgment where automation cannot.

This exposes a deeper issue: most organizations do not lack training, they lack a system to build performance. Learning is delivered episodically, but execution is continuous. Without repetition, feedback, and measurement, skills are not embedded, and behavior does not change.

As AI adoption accelerates, this gap becomes a defining competitive factor. A new divide is emerging, not between companies that use AI and those that don't, but between those who have operationalized performance, and those who rely on fragmented enablement approaches.

The organizations pulling ahead are those that treat execution as a capability to be systematically developed. They shift from content to practice, from intuition to measurement, and from individual performance to scalable systems.

Because in the end, the companies that win will not be those who know more.

They will be those who execute better.



Julien Heissat



## The Sales Readiness Paradox

Artificial intelligence is transforming the revenue stack, yet commercial execution remains a major bottleneck. **By 2027, 95% of seller tasks will involve AI, and by 2030, 70% of routine sales activities will be automated** forcing organisations to rethink how human skills create value.

Yet performance still depends on how sellers execute in customer conversations. **The challenge is clear: 74% of B2B sales leaders say closing deals has become significantly harder**, while organisations continue to rely on episodic training that rarely changes behaviour. redefining-revenue-growth The next frontier of revenue growth will therefore not come from more tools, but from systematically improving execution turning individual sales capabilities into scalable organisational performance.

**95%**

of seller tasks will involve AI by 2027, Gartner

**70%**

of routine sales activities will be automated by 2030, Gartner

**74%**

of B2B sales leaders say closing deals has become significantly harder

## Three Challenges Every CSO Faces in 2026

**01**

### Ramp Time Crisis

New reps take 6–9 months to reach full productivity.

**02**

### Knowledge Decay

78% of training forgotten in 12 weeks, programmes deliver a fraction of ROI.

**03**

### The AI Skills Gap

By 2030, 70% of routine tasks automated. Most reps have zero AI training.

In 2026, the challenge for CSOs is no longer access to knowledge. It's the inability to convert it into consistent execution at scale. **New hires still take months to reach productivity**, not because they lack information, but because they lack structured practice. Meanwhile, most training investments decay within weeks, creating a persistent gap between what teams know and what they actually do in front of customers. At the same time, AI is rapidly reshaping the commercial landscape, yet the majority of sales teams remain unprepared to operate in this new environment. The result is a systemic performance gap: organizations are over-equipped with content, but under-equipped for execution in the moments that matter.

