HubSpot

2024 AI Trends for Sales

GENERATING STRONGER RELATIONSHIPS
+ MAXIMIZING PROSPECTS

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Will AI Take It from Here?

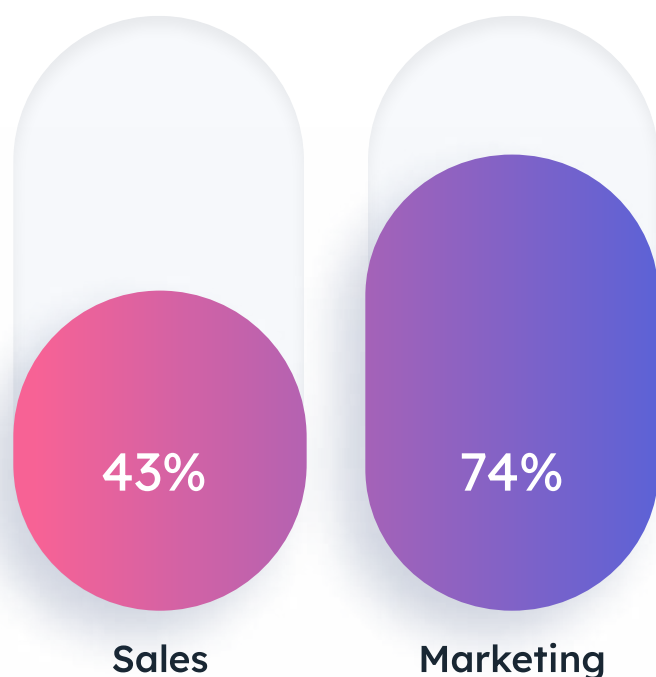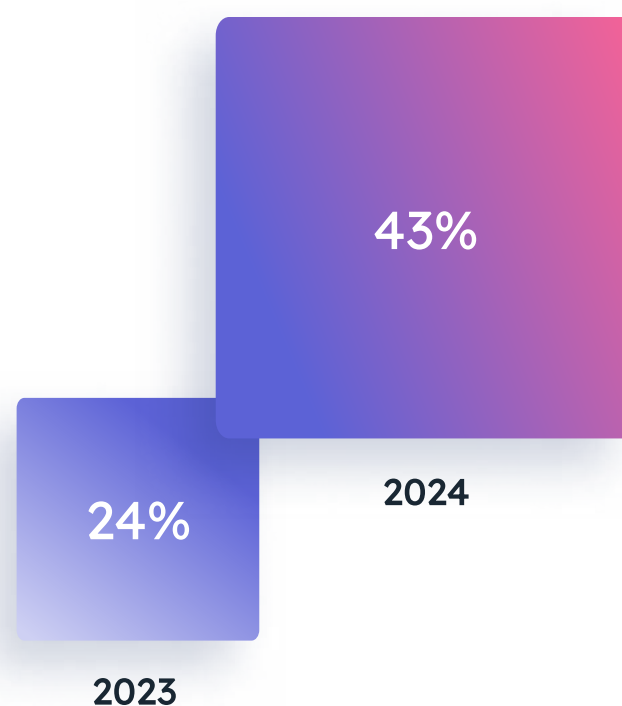# Ramping Up Adoption— The Cautious Way

You may have experimented with an AI tool like ChatGPT in your free time—but have you integrated AI into your sales pipeline? If you're still waiting to jump on the AI train, you're still in the majority of salespeople. While AI adoption is up in sales from last year, it's still true that **fewer than half** of salespeople report using AI at work.

A 19% uptick in AI usage from 2023 to 2024 suggests that more salespeople are finding ways to personalize their outreach—and close more sales—with tools that play to their strengths. On the other hand, it's also true that **sales is a lagging adopter of AI**, trailing far behind marketers in adoption.

