Innovation Guide for Generative AI in Sales

5 February 2025 - ID G00799778 - 30 min read

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Initiatives:Artificial Intelligence; Digital Commerce; Sales and Revenue Technology

GenAI use cases are continually expanding as new ones emerge, and some are already being implemented. New capabilities offer compelling sales productivity gains, but real risks remain. Application leaders supporting sales can use this guide to better understand the GenAI sales technology landscape.

Overview

Key Findings

- Vendors across the sales technology market updated their 2024 roadmaps to include generative AI (GenAI) capabilities with strong emphasis on prompt engineering, carrying enterprise security and privacy risk.
- Sales technology vendors use three approaches to prompt engineering and fine-tuning to optimize GenAI performance and output. Each has trade-offs in how customizable the products are, how much enterprise data can be included in the product and the end-user experience.
- Sales leaders are skeptical about the ROI analysis of GenAI technologies since it's not clear yet exactly how quickly the sales organization will accept new ways of working and how much the technology will affect operating costs.

Recommendations

Application leaders supporting sales should:

- Identify opportunities for GenAI usage by rationalizing GenAI use cases against the sales organizations' objectives, and prioritize GenAI use cases by AI business value driver, impact, time to value, feasibility, cost and complexity.
- Pilot GenAI for your internal use cases spanning across a few sales cycles by ensuring thorough testing and consistent value is delivered to the sales team.

- Reduce ROI risk and implementation complexity by selecting known vendors with existing positive contracts or using new vendors that offer easy trials and freemium products before committing to enterprise software purchases.

Strategic Planning Assumptions

By 2027, 95% of sellers' research workflows will begin with AI (whether they choose to or not), up from less than 20% in 2024.

By 2027, median sales technology spending will exceed $10,000 per seller per year as B2B sales organizations shift spending from additional headcount to AI and hyperautomation to hit revenue growth targets.

By 2028, 60% of B2B seller work will be executed through conversational user interfaces via GenAI sales technologies, up from less than 5% in 2023.

By 2030, 80% of sales leaders will consider AI integration in sales workflows as a critical factor for competitive advantage.

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Market Definition

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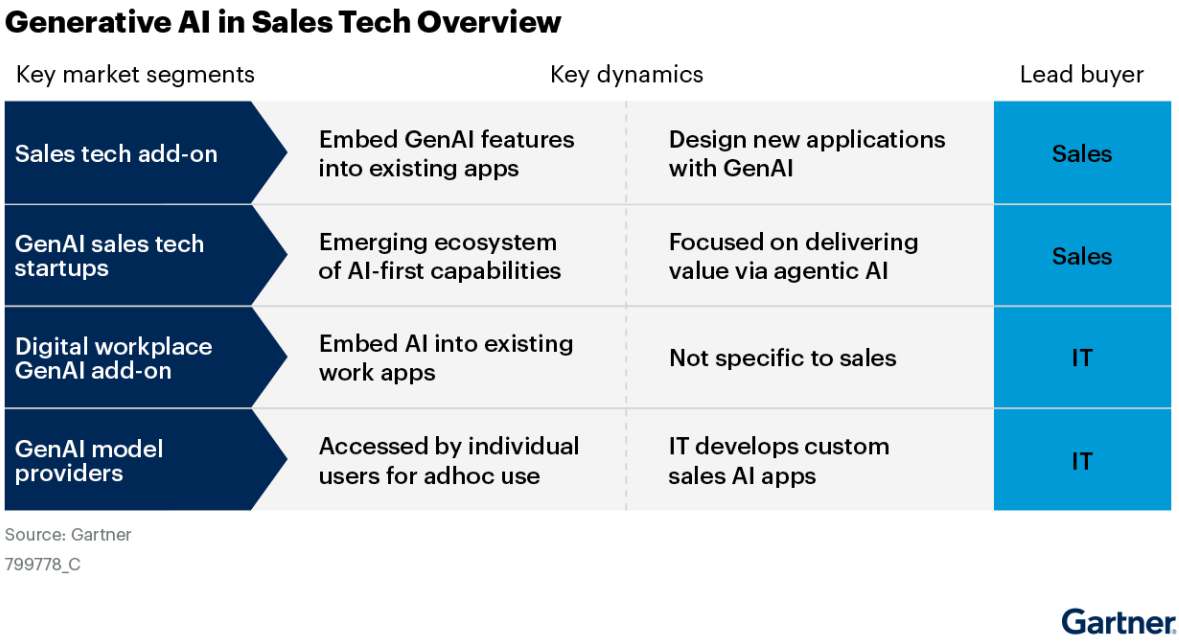
GenAI is not a market; the technology permeates the entire sales tech stack and the majority of verticals. Gartner defines generative AI (GenAI) as technologies that "can generate new derived versions of content, strategies, designs and methods by learning from large repositories of original source content." It is disrupting technology usage patterns for sales organizations and buyers. The GenAI market for sales is composed of a series of applications with embedded large language model (LLM) and image generation capabilities.

Vendors are organized into the following segments:

- **Sales tech add-on** — These applications embed GenAI capabilities in their existing products to augment or accelerate sales performance and productivity. In some cases, vendors are designing new AI-first SKUs, but most embed GenAI features into existing SKUs.
- **GenAI sales tech startups** — These GenAI applications focus on sales-specific use cases and interface to LLMs, with fine-tuning and prompt engineering geared to the activities and outcomes required by sales teams. Many sales AI startup roadmaps are focused on using agentic AI to create value for sales teams.
- **Digital workplace GenAI add-on** — Existing digital workplace application vendors offer GenAI interfaces to LLMs alongside or in their own applications. These applications are not usually specific to the sales domain but are still used daily by the sales organization.
- **GenAI model providers** — These vendors offer end-user LLM applications that sales teams can use ad hoc as well as API access to their models that IT teams can use to develop custom sales AI apps.

Figure 1 provides an illustrative overview of the GenAI sales tech market, including who the lead buyer often is for the applications.