# The AI Sales Transformation Is Already Here

**85%**

of digital training has no impact on performance

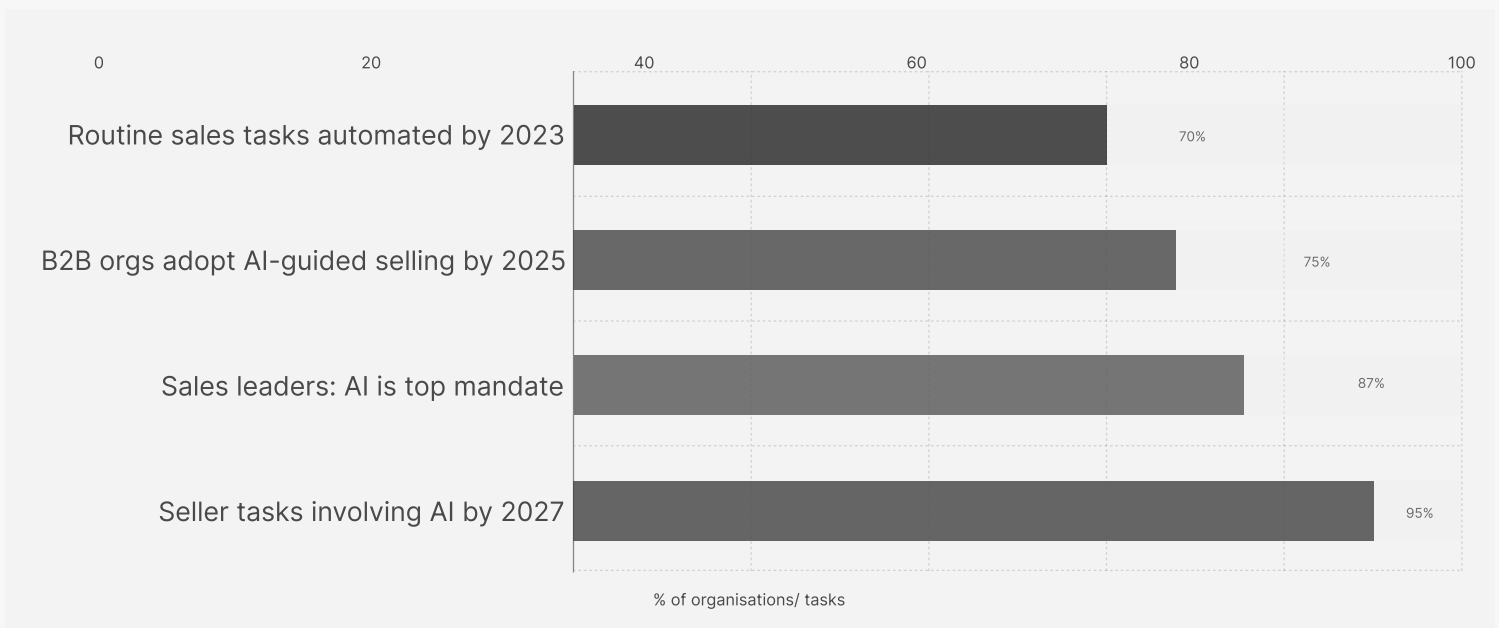
**90%**

of learning is lost within 10 days without practice

**87%**

of sales leaders face CEO mandate to deploy AI

The signal from the market is clear: AI is no longer emerging, it is already embedded in how revenue teams operate. Within the next few years, the vast majority of seller activities will involve AI, while automation will take over a significant share of routine execution. Yet adoption is outpacing capability. While leaders recognize AI as a top priority, most teams are still underprepared to effectively collaborate with it in real customer interactions. This creates a new competitive divide: not between companies that have AI and those that don't, but between those who have trained their teams to perform with AI, and those who haven't.



The conclusion is straightforward: AI is not a future bet, it is the current layer of competition. The organizations pulling ahead are not the ones experimenting with tools, but the ones systematically training their teams to perform alongside AI. This is where advantage compounds: when AI is not just adopted, but operationalized through real behaviors in the field. muchbetter.ai enables that shift, turning AI from a concept into a capability, and from capability into measurable performance at scale.

# Build AI-ready revenue teams through execution, not theory

The shift is already happening: AI is reshaping how decisions are made, how buyers engage, and how value is delivered. The question is no longer “Should we adopt AI?” but “Are our teams ready to perform with it?” To close the performance gap, organizations must act across a few critical levers:

- **Redesign performance, not just roles.**

Move beyond headcount planning. Define how AI and humans collaborate in real interactions—and train teams accordingly through realistic simulations.

- **Train for execution in AI-augmented journeys**

Align your teams with how buying actually happens today: signal-driven, multi-threaded, and AI-influenced. Practice these scenarios before they happen in the field.

- **Shift from content delivery to practice loops**

Replace one-off training with continuous, structured repetition. Performance is built through practice, not exposure.

- **Enable adaptive selling at scale**

Equip reps to adjust messaging in real time using AI-generated insights, while maintaining human judgment where it matters most.

- **Make performance measurable and actionable**

Track skills at the competency level. Identify gaps early. Equip managers with data to coach what actually drives outcomes.

- **Operationalize trust and decision quality**

Train teams to challenge, validate, and use AI outputs critically, ensuring better decisions, not just faster ones.

