



# General Sales Intelligence Platform

## Unlocking the Insights – 5 Use Cases

Our Deep Insight GPT is a powerful B2B all-purpose information tool comprised of more than 2.5 million (and growing) highly curated B2B specific datapoints. There are endless use cases, but we'll focus on five samples in this e-Book. Each example will include a prompt, followed by the unedited resulting output *All response ending characters e.g. ([4]\[5].) signify source citations that are linked directly to the original sources in the Deep Insight program.* Should you have any questions or suggestions, please do not hesitate to reach out – Jeff Campbell, Head of AI, [jeff@sales30labs.org](mailto:jeff@sales30labs.org)

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## Sales Training: Handling Price Objections

Let's say that you are in the medical equipment sales industry and are hitting a price objection on the sale of a new ultrasound system.

### **Prompt:**

I am a medical industry B2B account executive attempting to close a deal on new ultrasound equipment and am hitting price objections. What are 5 specific tactics I can use to move beyond the objections?

### **Response:**

Navigating price objections in the medical industry, especially with high-value equipment like ultrasound machines, requires a strategic approach. Here are five tactics tailored to your situation:

**Highlight Long-Term Value and ROI:** Emphasize the long-term benefits and return on investment of the ultrasound equipment. Demonstrate how the equipment can improve diagnostic accuracy, reduce patient wait times, and ultimately lead to better patient outcomes. Use specific data or case studies to back up your claims, showing how similar clients have benefited from the investment \[4]\[5].

**Offer Flexible Financing Options:** Present flexible payment plans or leasing options to ease the financial burden. This can make the purchase more palatable by spreading the cost over time. Highlight any partnerships with financing companies that can offer competitive rates or terms tailored to the healthcare sector \[4].

**Leverage Competitive Differentiation:** Clearly articulate what sets your ultrasound equipment apart from competitors. Whether it's superior image quality, advanced features, or better service and support, make sure the prospect understands the unique value proposition that justifies the price \[4].

**Address Hidden Objections:** Engage the prospect in a conversation to uncover any hidden objections beyond price. Ask open-ended questions to understand their concerns fully. Sometimes, the price objection is a surface-level issue masking deeper concerns about product fit or organizational readiness \[5].

**Provide a Cost-Benefit Analysis:** Create a detailed cost-benefit analysis that quantifies the financial impact of the equipment. Show potential cost savings from improved efficiency, reduced maintenance costs, or increased patient throughput. This data-driven approach can help justify the price and alleviate concerns about cost \[5].

These strategies not only address the price objection but also reinforce the value and benefits of your solution, making it easier for prospects to see the worth of their investment. If you want to dive deeper into any of these strategies, let me know! I'm here to help you navigate these conversations effectively. These strategies not only address the price objection but also reinforce the value and benefits of your solution, making it easier for prospects to see the worth of their investment. If you want to dive deeper into any of these strategies, let me know! I'm here to help you navigate these conversations effectively.

## **Sales Enablement: Steps in building an effective Sales Enablement system**

Suppose you are tasked with managing sales enablement development for a new startup.

### **Prompt:**

I am a manager for a new startup and tasked with the development of our sales enablement capabilities. What are the most critical first 10 steps to take?

### **Response:**

Building a robust sales enablement function from the ground up is crucial for driving your startup's sales success. Here are the ten critical steps you should consider:

**Define Your Sales Enablement Goals:** Start by clearly defining what you want to achieve with your sales enablement efforts. This could be improving sales productivity, enhancing customer interactions, or accelerating onboarding processes. Align these goals with your overall business objectives [1][2].

**Assess Current Resources and Gaps:** Evaluate your existing sales tools, processes, and content. Identify gaps in your current setup that could be hindering sales performance. This will help you prioritize areas that need immediate attention [1][4].

**Develop a Sales Enablement Strategy:** Create a comprehensive strategy that outlines how you will support your sales team. This should include plans for training, content creation, technology implementation, and performance measurement [1][2].