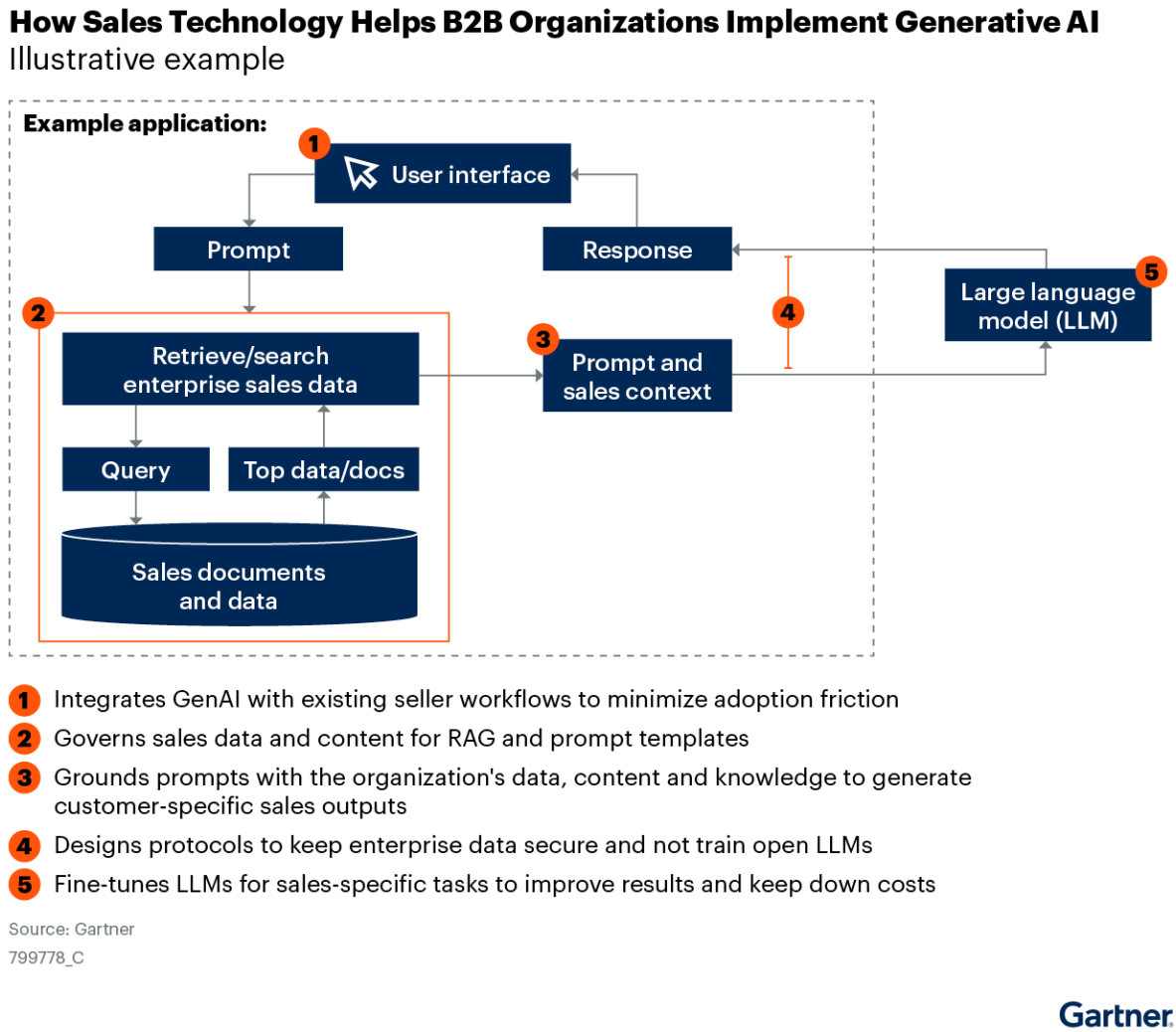
Figure 1: Generative AI in Sales Tech Overview



Sales teams using end-user applications provided by GenAI model providers (e.g., ChatGPT, Gemini or Claude) and digital workplace GenAI add-on applications gain the advantages of flexibility, easy deployment and minimal commitment. However, these applications rely on the user to create their own queries (prompts). Generic applications require more effort in prompt creation to retrieve useful, accurate and safer outputs. The advantages can be outweighed by the effort of managing interaction and the risks associated with what is entered and retrieved (e.g., intellectual property [IP]).

Sales applications often use a technique called retrieval-augmented generation (RAG) to augment prompts with sales data and content to make answers relevant and specific to selling scenarios. Many vendors have sales-focused prompt templates in the back end of their apps to free up enterprises and end users from the risks of creating their own, less specific prompts (see Note 1 for a prompt engineering approach). Outputs are highly geared toward sales objectives, gaining accuracy and integrity, and have a lower risk of hallucination and infringement. These advantages offer greater seller ease of use but may come at the expense of higher license fees and term commitments. Some applications may leave the prompt engineering aspect to administrators, which changes the ROI by adding greater flexibility for customization, offset by the cost of effort and expertise required. It is possible to use RAG with GenAI model providers, but IT teams would need to build it. Figure 2 illustrates how sales tech applications might deploy GenAI.

Figure 2: How Sales Technology Helps B2B Organizations Implement Generative AI



Market Map

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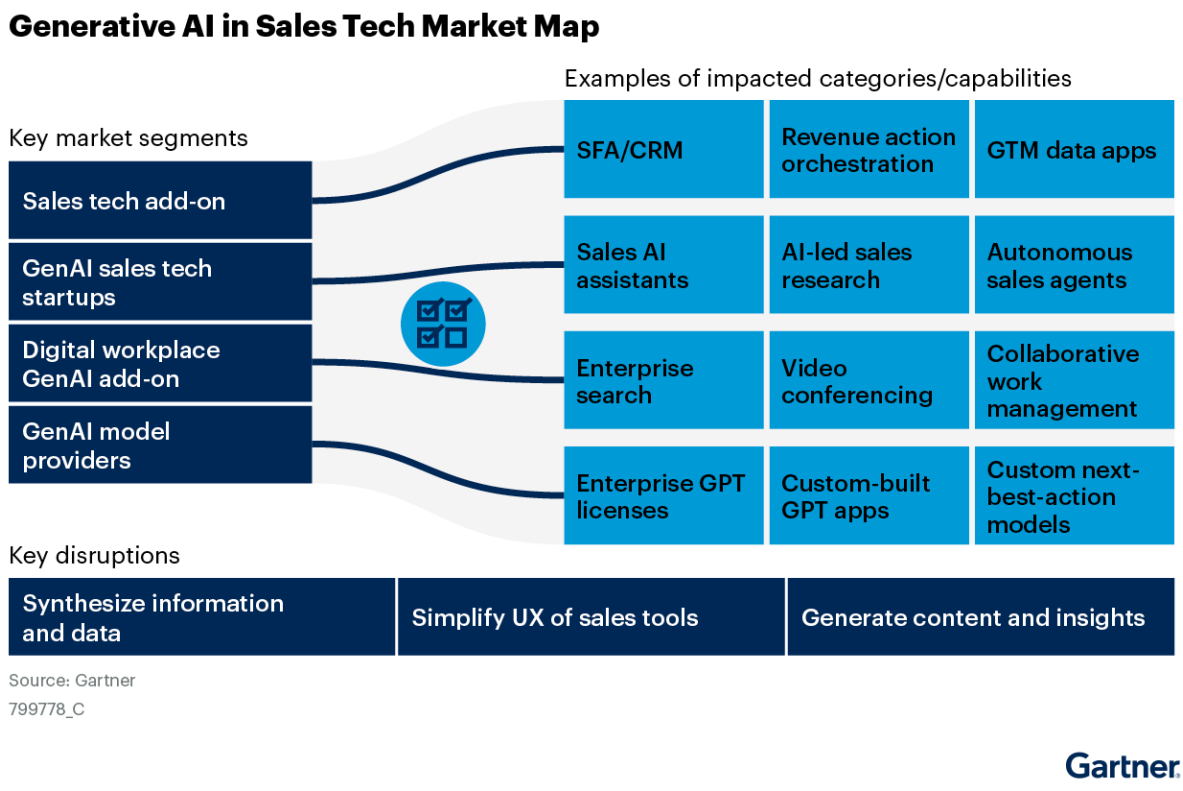
Figure 3 maps a logical representation of the GenAI market as it stands today. The market map captures specific examples of the sales technologies as well as additional avenues of GenAI technologies for sales teams.

