Infographic: AI Use-Case Prism for B2B Sales

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FOUNDATIONAL This research is reviewed periodically for accuracy.

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Initiatives: Artificial Intelligence

> This infographic identifies 14 of the most prominent AI use cases that can improve B2B sales operations. Across many industries and organizations, data and analytics leaders can use this as a starting point for further fine-tuning.

More on This Topic

This is part of 2 in-depth collections of research. See the collections:

- Applying AI in Business Domains

- The Future of Sales in 2025: A Gartner Trend Insight Report

Figure 1: AI Use-Case Prism for B2B Sales

In the above infographic, we described the following business cases:

- **Account Intelligence:** Uses AI to recommend curated content about the prospects/clients based on current news feeds.

- **Cross-Selling and Upselling:** Uses ML to identify new business opportunities for existing customers.

- **Customer Lifetime Value Analysis**: Provides customer health scores for all kinds of activities (e.g., churn, upselling).

- **Demand Generation:** Identifies new prospect segments from known characteristics of known segments.

- **Guided Conversations:** Uses NLP to uncover customer sentiments and helps in guiding customer conversations.

- **Knowledge Management**: Uses ML models to surface relevant information to sellers for managing customer requests better and faster.

- **Lead Discovery:** Uses AI to automate routine business conversations and provide better lead qualification.

- **Lead Scoring:** Uses ML models to predict conversion likelihood, to prioritize sales leads.

- **Opportunity Scoring:** Uses AI to predict win probabilities by sales stage for prioritizing next steps.

- **Price Optimization:** Uses AI to suggest optimal pricing for every deal.

- **Relationship Intelligence:** Uses AI to identify and suggest relevant business contacts within the seller's social network.

- **Sales Content Personalization**: Uses ML algorithms to recommend personalized content to sellers for nurturing customers.

- **Sales Forecasting:** Uses AI to predict sales forecasts based on historical data and seasonalities.

- **Territory Optimization:** Produces a balanced set of territories, based on geographic, account and product data.

About This Research

IT and application leaders should review this list of artificial intelligence (AI) use cases, comparing it with the maturity and requirements of their own sales organization:

- Each use case listed toward the top of the prism has a great combination of business value and feasibility. Organizations ignoring these use cases must have good justifications for doing so (for example, they have already matured or outsourced those processes).

- Use cases at the bottom of the prism do not score well. Organizations may not want to emphasize these use cases unless they have good reasons (for example, they have exhausted all other use cases).

Please note: These use cases have been selected and positioned based on an assessment by Gartner analysts and customer feedback. Their applicability may vary across organizations and industries. For detailed customization, use Gartner's prism toolkit (see Toolkit: How to Rank and Prioritize Your Use Cases With a Gartner Prism).

Recommended by the Authors

Use AI to Improve B2B Sales Revenue and Optimize Costs

This research significantly expands on the descriptions of B2B sales use cases, and details how they relate to business impact.

Uncovering Artificial Intelligence Business Opportunities in Over 20 Industries and Business Domains

This research collection gives an introduction to the prism and points at over 20 published prisms.

Toolkit: How to Rank and Prioritize Your Use Cases With a Gartner Prism

This Toolkit allow clients to create and modify their own prism according to their own strategic goals, maturity and context.

Tool: A Living Library of Real-World Data and Analytics Use Cases

This research can be used by clients from across all industries to find other data and analytics use cases.

How to Use Storytelling to Sell Your Data Science Projects

This research describes how to calculate ROI for a given use case. It also lays out how to use other storytelling patterns to convince executives to sponsor data science projects.

Improve Revenue Forecast Accuracy With Emerging Forms or Sales Forecasting Technology

This research examines how inaccurate forecasts can lead to missed sales targets and budget shortfalls, and how to address this issue.

CRM Sales Technology Primer for 2020

The CRM sales technology primer for 2020 summarizes research that focuses on the sales value chain — its planning, enablement, execution and optimization.