**Invest in the Right Technology:** Choose sales enablement tools that align with your strategy. This could include CRM systems, learning management systems, and content management platforms. Ensure these tools integrate seamlessly with your existing tech stack [1][4].

**Create a Content Library:** Develop a centralized repository of sales content, including case studies, product information, and competitive analysis. Ensure this content is easily accessible and regularly updated to meet the evolving needs of your sales team [4].

**Implement Agile Onboarding:** Design an onboarding program that is incremental and milestone-driven. This approach helps new hires absorb information more effectively and reduces the time to productivity [2][5].

**Establish Metrics and KPIs:** Define key performance indicators to measure the effectiveness of your sales enablement efforts. This could include metrics like time to first sale, content usage rates, and sales cycle length [4][5].

**Provide Ongoing Training and Coaching:** Regularly train and coach your sales team to keep their skills sharp. Use role-playing, workshops, and e-learning modules to reinforce learning and address skill gaps \[2]\[3].

**Foster Cross-Department Collaboration:** Encourage collaboration between sales, marketing, and product teams to ensure alignment and consistency in messaging and strategy. This collaboration is key to creating a cohesive customer experience \[1]\[6].

**Continuously Optimize and Iterate:** Regularly review your sales enablement processes and tools to identify areas for improvement. Use feedback from your sales team and performance data to make informed adjustments and keep your strategy agile and effective \[2]\[3].

By following these steps, you'll lay a strong foundation for your sales enablement capabilities, driving your startup toward greater sales success. If you need more detailed guidance on any of these steps, feel free to ask! \[1]\[2]\[3]\[4]\[5]\[6].

## **Sales Motivation: Daily steps to achieve peak performance**

You wake up and are not sure you want to get out of bed. You lost 2 deals this week and you're feeling run down and discouraged. You need a boost of something more than simply caffeine.

### **Prompt:**

I am a B2B Account Exec that has recently lost a couple of deals and am feeling discouraged and rundown. What are 5 steps I can start with this morning to achieve peak performance.

### **Response:**

Feeling discouraged after losing deals is tough, but it's also an opportunity to reset and refocus. Here are five steps you can take this morning to get back on track and achieve peak performance:

**Reflect and Learn:** Start by analyzing what happened in those lost deals. Identify any patterns or areas for improvement. This isn't about dwelling on mistakes but rather learning from them. Write down key takeaways and think about how you can apply these lessons to future opportunities [3][7].

**Set Clear, Achievable Goals:** Break down your day into manageable tasks. Set specific, achievable goals for today that align with your broader objectives. This could be reaching out to a certain number of prospects or refining your pitch. Clear goals will give you direction and a sense of accomplishment as you tick them off [5][9].

**Boost Your Energy:** Engage in a quick physical activity to boost your energy levels. Whether it's a short jog, some stretching, or even dancing to your favorite song, movement helps eliminate stress and invigorates your mind and body [1][8].

**Revisit Your Successes:** Take a moment to reflect on past successes. Write down every successful deal or positive feedback you've received. This exercise helps build confidence and reminds you of your capabilities. Keep this list handy and refer to it whenever you need a morale boost [3][9].

**Focus on Positivity and Resilience:** Surround yourself with positive influences. Read stories of resilience or connect with colleagues who inspire you. Avoid negative conversations and focus on what makes you laugh and smile. This mindset will help you stay resilient and ready to tackle challenges [4][6].

By taking these steps, you'll not only address the immediate feelings of discouragement but also set yourself up for sustained success. Remember, every setback is a setup for a comeback. You've got this! \[1]\[3]\[4]\[5]\[6]\[7]\[8]\[9].

## AI in Sales Research: How Agentic AI can increase revenues

You run a corporate office cleaning service and are wondering how the incorporation of agentic AI could help grow your revenues.

### **Prompt:**

I run a cleaning service for corporate office buildings and am looking for ways to increase revenues. How can incorporating Agentic AI into my business help?

