Generative AI Snapshot Research

Sales

71%

Generative AI is here to stay, but sales teams are holding back

New research among over 1,000 salespeople reveals adoption of this technology lags behind their marketing counterparts. While many see generative AI as transformative to their role, like increasing sales efficiency and ROI - something is holding them back. A skills and trust gap.
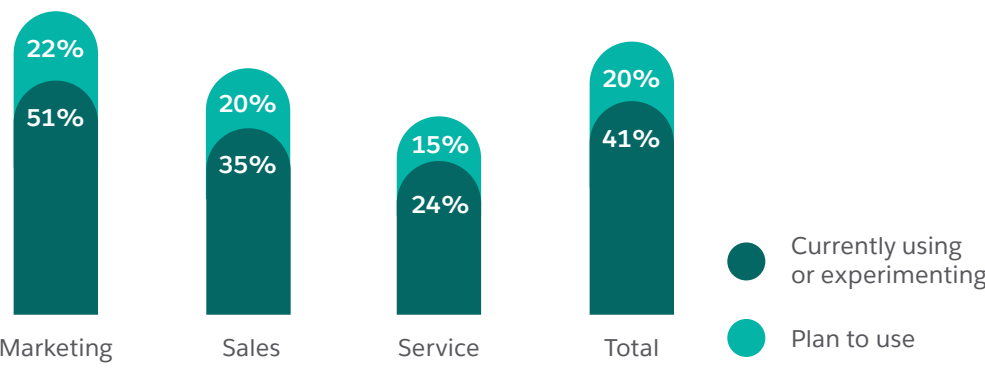
53% of salespeople **do not know how to get the most value** out of generative AI at work

55% say **trusted customer data is critical** in successfully using generative AI in their role

---

Sales professionals report low generative AI adoption

	Currently using or experimenting	Plan to use
Marketing	51%	22%
Sales	35%	20%
Service	24%	15%
Total	41%	20%

● Currently using or experimenting
● Plan to use

However, sales teams report clear benefits of generative AI to the customer experience

61% of salespeople believe generative AI helps them **better** serve their customers.

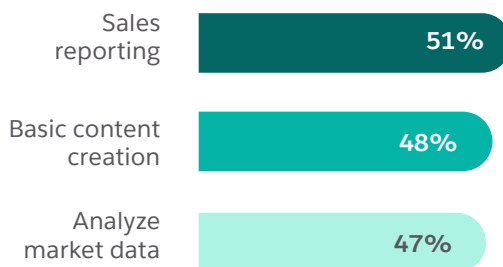**61%** of salespeople believe generative AI helps them **sell efficiently**

56% of salespeople believe generative AI will help them **increase sales**

Sales and service professionals who do report using generative AI leverage it for basic tasks such as content creation and automating communications, though they believe the technology would be most transformative around more dynamic, complex use cases like sales reporting and improving self-service.
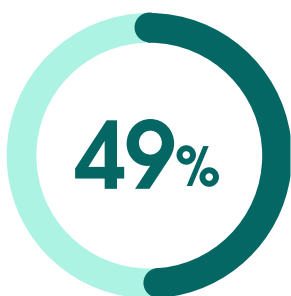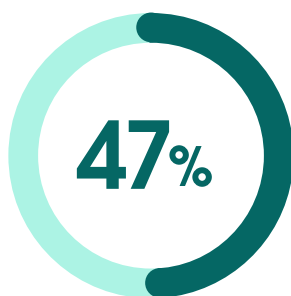
Salespeople Use Generative AI For

Basic content creation	82%
Analyze market data	74%
Automate personalized sales comms	71%

Salespeople Believe Generative AI Transforms How They Do The Following

|	
Sales reporting	51%
Basic content creation	48%
Analyze market data	47%

But these teams worry about the impact of generative AI on their role - expressing little knowledge on how to successfully use the technology

49% of salespeople **don't know how to safely use generative AI at work** (i.e, using trusted data sources and keeping first-party data secure)

47% of salespeople say they **don't know how to effectively use generative AI.**
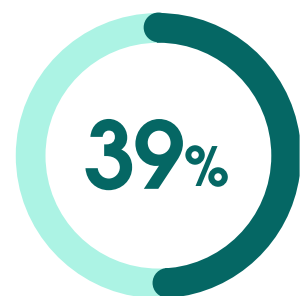
39% sales professionals **worry they will lose their job if they don't learn how to use generative AI** at work.

For customer-facing teams to successfully work alongside generative AI, businesses must close the trust and skills gap

Skills gap

63% of salespeople expect their employer to provide them with opportunities to learn how to use generative AI

67% say their employer doesn't provide generative AI training.

Trust gap

56% say human oversight is critical in successfully using generative AI in their role

55% say enhanced security measures are critical in successfully using generative AI in their role