

3 Ways AI is Bringing Marketing and Sales Teams Together

(And Helping Them Generate More Revenue)

Conflict between sales and marketing teams is so deeply ingrained in company culture that it’s accepted as the norm. Here at People.ai, we’ve found the common denominator that brings sales and marketing teams together: actionable AI and data-driven insights integrated right into the tools they’re already using.

Learn more about the three most common misunderstandings between marketing and sales and how better data is helping solve them.



#1

MARKETING

I can’t measure program effectiveness

I can’t forecast ROI on marketing activities and am potentially spending money on activities that don’t yield any results.

Solution

Leverage real-time intelligence about accounts, contacts, and their behavior to equip sales and marketing reps with the relevant information they need to manage a deal from start to finish. Easy-to-use interactive dashboards and scorecards empower your team to effectively evaluate and prioritize opportunities based on the likelihood of closing a deal, the expected deal size, the alignment with target customer needs, and the required resources.

Learn how to leverage engagement dashboards to better measure program effectiveness by [clicking here](#).

SALES

Marketing is ineffective

Marketing efforts feel pointless because we’re not receiving the number of quality leads we need to hit our numbers.

Positive Outcomes

- Increased reporting accuracy around campaign outcomes
- More accurate attribution/first touch
- More effective pipeline management
- Increased win rates

#2

MARKETING

CRM contact information is incomplete

I don’t understand our true buyer group to get a deal done. And I can only market to those who’ve provided consent under GDPR or expressed consent under CASL.

Solution

Leverage AI to automatically capture your GTM team’s customer-facing activities (meetings, emails, calls), then match them to your CRM so you can truly understand the engagement of each Account, Opportunity, Lead, and Contact. Then you can take action based on that information, such as ensuring a lead is engaged by both sales and marketing in the appropriate way throughout their customer journey.

Learn how to increase the amount of data captured in your CRM without doing it manually by [clicking here](#).

SALES

It takes too long to input data into the CRM

I don’t see the benefit in entering endless data. I want to spend my time selling.

Positive Outcomes

- Decrease in resources spent to maintain CRM health
- Better alignment / accountability between sales and marketing
- Expanded pool of marketing-compliant contacts
- Confirmation of true buyer persona and number of touches required to close a deal

#3

MARKETING

We lack historical data on persona engagement

I don’t know who to message to and lose time and energy on targeting the wrong personas and ignoring critical buying groups.

Solution

Validate key persona engagement by verifying that you’re talking to the right people, with the right level of seniority and influence, who have the authority to make buying decisions and influence the purchase decision process. This allows marketing and sales to focus their efforts on the right people and build strong relationships with key champions, influencers, and decision-makers.

Learn how to validate key persona engagement [here](#).

SALES

Our deals are single-threaded

The collateral I’m being provided with doesn’t match who I’m speaking to and our enablement process is missing the mark.

Positive Outcomes

- Increased pipeline velocity
- Higher win rates with holistic buying groups and personas
- Minimizes the risk of misalignment
- Reduced time and effort spent on low-value activities
- Drives revenue growth

Ready to turn your marketing and sales teams into partners in pipeline creation?

Register for a demo to learn how to leverage AI and better data to align your GTM teams.

Get a Demo