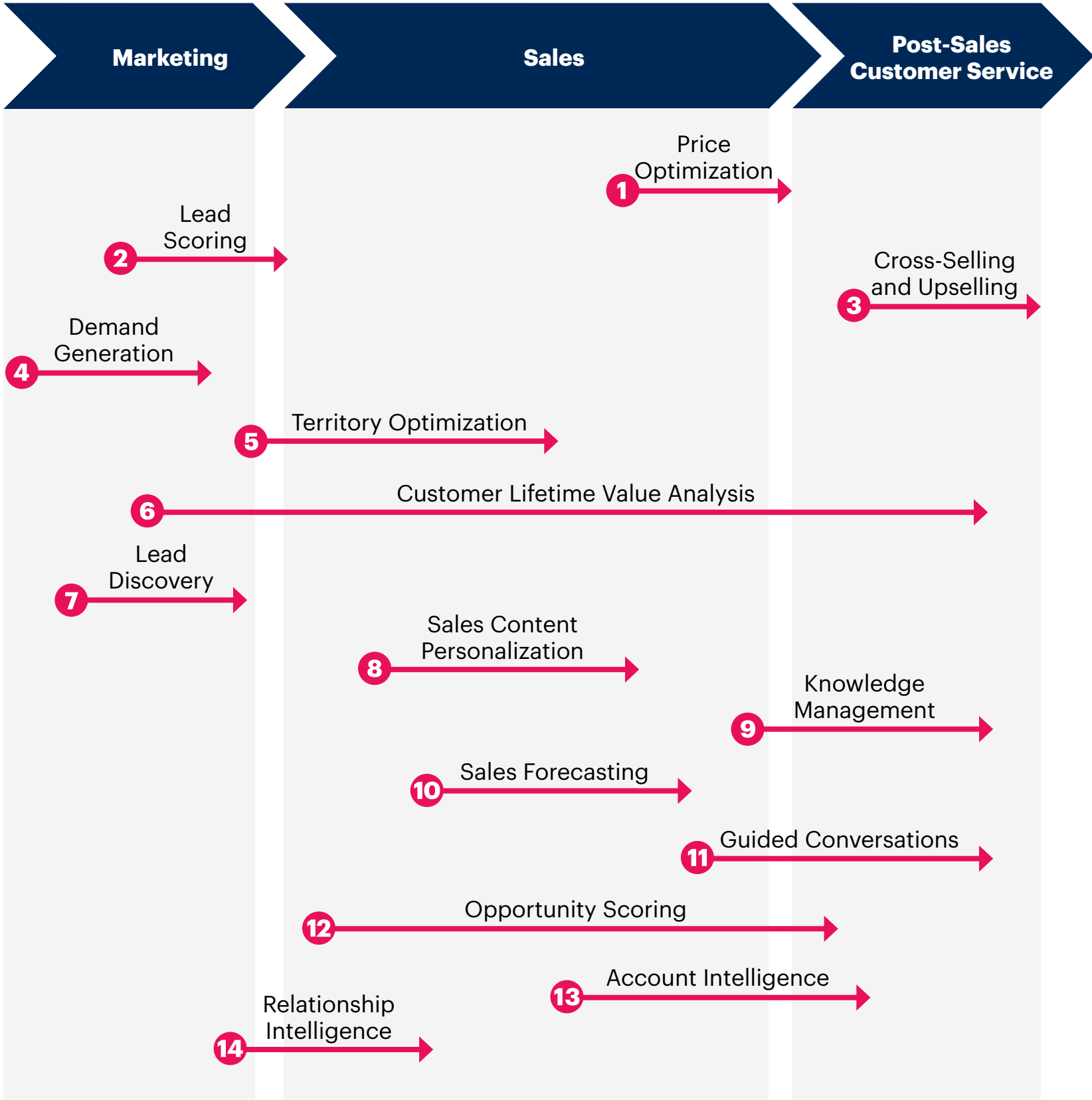
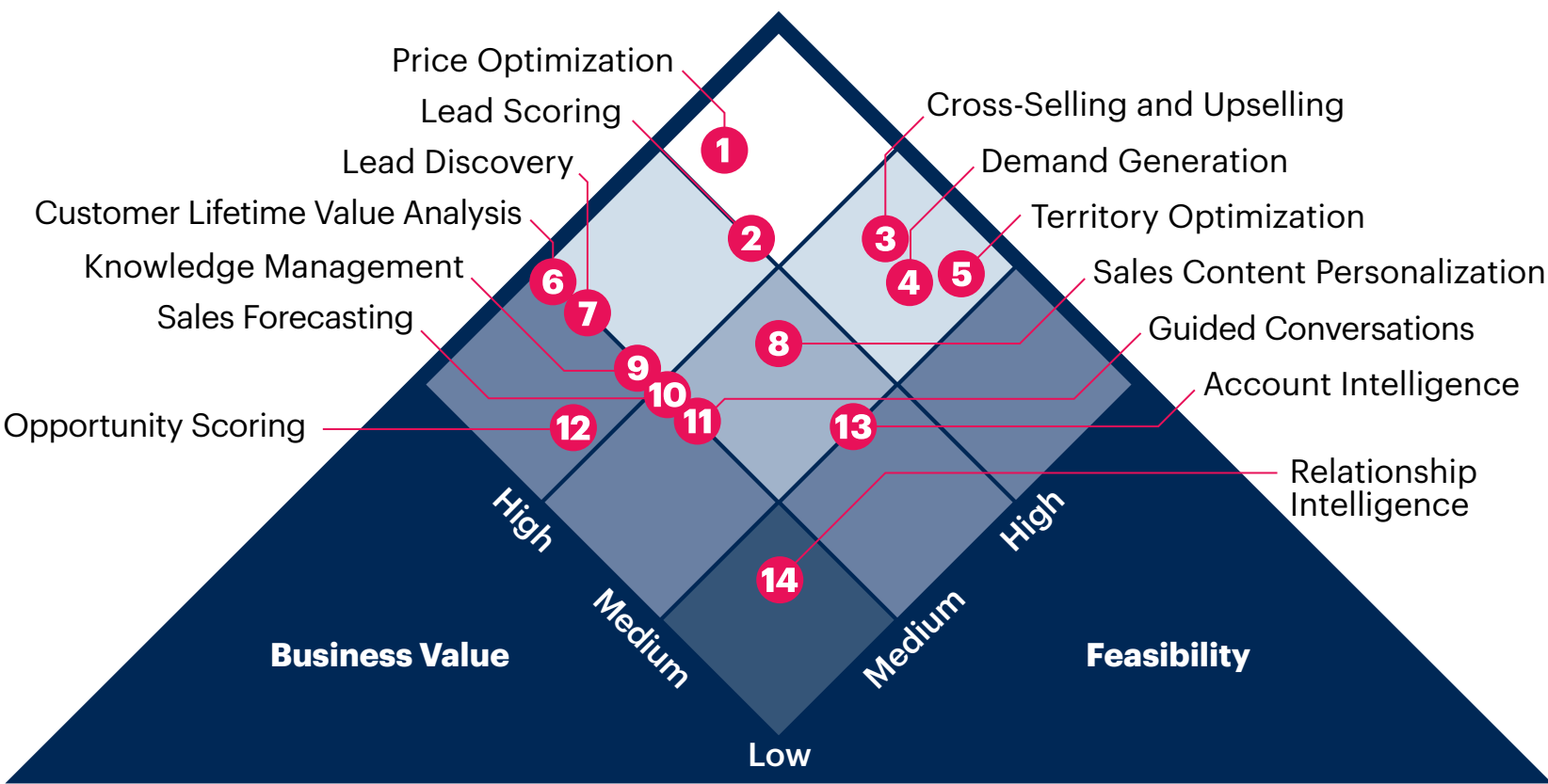