Figure 3: Generative AI in Sales Tech Market Map



In this research, we discuss sales tech add-on vendors and GenAI sales tech startups since they are specific to the sales team. Refer to the Innovation Guide for Generative AI Technologies for the last two types of vendors.

Sales tech add-on vendors — These incumbent sales technology categories use GenAI to add three types of capabilities into their products:

- Synthesize information and data — Synthesize large amounts of information (e.g., meetings transcripts, email threads, 10-K reports or complex RFPs) and data (e.g., predictive insights or SQL queries) into narrative insights. Insights are easier to understand when presented in natural, compelling ways.
- Simplify UX of sales tools — Introduce chat- or conversation-based user experiences to get answers to questions, initiate workflows or recommend next best actions.
- Generate content and insights — Create artifacts in everyday work such as emails, business case writing, sales presentations, reporting and internal communications.

These sales tech vendors have developed and include their own user interface and prompt engineering technology, harnessing data sources from within and outside the enterprise to contextualize the inquiry. Some sales tech vendors are providing out-of-the-box prompts for the sales team. For example, a sales force automation (SFA) platform vendor could use GenAI to summarize content and recommend the next best action.

GenAI sales tech startups — These vendors use one or more (public or private) LLMs enhanced by specialist sales data to examine and generate answers or content. Vendors use a combination of fine-tuned LLMs and RAG to enhance the results of their applications for sales. For example, applications could use buyer intent data to personalize message copy creation.

Market Dynamics

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The combination of GenAI with existing sales tech AI investments is transforming how buyers view their technology: from a tool to a teammate. By providing more novel real-time insights, combining external and internal data sources and automating complex processes, sales tech vendors are racing to reinvent their brands for the next era of sales.The market dynamics for existing sales tech vendors and startups are evolving rapidly. Both groups of vendors have different competitive aspects, buyer profiles and needs aimed to meet. Below is a conversation on the player types and their dynamic in the market.

Sales Technology GenAI Add-On Vendors

Vendors from established sales tech categories comprise this group. Their primary GenAI focus manifests in two forms: embedding GenAI into their existing ecosystem and introducing new products for upsell. Buyers of these technologies are sales leadership, operations and enablement teams.

Sales force automation (SFA) platform vendors are upselling GenAI to their existing customer base. Their big bets are offering GenAI platforms for sales organizations to customize sales AI assistant experiences for their organization with existing CRM data. Aggressive vendors in this market such as HubSpot, Microsoft and Salesforce are pursuing agentic AI in their 2025 product roadmaps. See Multidimensional CRM: How GenAI Will Revolutionize Sales Force Automation Platforms.

Revenue enablement platform (REP) vendors are embedding GenAI into core products. Their big bets are twofold: (1) Enablement users use GenAI to create content and learning materials, and (2) enabling agentic learning experiences, such as role-play assistants. Some are also working on the ability to generate content and emails to send with material to customers. See Market Guide for Revenue Enablement Platforms.

Revenue action orchestration (RAO) vendors are enhancing their premium products with GenAI. Specifically, GenAI is a catalyst for advanced next-best-action engines, generating deal-specific messaging or selling ideas, and enhancing pipeline/forecasting analytics literacy with natural language insights. See Boost Sales AI Impact With Revenue Action Orchestration: A Gartner Trend Insight Report.

Sales performance management (SPM) vendors are enhancing their core products with GenAI capabilities to support revenue/sales operations compensation and commission scheme administration, such as human language interaction with complex commission formulas. See Market Guide for Sales Performance Management.

Configure, price and quote (CPQ) application suites vendors are embedding GenAI capabilities into core products, such as embedding personalized messaging into proposals, automating product/service pricing and drafting a compelling case against a competitor. See Magic Quadrant for Configure, Price and Quote Applications.

Go-to-market data application (GDA) vendors are introducing new premium products featuring GenAI, such as an assistant to gather, express and action buyer intelligence, prioritize accounts and buyers to reach out to based on those insights, then draft value messaging. See Market Guide for GTM Data Applications.

GenAI Sales Tech Startups

A litany of brand-new GenAI applications emerged to support sales and go-to-market (GTM) teams. They primarily focus on users' needs for consuming information and generating content. The software experience and application architecture are AI-native, which enable novel use cases and experiences for sales organizations. Startups take one of two approaches:

- **Use-case-specific** — The primary capabilities and experiences support a specific GenAI for sales use case (defined in Table 1), such as AI-led sales research, AI role-play assistants, autonomous prospecting agents, AI sales assistants and RFP response automation.

- **Horizontal applications** — These vendors cut across multiple verticals, with prebuilt GTM data and workflow integrations. The horizontal nature of these applications enables GTM teams to include GenAI in a variety of existing GTM workflows with low-code or no-code interfaces. Example use cases include AI-led sales research, augmented RevOps and value messaging managed from one app.

Vendor Differentiation

Gartner expects that by the end of 2025, spending on CRM software with GenAI will surpass spending on CRM software without GenAI (see Forecast Analysis: GenAI in CRM Software). This forecast reflects both the speed of innovation and volume of new entrants into the sales tech market. Spotting vendor GenAI differentiation requires a nuanced and focused analysis of a vendor's point of view on the work they're solving, how they've architected their applications and their business model (see Figure 4).

Figure 4: Sales Tech GenAI Points of Vendor Differentiation

Sales Tech GenAI Points of Vendor Differentiation

Differentiators	Advantages of existing sales tech vendors	Advantages of GenAI sales tech startups
Go-to-market distribution and pricing	Existing contracts	Disruptive pricing models
Use-case expertise	Embed GenAI into current workflows	Novel workflows with GenAI principles
Quality control for prompts and outputs	Configurable RAG for workflows using existing data	RAG designed for novel workflows
Advanced knowledge representation	GenAI enhances existing AI capabilities	GenAI apps built on AI-first architecture
Role in sales data strategy	GenAI amplifies existing roles in sales data strategy	Data orchestration for innovative workflows
Data and content protection	Leverage resources to secure data protection with model providers	Architecture independent of specific language models

Source: Gartner
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Gartner

Vendor differentiation can be determined by five factors:

- **Go-to-market distribution and pricing —** It feels easier to adopt GenAI capabilities with existing vendors in a company's tech stack, since that's where sales organizations already work, with existing contracts and access to sales data. Vendors in the market today are competing for early market share and willing to charge less, include access to GenAI in their current subscriptions or allow clients to pay for credits used. However, we expect pricing to change once adoption of the technology increases.