- **Build resilience through continuous improvement**

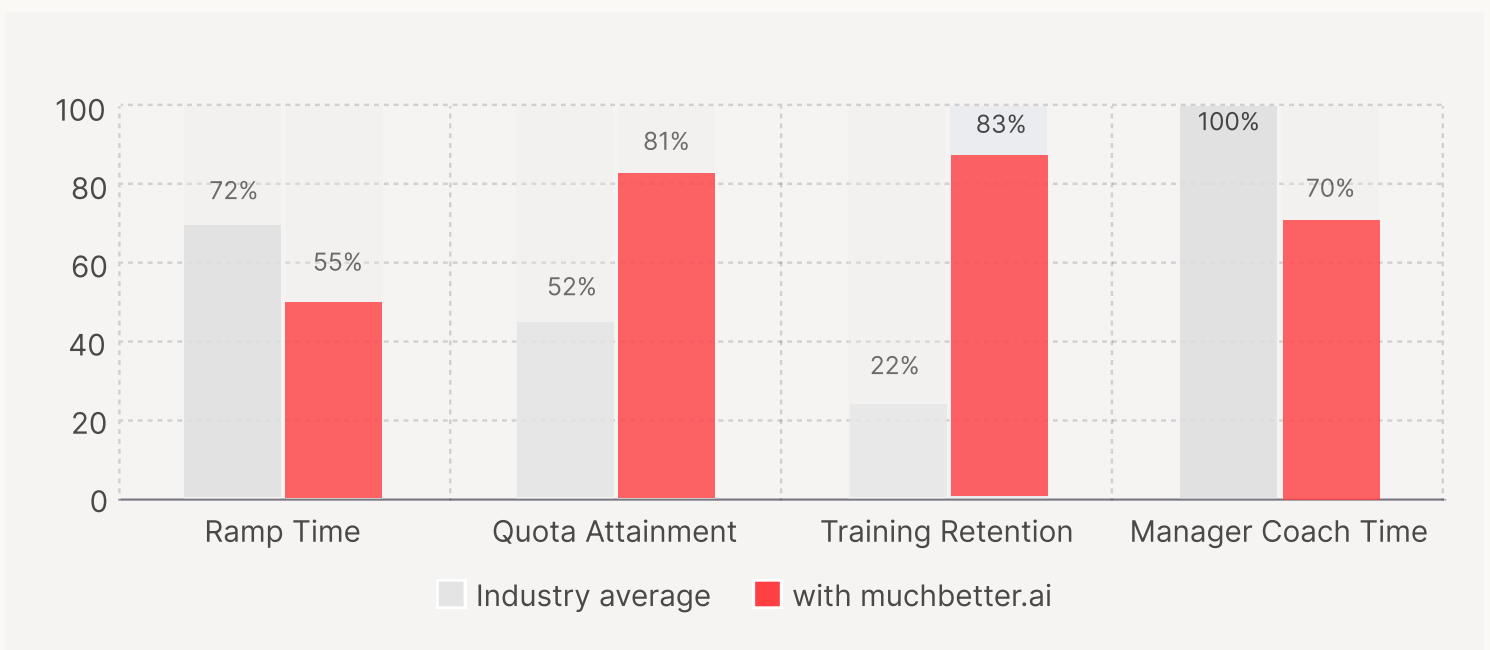
In a fast-changing environment, the only sustainable advantage is the ability to learn, adapt, and improve continuously.

# How Do You Ramp Reps Faster Without Sacrificing Quality?

Ramp time is no longer just an onboarding metric, it's a direct revenue constraint. **When it takes 6–9 months for a sales rep to become fully productive, the hidden cost is not just time, but missed pipeline, delayed deals, and underperformance across entire quarters.** In fast-moving markets, this gap compounds quickly. The real issue isn't hiring or training volume, it's the lack of realistic, repeatable practice before reps face live customer interactions. Closing the ramp time gap means shifting from passive learning to active, simulation-based execution, where reps build reflexes, not just knowledge, and enter their first conversations already field-ready.

