



JOHNS HOPKINS
CAREY BUSINESS SCHOOL

Digital Business Development Initiative

**Sales Disrupted with AI:
Can AI engage more effectively & efficiently than salespeople?**

Prof. Joël Le Bon, PhD

Sales Organizations Require Efficiency & Effectiveness

Doing the Right Things!

Achieve the desired goals
and intended results



Effectiveness

(the What)

Doing Things Right!

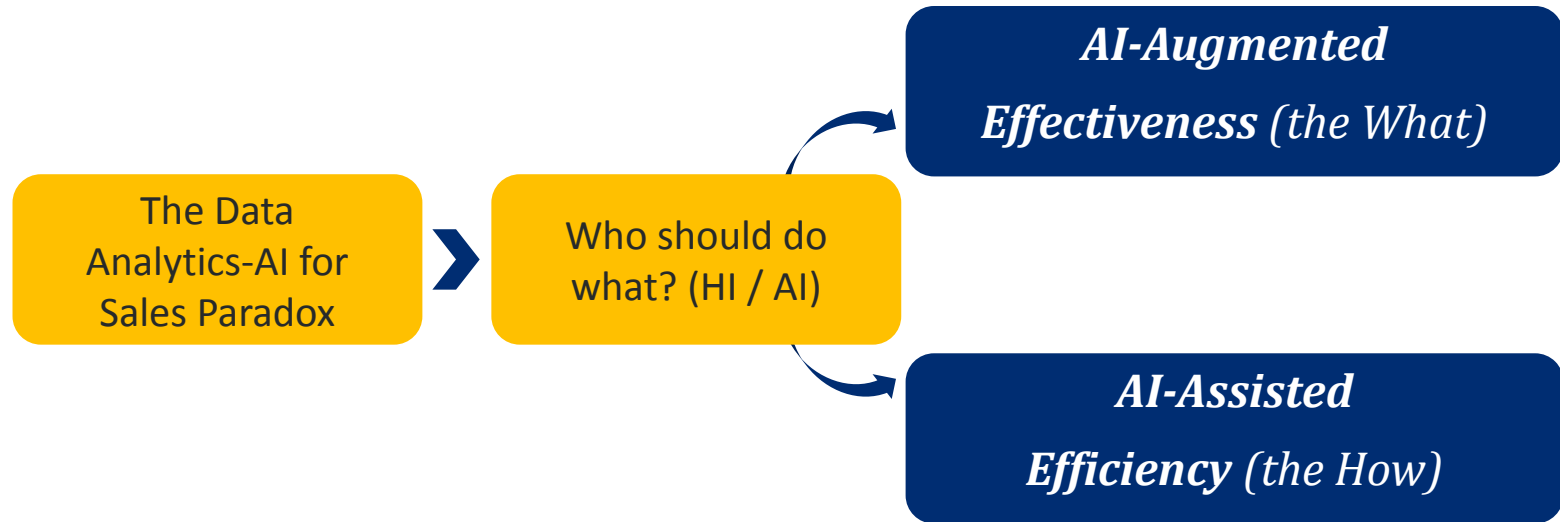
Achieve maximum productivity
with minimum wasted time,
effort, expense



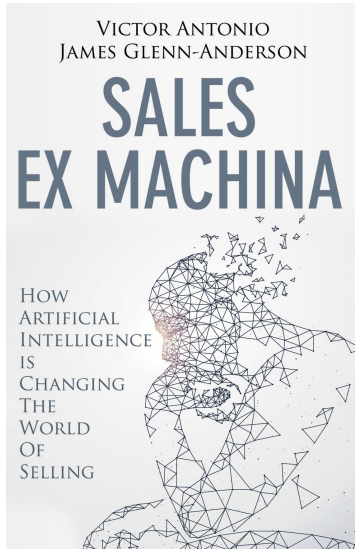
Efficiency

(the How)

The *Data Analytics-AI for Sales Paradox* & AI in Sales



Sales Skills, Activities, Tasks & AI



Sales Skills, Activities & Tasks	Hard Skills	Soft Skills	AI-Assisted Efficiency	AI-Augmented Effectiveness
<i>Intrinsic Tasks</i>				
1. Sort through new leads	X		X	X
2. Prioritize leads	X		X	X
3. Cold call leads	X		X	
4. Send follow-up emails	X		X	
5. Respond to general inquiries via phone or online	X		X	
6. Call existing clients to keep in touch	X		X	
7. Deal with client emergency or problem	X	X	X	
8. Generate a weekly report	X		X	
9. Set up customer meetings	X		X	
10. Travel to visit a customer	X		X	
11. Make plane, hotel, and car reservations	X		X	
12. Collect receipts	X		X	
13. Fill out expense reports	X		X	
14. Update the CRM	X		X	X
15. Prepare customer presentations	X	X	X	X
16. Develop a customized proposal	X	X	X	X
17. Call client for clarification	X	X		
18. Check that all items are included in the proposal	X			
19. RFM analysis	X		X	X
20. Submit proposal pricing	X		X	X
21. Follow-up on the proposal	X		X	
22. Ask for the order	X	X		
23. Submit contract	X		X	
24. Negotiate aspects of the contract		X		
25. Get final approval from legal	X	X		
26. Get the necessary signatures	X	X		
27. Close the sale		X		