- **Use-case expertise —** Activating the benefits of GenAI sales capabilities depends how well GenAI capabilities improve the user's workflow for a given use case, giving vendors with deeper in-house use-case expertise an advantage. We expect that companies providing flexibility to meet a wider range of UX needs will yield better market adoption.

- **Quality control for prompts and outputs —** Sales GenAI outputs must be adopted in sales activities to save time and improve sales effectiveness. Therefore, a vendor's RAG methods to generate specific outputs acts as a source of differentiation. Vendors offering out-of-the-box capabilities are effectively selling their prompt engineering skills as capabilities and must differentiate as such; other vendors offer a platform for customizing prompt templates to system administrators. Quality control for outputs is often managed via human-in-the-loop or reinforcement learning to improve output quality.

- **Advanced knowledge representation —** Knowledge representation refers to the ways information is organized, stored and utilized by GenAI apps to perform tasks, make decisions and adapt. GenAI apps need advanced knowledge representation to enhance outputs unique to an enterprise, deal or situation. Vendors that incorporate components and techniques such as vector databases, knowledge graphs and GraphRAG can offer more intelligent, specific and adaptive products.

- **Role in sales data strategy —** GenAI vendors play the following roles in an enterprise sales data strategy: Capture data in a unique or compelling way, bring new forms of data, help combine data sources or help activate existing enterprise data. GenAI vendors that can clearly support a wider range of sales data strategy needs are better positioned to support an enterprise sales data strategy.

- **Data and content protection** — Buyers should manage these risks when evaluating vendors and application usage by ensuring vendors have robust commercial agreements directly with LLM vendors that control what prompt content, and data augmenting the prompt, is used to train the LLM(s). Commercially sensitive and personal information must be blocked from use in training or fine-tuning the LLM. Some LLM vendors "retain" prompt content for short periods as part of monitoring for abusive or contentious content; it is possible to negotiate nonretention terms to derisk against rogue activity. Establish vendors' built-in functionality to weed out hallucinations, false outputs and sources' provenance.

Market Evolution

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Existing sales tech markets will get disrupted from within, or create new markets, as vendors improve their GenAI use-case adoption (see Note 2 for classification of GenAI use cases). We see evidence of this by looking at how GenAI alters the dynamics of the SFA market (see Multidimensional CRM: How GenAI Will Revolutionize Sales Force Automation Platforms) and by examining GenAI's role in the emergence of RAO (see Boost Sales AI Impact With Revenue Action Orchestration: A Gartner Trend Insight Report). Specialized applications for regulated industries (such as financial services and life sciences) will turn into emerging markets, with dedicated LLMs trained on their vertical-specific data.

GenAI also has a systemic impact on AI overall and unlocks the next phase of sales AI — namely, agentic AI.

> **AI agents are autonomous or semiautonomous software entities that use AI techniques to perceive, make decisions, take actions and achieve goals in their digital or physical environments.**
>
> *— Enter Source (Gartner)*

LLMs support agentic AI because it can create more than artifacts; it can help create plans, call or integrate with external applications, process incoming information and take actions to execute sales work. Examples in the market include prospecting, sales research, sales role play and presales knowledge management. The current state of AI agents has limitations, particularly in the reliability of performance and new risks they introduce, such as content anomaly, data protection and security (see Innovation Insight: AI Agents).

GenAI will continue to drive the development of multiagent systems (MASs) in sales tech. MAS is a type of AI system composed of multiple, independent (but interactive) agents, each capable of perceiving its environment and taking actions. A MAS can work toward a common goal that goes beyond the ability of individual agents, with increased adaptability and robustness. Their coordinated workflow enables them to perform complex tasks autonomously or semiautonomously. Examples might include autonomous prospecting, deal support and negotiation, RFP bid management and response, sales enablement GTM programs and frontline sales management (see Build AI Agent Services to Revolutionize Client Operations).

Business Benefits (Use Cases)

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GenAI is capable of completing a myriad of tasks (see Note 3 for an example list). The five primary business drivers for adopting GenAI include revenue growth, cost optimization, employee productivity, advanced insights and skills enhancement. Synthesizing the complexity surrounding data, talent and process requirements for sales, then ranking or prioritizing them, requires a new set of criteria for evaluation. Table 1 identifies 13 sales use cases for GenAI, though the applications for sales use cases should expand exponentially (see 13 Generative AI Use Cases for B2B Sales for detailed analysis).

Table 1: Generative AI Use Cases for Sales

(Enlarged table in Appendix)

Use Case	Business Driver	Sample Capabilities
AI agents	Use AI to execute both customer-facing and internal sales workflows to improve customer experiences, reduce seller burden and reduce cost of sale.	- Semiautonomously and autonomously execute tasks such as SDR prospecting, outreach and response to buyer questions. - Help customers configure products or solutions. - Automate lead follow-up. - Automate account management appointment scheduling.
AI sales leadership assistant	Augment sales leaders with conversational reporting, data synthesis and interpretation to more easily identify how to help sellers. Top three use case for 30% of sales leaders in 2025.	- Summarize queries related to forecasting and deals. - Synthesize opportunity, meeting activity and engagement history/content. - Synthesize and guide managers with recommendations for a seller based on metrics.
AI seller assistant	Augment sellers with automated, routine sales engagement tasks and recommend next best actions. Top three use case for 37% of sales leaders in 2025.	- Summarize meetings and capture to-dos. - Draft follow-up emails and replies. - Automate CRM activity entry with human-in-the-loop fact checking. - Automate account and opportunity prioritization.
AI-led sales research	Improve pipeline generation and grow accounts from accelerating sales research. Top three use case for 41% of sales leaders in 2025.	- Synthesize disparate sources of data and information about accounts, people and buying intent into atomic research insights. - Develop value messaging ideas based on atomic insights.
Augmented RevOps	Accelerate day-to-day RevOps tasks related to data management, automation design and technology administration. Top three use case for 37% of sales leaders in 2025.	- Prompt-based sales workflow automation, integration and business logic builder. - Draft integration and automation flow design. - Automate data prep management tasks.
Autonomous prospecting	Provide automated lead identification and qualification.	▪ Evaluate the initial lead interest. ▪ Engage the lead with relevant documents and information about the product or service. ▪ Qualify the lead against the lead qualification criteria. ▪ Hand over a qualified lead to the sales team.
Generative business intelligence	Integrate large datasets for analysis, assist with analytics design and augment data interpretation. Top three use case for 50% of sales leaders in 2025.	- Self-service, natural language interface analytics interface for non-data-scientists. - Autogenerated or prompt-generated descriptive and diagnostic sales analytics. - Summarize competitor intelligence from publicly available data sources, enterprise content and data.
Pipeline and forecast intelligence	Augment pipeline and forecast management with novel sources of insight, better predictive/prescriptive recommendations and a simpler UX to answer questions. Top three use case for 29% of sales leaders in 2025.	- Generate a forecast summary that uses storytelling techniques to make insights actionable. - Turn NLP-captured customer calls into SFA intelligence. - Incorporate financial market, industry news or economic sentiment into forecast models.
RFP response automation	Automate ingesting, composing and managing requests for proposals. Top three use case for 33% of sales leaders in 2025.	- Ingest RFP document. - Summarize the RFP. - Outline RFP response. - Search a predefined document base for relevant information. - Generate contextually appropriate response.
Sales decision intelligence	Provide decision-making support for sales strategy and planning by simulating outcomes based on actions taken or events.	- Generate synthetic data based on theoretical actions taken. - Generate SWOT (strength, weakness, opportunity and threat) analysis, sales playbooks and equitable territory assignments. - Create sales strategy simulations across sales planning scenarios, and assess outcomes to recommend the best course of action.
Seller role play assistants	Deploy GenAI role-play bots and accelerate the process of designing engaging learning experiences.	- Automate sales role-play with AI personas. - Generate learning assessments based on objectives or previous assessment scores. - Draft learning experience modules.
Value message creation	Customize value-messaging narratives for each buying team using customer intelligence. Top three use case for 36% of sales leaders in 2025.	- Draft prospecting messages and emails. - Outline targeted talking points for the existing documents. - Customize the business case.