# AI Use Case Prism for B2B Sales



		Business Value			Feasibility	
		Cost Efficiency <sup>1</sup>	Revenue Growth <sup>2</sup>	Business Viability <sup>3</sup>	Technology Maturity <sup>4</sup>	External/Organizational Factors <sup>5</sup>
1	Price Optimization	●	●	●	◐	◐
2	Lead Scoring	◐	◐	◐	◐	◐
3	Cross-Selling and Upselling	◐	◐	◐	◐	◐
4	Demand Generation	◐	◐	◐	◐	◐
5	Territory Optimization	◐	◐	◐	◐	◐
6	Customer Lifetime Value Analysis	●	●	●	◐	◐
7	Lead Discovery	◐	◐	●	◐	◐
8	Sales Content Personalization	◐	◐	◐	◐	◐
9	Knowledge Management	◐	◐	◐	◐	◐
10	Sales Forecasting	◐	◐	◐	◐	◐
11	Guided Conversations	◐	◐	◐	◐	◐
12	Opportunity Scoring	◐	◐	●	◐	◐
13	Account Intelligence	◐	◐	◐	◐	◐
14	Relationship Intelligence	◐	◐	◐	◐	◐

<sup>1</sup> Includes operational efficiency

<sup>2</sup> Includes additional revenue streams

<sup>3</sup> Includes investments for sustainable business transformation

<sup>4</sup> Includes requirements for acquiring data of sufficient quality and quantity

<sup>5</sup> Includes legal and ethical considerations, stakeholder adoption, available skills and infrastructure readiness

- None
- ◐ Low
- ◑ Medium
- ◒ High
- Very High