Rise in AI usage from salespeople

43%

2024

24%

2023

Reported AI Usage: sales vs. marketing

43%

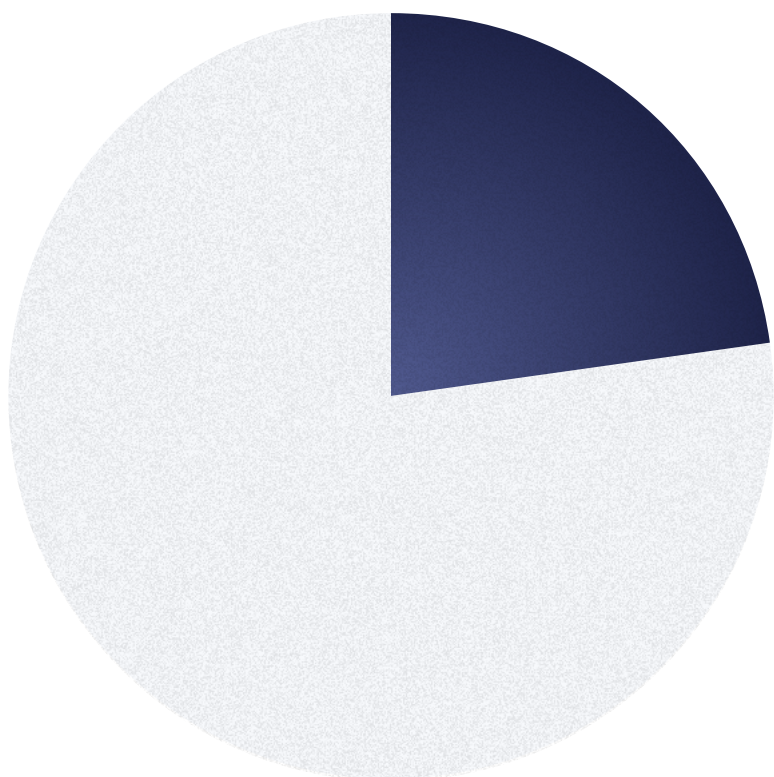**Sales**

74%

Marketing

So, what does that mean? Should you rush to the nearest AI chat assistant and start generating emails? The answer is: **not necessarily.** AI, after all, is a blanket term for a variety of use cases, and marketers may find it easier to use AI-powered tools than salespeople do. From content generation to audience segmentation, AI and marketing seem to go hand in hand.

But where does that leave salespeople?

If you see a low adoption number and think AI isn't suited for sales, you may be surprised to learn that the opposite is true. In reality, there are a number of AI-powered solutions designed to support salespeople—and, in some cases, they may already be at your fingertips.

More than

50%

of surveyed sales professionals say that AI enables scalability in ways that would otherwise be impossible.

Nearly

23%

of surveyed sales directors expect to increase their team's headcount with AI-assisted administrative roles.

If you're feeling skeptical, though, you're not alone. Salespeople worldwide still share concerns about AI's impact on the industry, and on their individual job security. Some even wonder if AI will become intelligent enough to act as an independent salesperson.

Those valid concerns help paint the entire picture of AI's role in the sales profession, and acknowledging them helps us move the industry forward.

AI in sales is leading to growth. With the right amount of skepticism, salespeople are taking their time with adoption—and finding powerful, analytical ways to connect with their prospects.

So, are you using AI as a salesperson? Are you still biding your time? Either way, by learning about the growing impact, role, and potential of AI, you can simultaneously learn new ways to attract prospects, streamline your RFP responses, and exceed your quotas—all while growing in your own career.

At HubSpot, it's important for us to understand how pivotal technology affects our customers. That's why we surveyed 764 sales professionals around the world to pulse check everything about AI in sales.

We wanted to know:

- ✓ **What the current outlook for AI-powered sales looks like**

- ✓ **Which AI tools salespeople are using**

- ✓ **How salespeople are driving performance in specific tasks**

- ✓ **Which KPIs and career goals AI helps salespeople meet**

- ✓ **If sales people feel confident in adopting AI**

- ✓ **How concerns about job security affect AI adoption**

So, if you're playing the long game with AI, dive into our report and begin learning how you can support your own growth trajectory with the right tips, tricks, and tools today.

AI's Role in More Efficient Sales

New Solutions
for Existing Needs

AI has the potential to revolutionize the sales industry with time-saving capabilities, deeper data analysis, and stronger forecasting potential. As AI becomes more tailored to salespeoples' needs, the technology will only continue growing.

Before we take a deeper dive into AI-assisted tools for sales, though, let's take a step back and contextualize what AI means for sales. After all, AI is a buzzword across industries, but what's the meaning behind the buzzword? Is AI just another term in our growing dictionary of industry jargon?

In this case, fortunately, AI has a bigger role to play in driving efficiencies and enjoyability within sales. Let's look at what that means for salespeople like you.

In this chapter, you'll learn how:

✓ **AI is refreshing existing tools**

✓ **AI is driving sales**

✓ **AI is supporting organization-wide growth**

"AI has enabled us to accelerate our sales cycles by reducing the time it takes to complete everyday tasks, such as writing follow-up emails or identifying potential new customers. We also use AI as a coaching tool. For example, AI summarizes the key points of a conversation. Sales managers then use that summary to quickly obtain deeper visibility of deals in progress, as well as to identify potential areas of improvement for the sales representative."