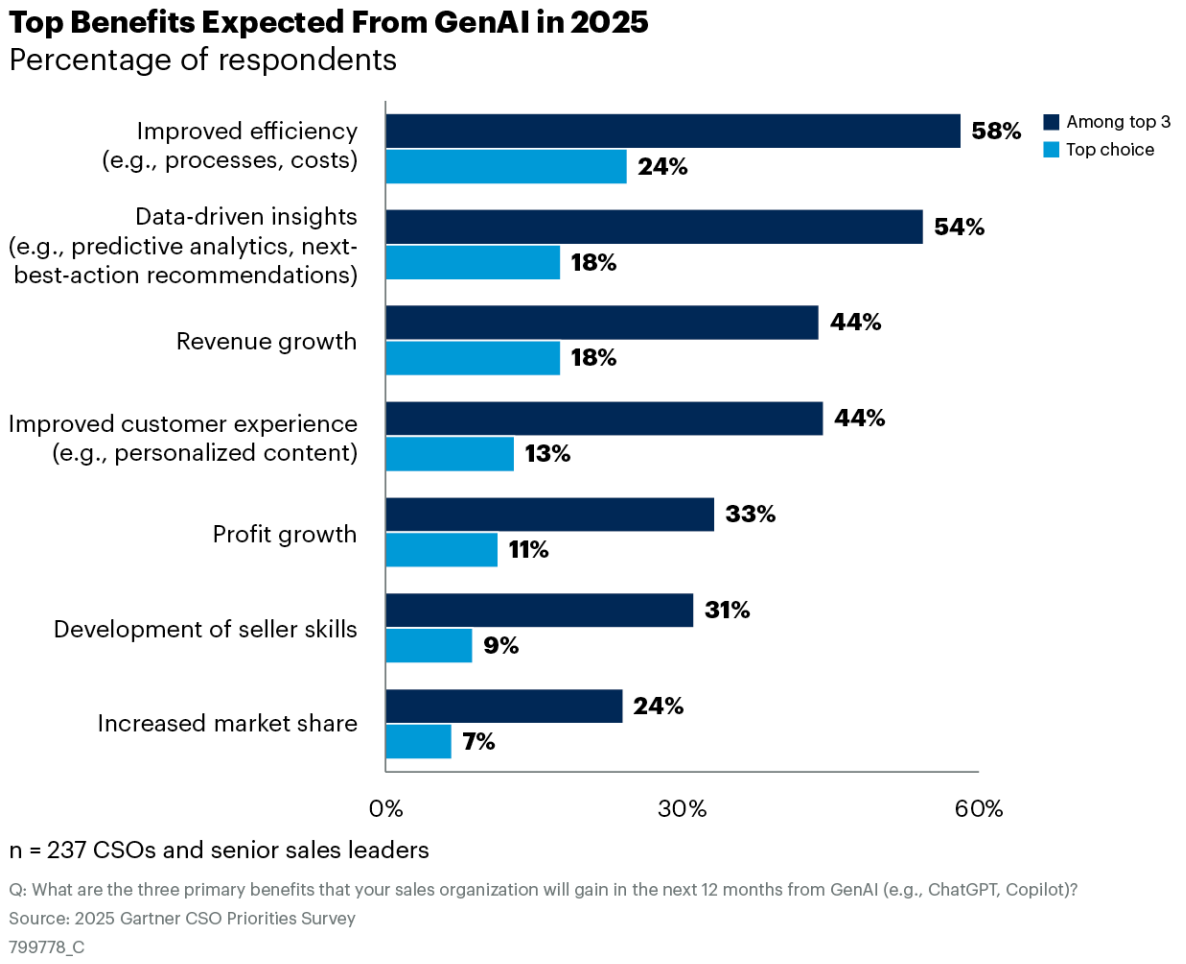
Note: Use-case data is from the 2025 Gartner CSO Priorities Survey.

Source: Gartner (February 2025)

Sales enablement leaders can explore use cases specific to their function in Generative AI Use-Case Comparison for Sales Enablement.

According to the 2025 Gartner CSO Priorities Survey, sales leaders seek a balanced portfolio of AI initiatives between intelligence and frontline workflow use cases, yet predominantly focus on efficiency, revenue growth and integrating data-driven insights into daily work benefits (see Figure 5). [1]

Figure 5: Top Benefits Expected From GenAI in 2025



Piloting and Evaluating Vendors

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Enterprises are approaching the adoption curve for GenAI at different paces and entry points, and exploration and piloting are a crucial step. Buyers must navigate the dynamic marketplace and compare what existing revenue tech stack vendors can provide, as this is an easier way to trial technology use in small cohorts. See our comprehensive research on exploration and piloting efforts for enterprises, How to Pilot Generative AI. Focus on no more than five pilot use cases to determine which warrant further investment. Reduce ROI risk and implementation complexity by selecting vendors with existing contracts or great-fit new vendors that offer easy trials and freemium products before committing to enterprise software purchases.

Enterprises should consider the primary use cases of GenAI for sales and evaluate areas of their sales practices where the functionality could be applied. They should also identify current metrics for the critical points in their sales practice, and consider ambitions for those metrics as part of piloting new technology. To become a discerning buyer of sales technology, ask every vendor the eight questions outlined in Table 2.

