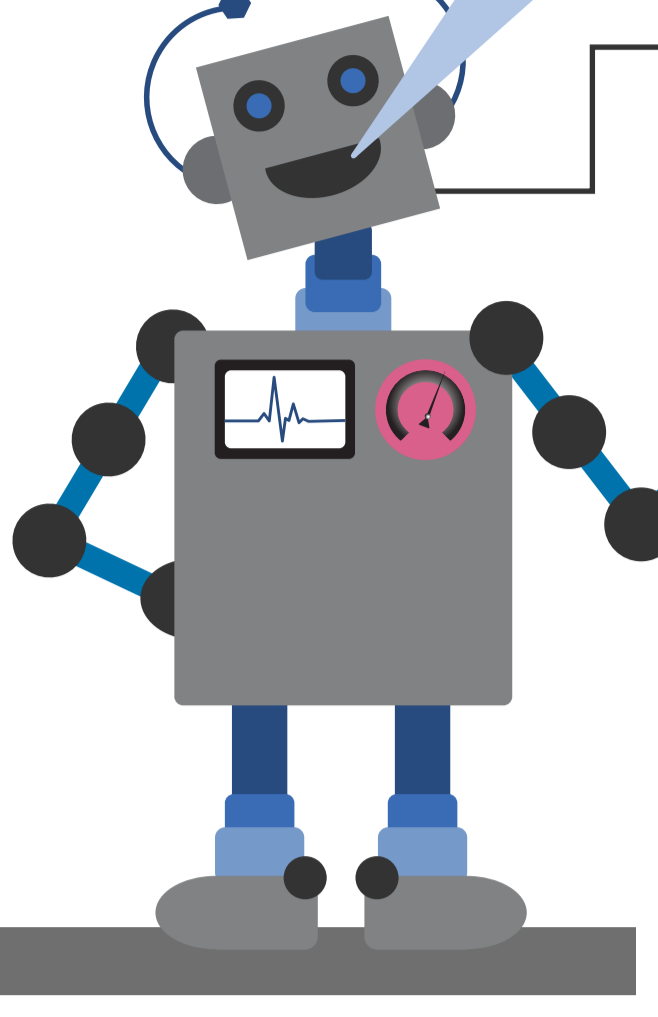


# AI and sales engagement

Get the facts about AI.



## MYTH:

AI means robots with minds of their own

## FACT:

AI is designed and controlled by humans, and doesn't yet have general, human-level intelligence