## The muchbetter.ai Approach

- 01** Realistic AI personas mirroring actual buyer archetypes and objection patterns
- 02** Automated scoring flags weak messaging, missed qualification, and poor handling
- 03** Certification gates ensure reps are field-ready before their first call
- 04** Skills equivalent to 3 years' field experience built in just 3 months



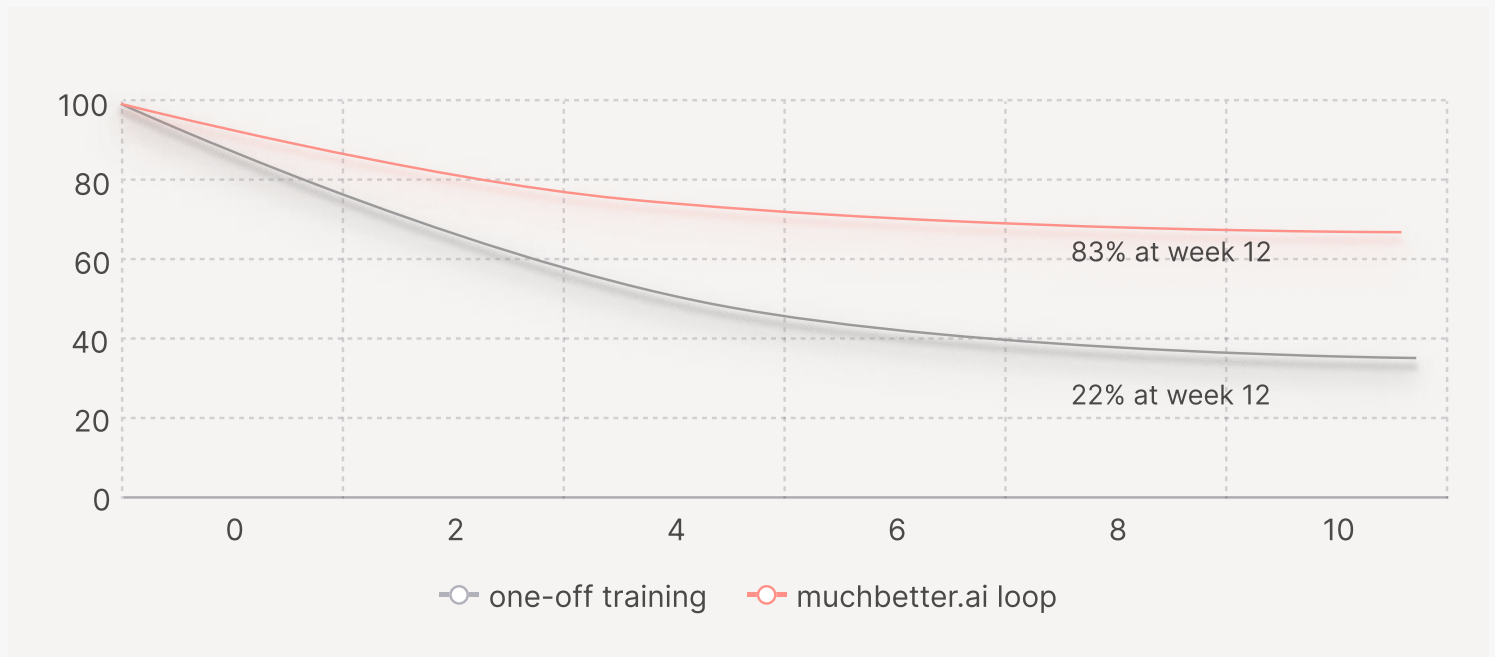
# The forgetting curve is the most expensive problem your L&D team ignores

## 78% of Training Is Forgotten in 12 Weeks

Research confirms people forget up to 78% of newly learned information within 12 weeks without reinforcement. For sales teams, expensive off-sites, certification programmes, and external coaching deliver only a fraction of their intended ROI, while reps revert to old habits the moment they leave the room.