Table 2: 10 Questions for Discerning GenAI Sales Tech Buyers

(Enlarged table in Appendix)

Question	Analysis
What is the optimal seller GenAI UX and why?	GenAI has arrived so quickly that vendors in the market may have the most advanced view of what works best. Buyers should present their sellers' perspective and check if their sellers agree with the vendor's assumptions about how they want to work.
What data is required from my company to get value from your GenAI capabilities, and what data do you provide or generate on our behalf?	GenAI needs data to customize outputs to sales scenarios. It may be easier to start with GenAI use cases that use external signals to craft messaging with limited configurations needed, before applying commercially sensitive information.
How does the product protect my company from hallucinated, incoherent or generic sales outputs?	Learn how sales tech apps protect against hallucinations using three specific prompt engineering techniques: retrieval augmentation, windowing and grounding (see the Acronym Key and Glossary Terms section). These capabilities let private and proprietary enterprise information into GenAI applications safely, which is key for messaging and product-related use cases.
What are the limitations of your GenAI models and mitigations you have in place?	Determine how committed the vendor is to GenAI. Get the vendor to detail the GenAI limitations and mitigations they have in place upfront and explain why they're using GenAI instead of any other form of AI. Vendors with a stack of LLMs (or LLM partnerships) will often test, experiment and reduce LLM costs. The more they use, the more competent their GenAI technology likely is.
How do you protect my IP/customer data from being used to train an LLM and having prompts retained by third parties?	The short answer you're looking for is that (1) your IP and data do not train an LLM and (2) prompt content is *not* retained. If they give you a long answer about the LLM policy, ask them if they would opt out on your behalf. Get the answer to this question in writing, and ask your information security team to review the answer so you don't get blocked late in a buying cycle. See the Managing Risks section for more details.
What GenAI ops talent communities and talent development resources will you provide my employees to help them learn how to effectively use the technology?	You want your employees to engage in a community of practitioners and material through their interactions with the vendor. Vendors that have user communities and learning materials available for sellers signal a commitment to developing GenAI ops talent.
What sets your output (e.g., email message/next best action) apart from other vendors?	Probe how vendors have fine-tuned their source LLMs and crafted their prompting to deliver your sellers' best-in-class outputs.
What is the ROI of GenAI technologies?	Seek to understand from the reference customer what performance metrics were used and how those are translated into the ROI number. How were these performance metrics calculated? Ask the vendor for a few reference contacts who can vouch for these claims.
How do you create relationships between different sources of customer data?	Harnessing the power of GenAI applications predominantly involves using internal sales data to enhance the results from LLM models. To effectively employ this internal sales data, vendors must establish a correlation among the existing datasets. Therefore, it is crucial to inquire from vendors about the common relationships between data objects.
Do you use knowledge graphs or vector databases in the design and delivery of GenAI applications?	Establishing relationships within data objects is a prerequisite for many GenAI applications. Query the vendors about their methods for storing these relationships and to investigate how these relationships can be effectively leveraged for both as immediate prompt engineering workflows and as a longer-term strategic asset.

Source: Gartner (April 2024)

Managing Risks

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Minimize the risk of making suboptimal or dangerous decisions about GenAI by ensuring your organization is aware of the following risks:

- **Inaccuracies, hallucinations and bias —** GenAI occasionally "hallucinates" facts and makes reasoning errors. It has also generated output that represents social biases and world views derived from its training data.
- **Misuse and adversarial prompting —** Adversarial prompts could lead to harmful content generation. There is a significant risk of misuse, with bad actors creating higher-quality misinformation, phishing emails, malware, fraud and spam.
- **Privacy and information security —** Privacy assurances vary from product to product. Always read the terms of service for GenAI applications to evaluate the privacy risk for your specific use cases.
- **IP protection and creator rights —** Expect scrutiny from governments and regulatory bodies around IP ownership when your team produces output with hybrid generative and human involvement or uses protected IP to generate new IP.
- **Lack of AI governance leading to eroded buyer trust —** Improper or unskilled use of GenAI can lead to undesirable consequences. For example, spamming buyers with a high volume of AI-generated messages can erode buyer trust.
- **GenAI failing to reduce operating costs —** The domain of GenAI is growing rapidly and will become part of many commercial off-the-shelf technologies, such as Microsoft 365 Copilot or Google Bard. It's not clear yet exactly how the technology will affect operating costs.
- **IP leaking into public LLMs —** Company, product, pricing or customer information requires additional security; companies should not let it leak into public models.
- **Data quality issues —** During the prompt engineering or fine-tuning of LLM, the accuracy of source data is paramount. Any inaccuracies in the input data can significantly compromise the output, leading to erroneous results. This could lead to a trust deficit among the system's users, thereby undermining its credibility and utility.

The quality of fine-tuning, prompt engineering and augmentation will impact the accuracy and relevance of outputs. Throughout the piloting periods, test and monitor GenAI application outputs to track for accuracy, bias and plagiarism. Additionally, clarify pricing models to prevent escalating usage costs. Piloting periods will assist in understanding expected usage and controlled assimilation of practices to conserve allowance usage.

For more details on risk mitigation, see Adopt a GenAI Literacy Framework to Unlock Sales' Potential, Azure OpenAI Service vs. OpenAI on GenAI Trust, Risk and Security and Applying AI — Governance and Risk Management.

Representative Vendors

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The vendors listed in this Innovation Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

Table 3: Sales Tech Vendors With GenAI Add-On Functionality

Sales force automation platforms	BUSINESSNEXT, Creatio, Freshworks, HubSpot, Microsoft, Neocrm, Oracle, Pega, Salesforce, SAP, Vtiger, Zendesk, Zoho
Revenue enablement platforms	Accent, Allego, Apparound, Mediafly, Pitcher, Seismic, Highspot
GTM data applications	6sense, Apollo.io, Demandbase, LinkedIn Sales Navigator, ZoomInfo
Revenue action orchestration	Aviso, Clari, Gong, Microsoft, Outreach, Salesloft, Salesforce

Source: Gartner (February 2025)

Table 4: GenAI Sales Tech Startups

AI agents	11x, Artisan, CloseGPT, Conversica, Regie.ai, SalesAPE.ai, Saleswhale (by 6sense), Synthesia, Vivun
AI seller assistant	Attention, Rox, Sybill, WINN.AI
AI-led sales research	Clay, Databook, DocketAI, Humantic, AI Poggio, Salesmotion, Tome
Generative business intelligence	Akkio, Sightfull, Zenlytic
RFP response automation	Arphie, AutogenAI, AutoRFP.ai, Responsive, Rohirrim, SiftHub, Templafy, Tribble
Seller role play assistants	Second Nature, Quantified
Value message creation	Copy.ai, Fluint, Lavender, Minoa, Octave, rule5, Writer

Source: Gartner (February 2025)

Acronym Key and Glossary Terms

Retrieval-augmented prompt engineering	Retrieval-augmented generation incorporates private and proprietary enterprise information, or specifying constraints, into GenAI applications without requiring the underlying model to be modified in any way. The augmented data serves as extra cues for the model to generate more contextually relevant responses.
Grounding	The ability of generative applications to map the factual information contained in a generative output or completion. It links generative applications to available factual sources — for example, documents or knowledge bases — as a direct citation, adhering to the constraints in the prompt, or it searches for new links.
Windowing	A prompting method that uses a portion of a document as meta context or meta content. It is a technique of breaking down a longer text input into smaller segments or "windows" before feeding it to the model. By "windowing," the model can process one segment at a time, producing coherent outputs for each segment while maintaining context within that segment.

