

7 Reasons You Need AI-driven Sales Optimization Now!



What's the value in adopting a best-in-class, SaaS-based sales optimization software solution that's expressly built for B2B users?

1

To maximize engagement with buyers in volatile times

Companies need to maximize opportunities during both unforeseen circumstances and "business as usual". A sales optimization solution ensures customers are targeted with the right product every time.

2

To use data-driven selling models - without data scientists

With an intuitively-designed SaaS sales optimization tool, models can be easily created by business users, driving a massive improvement over 'best guesswork' about customer needs.

3

To (easily!) prioritize what to sell

For salespeople with multiple accounts and different types of customers, an AI-powered sales optimization solution reveals what products are most advantageous to sell to specific customers, prioritized by product relevance and opportunity value.

4

To precisely address key challenges in B2B selling

Artificial Intelligence and Machine Learning algorithms specifically designed for B2B use cases provide precise insights to identify, prioritize, and deliver actionable cross-sell suggestions directly into a sales team's CRM or quoting solution.

5

To stop missing cross-selling or upselling opportunities

Estimate opportunity values by account, prioritizing whitespace across your customer and product portfolio by revenue opportunity.

6

To keep it simple for sales managers

Sales managers don't got time to manage models. With the right solution, output is provided in existing Sales front-end or quoting tools with relevant, contextual information.

7

To bootstrap your existing pricing and selling systems

Seamless API integration means sales optimization insights can be exported to existing opportunity management or quoting tools so the entire sales stack performs better.



Learn about Vendavo® Sales Optimizer

It's the AI-powered SaaS solution that delivers all of the above – and much more. Visit us at Vendavo.com today.