“Only 55% of sales managers are meeting CSO expectations, while 40% report feeling overwhelmed or burned out. The traditional approach to sales management is clearly outdated.”  
 — Gartner, Future of Sales 2030

## Knowledge Retention: Continuous Loop vs. One-Off Training



**01 Learn**  
 Structured learning pathways, conversational simulations, and an AI coach provide immediate, personalised feedback to build core skills from the start.

**02 Repeat**  
 Free practice at any time. AI simulations test objections, negotiation, and discovery in realistic scenarios, reinforcing reflexes through repetition.

**03 Measure**  
 Detailed performance analytics by rep, team, and competency. Managers gain clear visibility and targeted coaching recommendations to drive progress.

**04 Improve**  
 Scenario-based assessments, automated scoring, and internal certifications validate skill progression and ensure continuous improvement over time.

# How do you build AI-ready seller before the skills gap becomes a chasm?

## The AI-Ready Seller Imperative

By 2030, 70% of routine sales tasks will be automated. Sellers who thrive will orchestrate human-AI collaboration, guiding AI-generated insights, personalising outreach, and applying consultative intelligence where it matters.

Today, less than 30% of sellers have received structured training on AI partnership. The gap is widening faster than traditional L&D can close it.

## What AI-Ready Sellers Do Differently

- Ask better discovery questions, AI handles research synthesis, they handle insight
- Adapt messaging in real time using AI-generated buyer signals and intent data
- Navigate complex multi-stakeholder deals where emotional intelligence cannot be automated
- Use analytics to co-pilot revenue strategy alongside their managers

## How muchbetter.ai Builds AI-Ready Teams

- Scenarios reflect AI-augmented buyer journeys : practice in the world they'll actually sell in
- Feedback engine scores consultative skills, not just product knowledge recall
- Skills diversification modules prepare teams for evolving AI-era archetypes
- Manager dashboards highlight which reps need upskilling on AI-era competencies

## Gartner Strategic Imperatives

CSOs must prioritise radical role simplification through tech-as-a-teammate and action-centred design. Sellers with AI partnership skills are 3.7x more likely to hit quota.