Evidence

[1] **2025 Gartner CSO Priorities Survey:** This survey was conducted to understand the top priorities, challenges and opportunities for chief sales officers in 2025. The survey was completed from October through December 2024 with an online sample of 246 heads of sales and senior sales leaders across North America (n = 165), Western Europe (n = 46) and Asia/Pacific (n = 35). Qualifying respondents belonged to a sales function of an organization with enterprisewide annual revenue in 2024 of at least $100 million or equivalent. Industry segments included manufacturing, information technology and high tech, banking and financial services, and pharmaceuticals. Disclaimer: The results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.

Note 1: Prompt Engineering Methods With LLMs and GenAI

- **Zero-shot prompt:** The LLM is given a task with no further guidance as to how to perform that task.
- **Few-shot learning:** AI framework that teaches a model how to deal with data and scenarios not encountered during training with only a few examples.
- **Retrieval-augmented generation:** Incorporates private and proprietary enterprise information into GenAI applications without requiring the underlying model to be modified in any way.

Note 2: Classification of GenAI Use Cases as Quick Wins, Differentiators and Transformational

In the quick-wins approach, organizations are using zero-shot or few-shot prompt engineering. A zero-shot prompt engineering is an application that doesn't require any specific company data. It makes the application more adaptable for new and distinct tasks, but it has higher possibilities of inaccurate or generic output. A few-shot prompt engineering is an application that has learned a few examples for the sales team. It makes the application generate more tailored responses to specific sales scenarios.

In a differentiating approach, organizations are using retrieval-augmented prompt engineering. A retrieval-augmented prompt engineering is an application that pulls data from a variety of data sources such as SFA platforms and sales content management systems. It could revolutionize customer understanding, engagement and market insight; it will add a depth of intelligence and process automation that far surpasses traditional methods. This method and approach can be financially costly and taxing on your application performance. This is because retrieval requires the model to search and triangulate multiple data sources while balancing against retrieving sensitive or private information not meant to be shared with all users.

In a transformational approach, organizations are using a fine-tuning prompt engineering. A fine-tuning prompt engineering is an application that adapts the pretrained model to highly specialized tasks and pulls data from all enterprise applications. This will enable the organization to tailor your requirements to specific needs, and it has the fewest possibilities of inaccurate or generic output. This type of approach is common in heavy regulatory or compliance obligations industries. This approach may also be costly because it resembles a custom-built approach to your unique organizational needs.

Note 3: General Tasks GenAI Can Complete

- Text generation: Creating human-sounding and meaningful text based on a given prompt.
- Text completion: Filling in missing or incomplete information in a given text in a prompt.
- Text classification: Assigning a format label to a given text based on its content or meaning (for example, story, biography or letter).
- Text summarization: Producing a shorter version of a given text that retains its main ideas.
- Text translation: Converting text from one language to another.
- Sentiment analysis: Determining the emotional tone or opinion expressed in a given text.
- Text correction: Fixing errors, spelling mistakes, grammar issues or incorrect words in a given text.
- Text manipulation: Changing or modifying text, such as changing words or phrases, removing or adding content, or transforming the text structure.
- Named entity recognition: Identifying and extracting named entities (such as people, organizations, locations or events) from a given text.
- Question answering: Providing a specific answer to a given question.
- Style translation: Transforming the writing style of a given text, such as changing its tone, formality or writing genre.
- Format translation: Converting a text from one format to another, such as converting instructions from prose to a numbered list.
- Simple analytics: Performing basic data analysis on a given text, such as counting words, finding the frequency of specific terms or calculating sentiment scores.

Evolving Insights History

Table 5: Evolving Insights History

Version ↓	*Update* ↓
v1.6	Major update to update Market Definition, Market Map Visual, Market Dynamics, Market Evolution, Business Benefits (Use Cases), Piloting and Evaluating Vendors.
v1.5	Minor update to add AI Agents as a use case and reflect the merging of Revenue Intelligence and Sales Engagement markets into Revenue Action Orchestration.
v1.4	Minor update to add vendors in RFP Response Automation and Digital Humans, and update the market names to align with the Gartner ecosystem.
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v1.0	Initial publish

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Adopt a GenAI Literacy Framework to Unlock Sales' Potential

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AI Design Patterns for Large Language Models

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Multidimensional CRM: How GenAI Will Revolutionize Sales Force Automation Platforms

How to Drive Sellers' Adoption of Generative AI

Innovation Insight: Generative Value Messaging Empowers B2B Sales With Words That Win

Glossary of Terms for Generative AI and Large Language Models

Quick Answer: Which of the 6 GenAI Pricing Models Should Tech GMs Use?

Generative AI: A Look at Emerging Governance Practices

Table 1: Generative AI Use Cases for Sales

Use Case	Business Driver	Sample Capabilities
AI agents	Use AI to execute both customer-facing and internal sales workflows to improve customer experiences, reduce seller burden and reduce cost of sale.	- Semiautonomously and autonomously execute tasks such as SDR prospecting, outreach and response to buyer questions. - Help customers configure products or solutions.- Automate lead follow-up. - Automate account management appointment scheduling.
AI sales leadership assistant	Augment sales leaders with conversational reporting, data synthesis and interpretation to more easily identify how to help sellers. Top three use case for 30% of sales leaders in 2025.	- Summarize queries related to forecasting and deals. - Synthesize opportunity, meeting activity and engagement history/content. - Synthesize and guide managers with recommendations for a seller based on metrics.
AI seller assistant	Augment sellers with automated, routine sales engagement tasks and recommend next best actions. Top three use case for 37% of sales leaders in 2025.	- Summarize meetings and capture to-dos. - Draft follow-up emails and replies. - Automate CRM activity entry with human-in-the-loop fact checking. - Automate account and opportunity prioritization.
AI-led sales research	Improve pipeline generation and grow accounts from accelerating sales research. Top three use case for 41% of sales leaders in 2025.	- Synthesize disparate sources of data and information about accounts, people and buying intent into atomic research insights.