### **Response:**

Incorporating Agentic AI into your cleaning service for corporate office buildings can significantly enhance your operations and boost revenue. Here's how:

**Optimized Resource Allocation:** Agentic AI can help you manage and allocate resources more efficiently. By analyzing data on cleaning schedules, building usage patterns, and staff availability, AI can optimize your workforce deployment, ensuring that you have the right number of staff at the right time and place. This reduces waste and maximizes productivity [8].

**Predictive Maintenance:** Implement AI systems that predict when equipment needs maintenance or replacement. This proactive approach minimizes downtime and extends the lifespan of your cleaning equipment, reducing costs and improving service reliability [8].

**Enhanced Customer Experience:** Use AI to personalize and improve the customer experience. For example, AI can analyze client feedback and service history to tailor cleaning schedules and services to each client's specific needs, leading to higher customer satisfaction and retention [7].

**Automated Scheduling and Billing:** Automate administrative tasks like scheduling and billing with AI. This not only reduces manual errors but also frees up time for your team to focus on more strategic activities, such as business development and customer engagement [7].

**Data-Driven Decision Making:** Leverage AI to gather and analyze data on service performance, customer satisfaction, and market trends. This insight can inform strategic decisions, such as expanding services, entering new markets, or adjusting pricing models to better meet demand [8].

By integrating Agentic AI into your business, you can streamline operations, enhance service quality, and ultimately drive revenue growth. If you want to explore specific AI tools or strategies that align with your business goals, let me know! \[7]\[8].

## Sales 3.0 Events: Exploring key session insights

I am a Deep Insight member and am preparing for a meeting on improving our win rates. I know that there is a Sales 3.0 Conference session on the topic, but I do not have time to watch the entire session.

### **Prompt:**

Give me the 5 action steps from the Harry Kendlbacher session, 5 Steps to Improve Win Rates.

### **Response:**

Harry Kendlbacher's session on "5 Steps to Improve Win Rates" at the Global Revenue Acceleration Summit provides a strategic framework for enhancing sales performance. Here are the five action steps he outlined:

Deal Qualification: Focus on qualifying deals effectively. This involves identifying your ideal customer profile and ensuring that your sales team spends time on winnable deals. It's about asking the right questions to determine if a prospect is a good fit and if you can solve their problems \[1].

Opportunity and Account Planning: Develop a thorough plan for each opportunity and account. This step emphasizes the importance of strategic planning to maximize the chances of closing deals. It involves understanding the client's needs, the competitive landscape, and crafting a tailored approach \[1].

Sales Process and Key Agreements: Implement a structured sales process with key agreements. These agreements are strategic tools for building strong relationships and ensuring alignment with the client on the reality of the situation. It's about negotiating early and setting clear expectations \[2]\[3].

Creating Urgency: Address the biggest competitor—indecision. Create urgency by helping prospects understand the risks of not acting and the benefits of choosing your solution. This involves clear communication of the value proposition and potential outcomes \[2].

Closing and Protecting Margins: Focus on closing deals while protecting your margins. This step involves ensuring that the deal terms are favorable and that you maintain profitability. It's about balancing the need to close with the need to sustain healthy margins \[4].

These steps are designed to streamline your sales process, improve win rates, and ensure that your team is focused on the right opportunities. If you want to explore any of these steps in more detail, feel free to ask! \[1]\[2]\[3]\[4]. These steps are designed to streamline

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## Final Thoughts

As you can imagine, the use cases in B2B sales are limitless. We should also mention a few other useful features:

- Linked citations, so you can explore the sources in more detail
- Rather listen than read? Simply click on the Read Aloud button at the bottom of each response
- Want to fully converse with the GPT? Use the call feature to initiate a voice conversation

If you're not currently a Deep Insight subscriber, you can find out more here - [Sales 4.0 Deep Insight | Trusted AI Intelligence for B2B Sales](#)