## MYTH:

AI will be created to optimize towards the same goals as humans

## FACT:

AI won't be built to have the same emotional needs as humans

## MYTH:

AI is replacing all human jobs

## FACT:

Today, AI assists humans with tasks

## MYTH:

AI is evil and dangerous

## FACT:

Today's AI is nothing to be threatened by or scared of

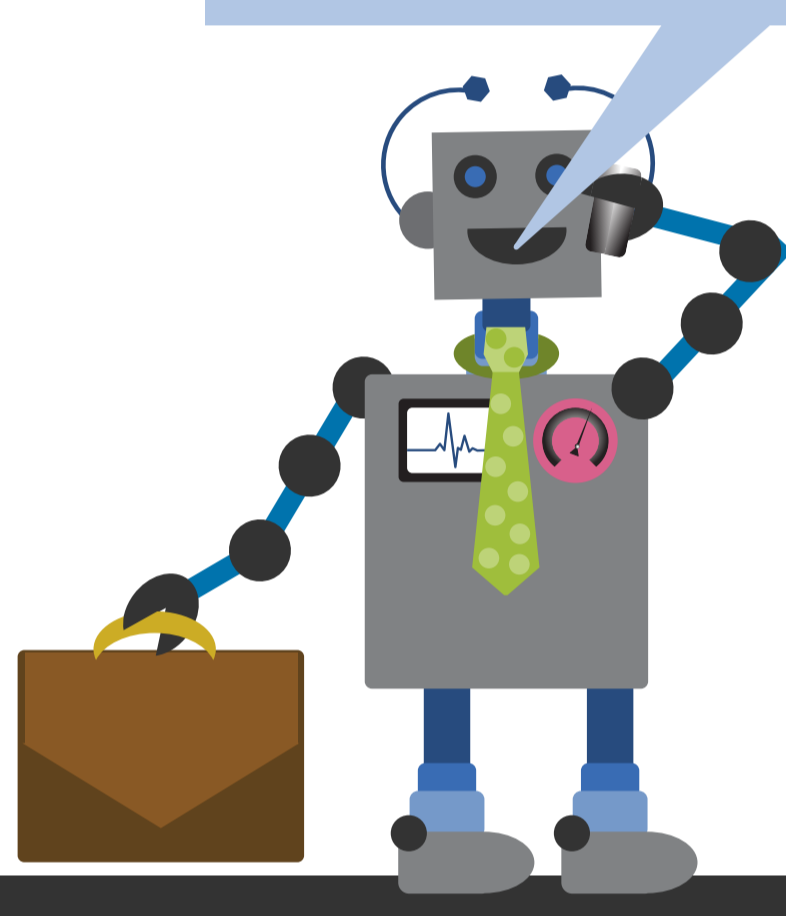
## MYTH:

AI is becoming too powerful

## FACT:

Like any new technology, people will adapt to changes (we're already using AI in more ways than we realize)

How important is AI to business?



61%

In a survey of over 1,600 marketing professionals, 61%, regardless of company size, pointed to **MACHINE LEARNING AND AI** as their company's **most significant data initiative** for next year. (Source: MeMSQL)

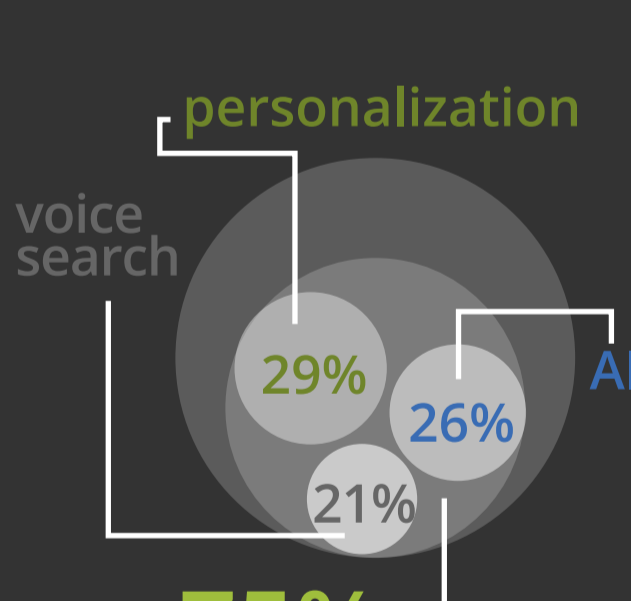
The impact of **AI TECHNOLOGIES** on business is projected to **increase labor productivity** by up to 40% and enable people to make more efficient use of their time. (Source: Accenture)

40% productivity

72%

Business leaders said they believe **AI** is going to be fundamental in the **future**. In fact, 72% termed it a **"business advantage."** (Source: PwC)

When asked about the **next big marketing trend**, survey respondents identified consumer personalization (29%), **AI** (26%), and voice search (21.23%). These top three responses, which total 75% of all **AI APPLICATIONS**, demonstrate that AI is more pervasive and prominent than respondents realize. (Source: BrightEdge)



75% of all AI applications

Ask these questions to determine if AI is right for your organization.

Do your content admins spend time putting keywords on content?

Are your content admins associating content with other content in the system to help salespeople find things more quickly or easily?

Do you have content that's frequently out of date (copyright year, branding)?

Is there room to improve the onboarding process for new sales reps?

Do you feel like your buyers are disengaged or what you are presenting is not relevant?

AI

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