		- Develop value messaging ideas based on atomic insights.
Augmented RevOps	Accelerate day-to-day RevOps tasks related to data management, automation design and technology administration. Top three use case for 37% of sales leaders in 2025.	- Prompt-based sales workflow automation, integration and business logic builder. - Draft integration and automation flow design. - Automate data prep management tasks.
Autonomous prospecting	Provide automated lead identification and qualification.	■ Evaluate the initial lead interest. ■ Engage the lead with relevant documents and information about the product or service. ■ Qualify the lead against the lead qualification criteria. ■ Hand over a qualified lead to the sales team.
Generative business intelligence	Integrate large datasets for analysis, assist with analytics design and augment data interpretation. Top three use case for 50% of sales leaders in 2025.	- Self-service, natural language interface analytics interface for non-data-scientists. - Autogenerated or prompt-generated descriptive and diagnostic sales analytics. - Summarize competitor intelligence from publicly available data sources, enterprise content and data.
Pipeline and forecast intelligence	Augment pipeline and forecast management with novel sources of insight, better predictive/prescriptive recommendations and a	- Generate a forecast summary that uses storytelling techniques to make insights actionable.

	simpler UX to answer questions. Top three use case for 29% of sales leaders in 2025.	- Turn NLP-captured customer calls into SFA intelligence. - Incorporate financial market, industry news or economic sentiment into forecast models.
RFP response automation	Automate ingesting, composing and managing requests for proposals. Top three use case for 33% of sales leaders in 2025.	- Ingest RFP document. - Summarize the RFP. - Outline RFP response.- Search a predefined document base for relevant information.- Generate contextually appropriate response.
Sales decision intelligence	Provide decision-making support for sales strategy and planning by simulating outcomes based on actions taken or events.	- Generate synthetic data based on theoretical actions taken. - Generate SWOT (strength, weakness, opportunity and threat) analysis, sales playbooks and equitable territory assignments. - Create sales strategy simulations across sales planning scenarios, and assess outcomes to recommend the best course of action.
Seller role play assistants	Deploy GenAI role-play bots and accelerate the process of designing engaging learning experiences.	- Automate sales role-play with AI personas. - Generate learning assessments based on objectives or previous assessment scores. - Draft learning experience modules.
Value message creation	Customize value-messaging narratives for each buying team using customer intelligence. Top three use case for 36% of sales leaders in 2025.	- Draft prospecting messages and emails. - Outline targeted talking points for the existing documents. - Customize the business case.

Note: Use-case data is from the 2025 Gartner CSO Priorities Survey.

Source: Gartner (February 2025)

Table 2: 10 Questions for Discerning GenAI Sales Tech Buyers

Question	Analysis
What is the optimal seller GenAI UX and why?	GenAI has arrived so quickly that vendors in the market may have the most advanced view of what works best. Buyers should present their sellers' perspective and check if their sellers agree with the vendor's assumptions about how they want to work.
What data is required from my company to get value from your GenAI capabilities, and what data do you provide or generate on our behalf?	GenAI needs data to customize outputs to sales scenarios. It may be easier to start with GenAI use cases that use external signals to craft messaging with limited configurations needed, before applying commercially sensitive information.
How does the product protect my company from hallucinated, incoherent or generic sales outputs?	Learn how sales tech apps protect against hallucinations using three specific prompt engineering techniques: retrieval augmentation, windowing and grounding (see the Acronym Key and Glossary Terms section). These capabilities let private and proprietary enterprise information into GenAI applications safely, which is key for messaging and product-related use cases.
What are the limitations of your GenAI models and mitigations you have in place?	Determine how committed the vendor is to GenAI. Get the vendor to detail the GenAI limitations and mitigations they have in place upfront and explain why they're using GenAI instead of any other form of AI. Vendors with a stack of LLMs (or LLM partnerships) will often test, experiment and reduce LLM costs. The more they use, the more competent their GenAI technology likely is.
How do you protect my IP/customer data from being used to train an LLM	The short answer you're looking for is that (1) your IP and data do not train

and having prompts retained by third parties?	an LLM and (2) prompt content is *not* retained. If they give you a long answer about the LLM policy, ask them if they would opt out on your behalf. Get the answer to this question in writing, and ask your information security team to review the answer so you don't get blocked late in a buying cycle. See the Managing Risks section for more details.
What GenAI ops talent communities and talent development resources will you provide my employees to help them learn how to effectively use the technology?	You want your employees to engage in a community of practitioners and material through their interactions with the vendor. Vendors that have user communities and learning materials available for sellers signal a commitment to developing GenAI ops talent.
What sets your output (e.g., email message/next best action) apart from other vendors?	Probe how vendors have fine-tuned their source LLMs and crafted their prompting to deliver your sellers' best-in-class outputs.
What is the ROI of GenAI technologies?	Seek to understand from the reference customer what performance metrics were used and how those are translated into the ROI number. How were these performance metrics calculated? Ask the vendor for a few reference contacts who can vouch for these claims.
How do you create relationships between different sources of customer data?	Harnessing the power of GenAI applications predominantly involves using internal sales data to enhance the results from LLM models. To effectively employ this internal sales data, vendors must establish a correlation among the existing datasets. Therefore, it is crucial to inquire from vendors about the common relationships between data objects.
Do you use knowledge graphs or vector databases in the design and delivery of GenAI applications?	Establishing relationships within data objects is a prerequisite for many GenAI applications. Query the vendors about their methods for storing these relationships and to investigate how these relationships can be effectively leveraged for both as immediate prompt engineering workflows and as a longer-term strategic asset.

Source: Gartner (April 2024)

Table 3: Sales Tech Vendors With GenAI Add-On Functionality

Sales force automation platforms	BUSINESSNEXT, Creatio, Freshworks, HubSpot, Microsoft, Neocrm, Oracle, Pega, Salesforce, SAP, Vtiger, Zendesk, Zoho
Revenue enablement platforms	Accent, Allego, Apparound, Mediafly, Pitcher, Seismic, Highspot
GTM data applications	6sense, Apollo.io, Demandbase, LinkedIn Sales Navigator, ZoomInfo
Revenue action orchestration	Aviso, Clari, Gong, Microsoft, Outreach, Salesloft, Salesforce

Source: Gartner (February 2025)

Table 4: GenAI Sales Tech Startups

AI agents	11x, Artisan, CloseGPT, Conversica, Regie.ai, SalesAPE.ai, Saleswhale (by 6sense), Synthesia, Vivun
AI seller assistant	Attention, Rox, Sybill, WINN.AI
AI-led sales research	Clay, Databook, DocketAI, Humantic AI, Poggio, Salesmotion, Tome
Generative business intelligence	Akkio, Sightfull, Zenlytic
RFP response automation	Arphie, AutogenAI, AutoRFP.ai, Responsive, Rohirrim, SiftHub, Templafy, Tribble
Seller role play assistants	Second Nature, Quantified
Value message creation	Copy.ai, Fluint, Lavender, Minoa, Octave, rule5, Writer

Source: Gartner (February 2025)

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