**80%**

of sales leaders say AI integration is critical for competitive advantage

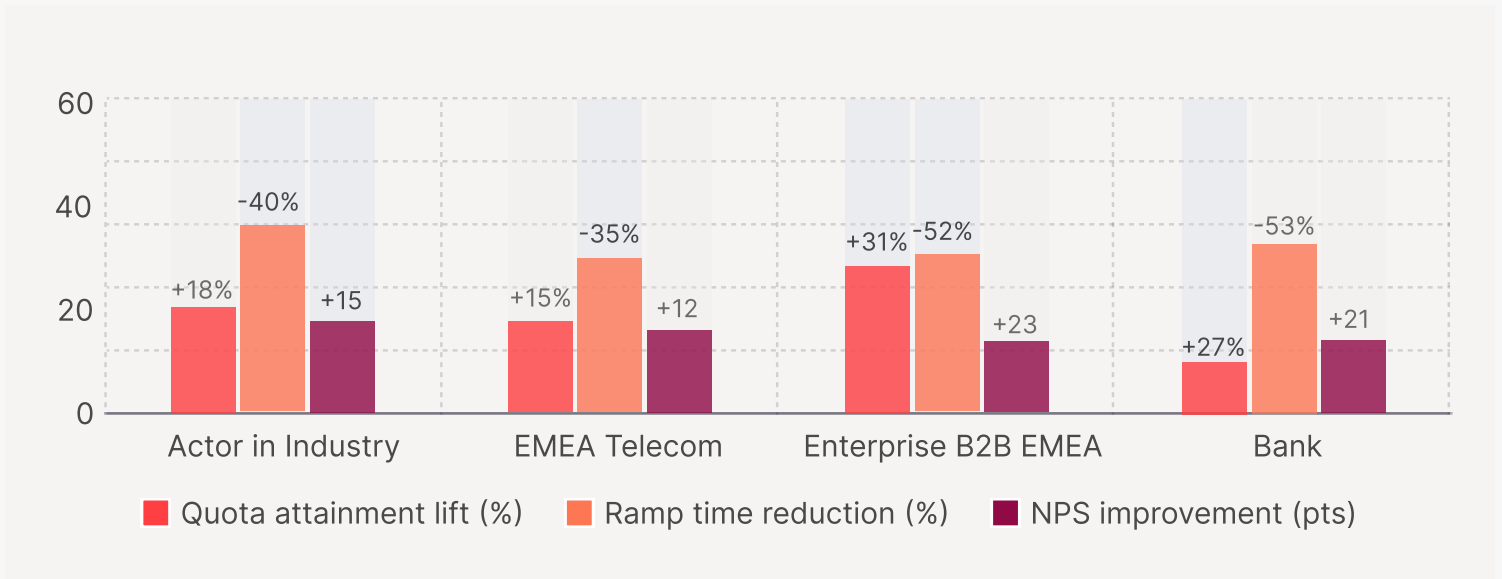
**75%**

of B2B organisations will adopt AI-guided selling by 2025

**<30%**

of sellers have received any AI partnership training

# Real Teams. Measurable Results.



“99% de nos managers ont plébiscité, c’est un chiffre qui fait rêver. Le retour est qu’il y a eu beaucoup de plaisir pris par nos collaborateurs lors des simulations muchbetter.ai.”

Directeur du capital humain  
 UFF - Conseil en gestion de patrimoine



Sylvain Yde

**Entraînement conversationnel IA**  
 Simulations réalistes & contextualisées

**Répétition illimitée**  
 Feedback structuré & évaluation par compétence

**Recommandations de coaching ciblées**  
 Insights pour managers



**Situation**

Infos 06-09-2024 - 2:35

Nom Rendez-vous découverte

Objectif Découvrir les besoins du prospect, bien choisir et positionner l'offre...

Persona  
 Sylvie Caron  
 DISC Vert  
 Difficulté

0:38 [Progress bar] 4:38

**Situation** Analyse de la simulation \* Transcription

Points positifs

Axes d'amélioration

Score **75%** Expert

Temps de parole 38%

Débit de parole 178

## About muchbetter.ai

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MuchBetter.ai is an AI-powered performance system that transforms how commercial teams build and execute skills at scale. Rather than adding another layer of training, it focuses on what actually drives results: structured practice, realistic simulations, and continuous feedback tied to real business outcomes. By combining AI-driven role-play, objective skill assessment, and manager-led coaching loops, MuchBetter.ai enables teams to move from knowledge to execution, faster. The result is simple: salespeople become deal-ready in weeks, not months, and organisations turn human performance into a measurable, scalable competitive advantage.

muchbetter.ai as the performance infrastructure for revenue teams. We focus on high-impact, business-critical use cases, such as discovery, objection handling, and complex deal execution, where improved skills directly translate into revenue outcomes. By starting with targeted deployments, proving measurable ROI in weeks, and scaling through data-driven insights and manager adoption, we embed ourselves at the core of commercial execution. The #1 reference for AI-powered sales performance in Europe, and the system companies rely on to continuously train, measure, and improve how their teams perform in the moments that matter.

## Are you ready to unlock your team's full potential?

Talk with us to turn your teams into strategic assets.



Chat with us →



### From Good to Great.

All-in-one enterprise AI simulations and conversational performance intelligence. Muchbetter.ai powers realistic roleplays, automated skill scoring, and manager insights to accelerate performance at scale.

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