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The Study & AI:

AI is completely handling lead conversion process by

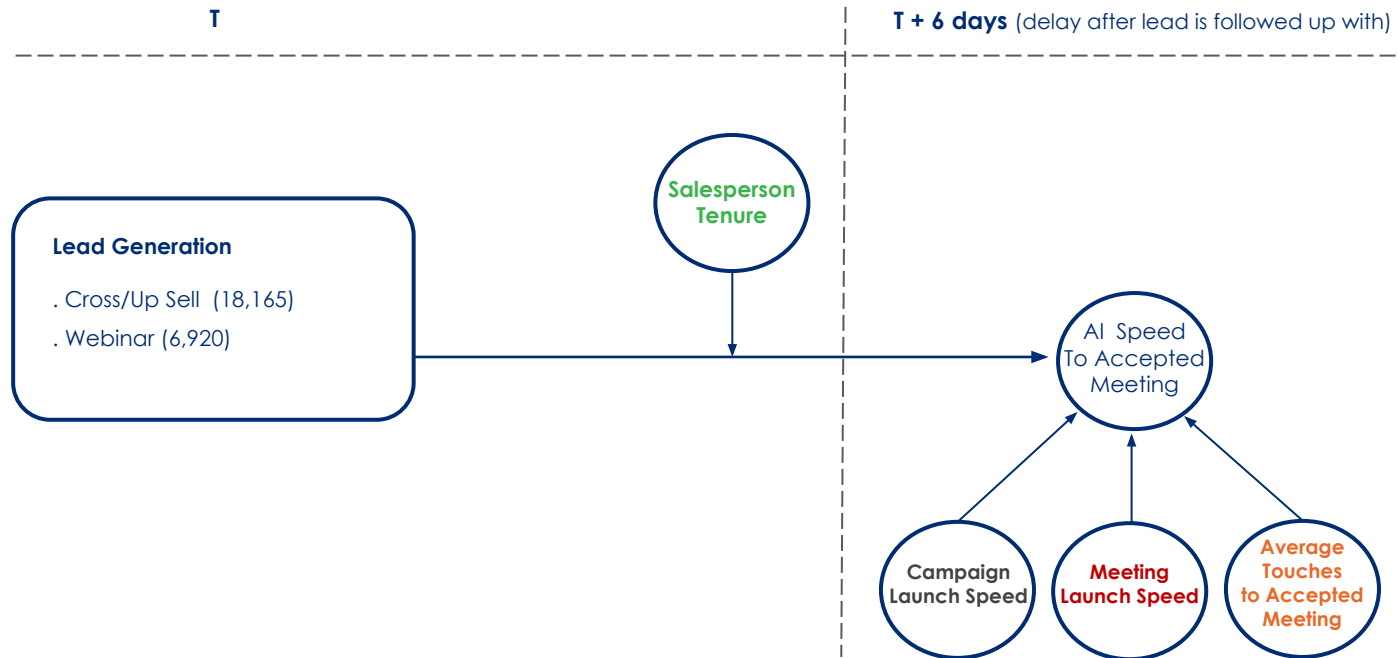
- ✓ Selecting the meeting time based on the rep's availability
- ✓ Sending a meeting invite and a tailored email
- ✓ Responding to text and new time proposal replies
- ✓ Sending reminder emails prior to the meeting

*AI-Augmented
Effectiveness (the What)*

*AI-Assisted
Efficiency (the How)*

The Study & Question:

Is AI less or more effective based on rep experience?



AI is as effective for an SDR as an Enterprise Account Manager

AI Speed To Accepted Meeting Impact	Cross/Up Sell	Webinar
Campaign Launch Speed (closeness to the lead's engagement launch)	Negative Effect w/r Acceptance 0.01 times Less likely to be Accepted	NS -
Meeting Launch Speed (proposing a time close to the engagement)	Positive Effect w/r Acceptance 1.05 times More likely to be Accepted	Positive Effect w/r Acceptance 1.03 times More likely to be Accepted
Average Touches to Accepted Meeting (1 vs. 2 vs. 3 touch points)	Positive Effect w/r Acceptance 1st touch = 123.3 times More likely to be Accepted	Positive Effect w/r Acceptance 1st touch = 12 times More likely to be Accepted
Salesperson Non-Seniority	Negative Effect w/r Acceptance Only 0.28 times Less likely to be Accepted	Negative Effect w/r Acceptance Only 0.02 times Less likely to be Accepted

The New Questions for Sales Organizations Efficiency & Effectiveness

AI-Embedded Sales Work		AI Technology-Guided Sales Organizations			
		People	Structure	Sales Engagement	Customer Engagement
AI-Technology Guided Salespeople	AI-Augmented Effectiveness	?	?	✓	✓ ?
	AI-Assisted Efficiency	?	?	✓	✓ ?

Source: Le Bon (2019)

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***“In Sales, Time Kills Deals,
in Modern Sales, AI Kills Time!”***

—JLB

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THANK YOU!

Prof. Joël Le Bon, PhD