Leticia Henry, Manager, Sales - HubSpot

HubSpot

AI is refreshing existing tools
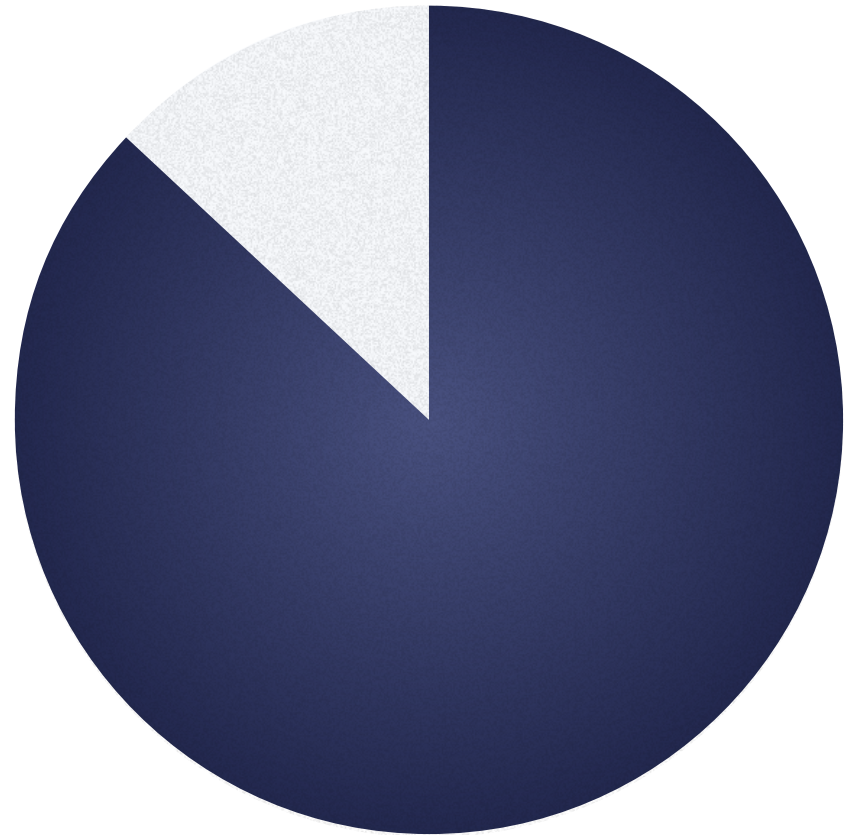
As AI continues its rise in popularity, it's no surprise that familiar sales tools like CRM software are getting an upgrade. For early adopters, this is a good way to get acquainted with AI functionalities in a comfortable environment. This approach is proving successful—of the salespeople we surveyed, 87% said that they use AI more often because it's within the tools they already know.

87% of surveyed salespeople

say AI integrations with existing tools have increased their usage.

Take our software, Sales Hub, as an example. Our customers, like most salespeople, want to effectively meet their quotas while deepening relationships with their prospects. To gain access to their organization's full data story, they use Sales Hub to visualize all interactions with a prospect —or forecast whether a prospect will be likely to close, and when.

This is common for most CRM solutions—and, with AI in the picture, these solutions are empowering salespeople to do more. While we create AI-centered solutions like HubSpot AI to offer an expert service for our customers, we also think about the bigger picture behind AI integrations, including the time it takes to overcome a learning curve. That's why we—and many CRM providers—focus on tailoring AI integrations within our solutions. This way, we eliminate the learning curve entirely, freeing up salespeople to focus on building relationships without ramp-up time.

For more specific information about AI-powered tools, proceed to Chapter Two.

AI is unlocking more efficient paths forward for salespeople with data enrichment technology, pipeline management features, and sales enablement generation. It's no surprise that salespeople say these AI integrations are translating to better conversion rates.

AI is driving sales

Speaking of conversion rates, AI is also playing a significant part in moving prospects down the funnel at an accelerated pace. This should come as no surprise—technology designed for sales should support more successful closures. In fact, **three of four** salespeople from our survey said that AI integrations within their CRM software helped them increase sales.

As AI enables salespeople to corner new strategies for resonating with prospects, its potential will help move organizations—and the sales profession—toward stronger bottom lines.

We'll discuss how AI is empowering stronger sales in Chapter Three and Chapter Four—but at a glance, AI is equipping salespeople with:

- Better personalization tactics for individualized outreach
- Sales script optimization for more engaging approaches
- Streamlined data analysis for better forecasting and lead scoring

75% of surveyed salespeople with AI-powered CRM

say that AI integrations help them drive sales.

AI is supporting industry-wide growth

AI is empowering strong growth for organizations worldwide through CRM integrations and performance support. Of the salespeople we surveyed, nearly half believe that forging ahead with AI will lead to unprecedented growth for their business.

41%

41% of surveyed sales professionals

believe that full AI integrations at their organization would encourage unprecedented growth.

While that excitement is tangible, it's important to approach AI with a level head and make smart decisions about its role in a company. Making an **optimized decision** about the long-term impact of AI can help reduce challenges down the road.

**We'll discuss best practices for AI implementation in **

Overall, however, it's difficult to deny the ways that AI can support a business's health at key moments. AI can power:

- Individualized outreach tailored to a prospect's pain points at a specific time

- Profitable opportunities to engage prospects during historic low seasons

- Stronger internal efficiencies through streamlined workflows

Members of leadership within sales have already caught wind of AI's potential. In fact, **one in four** surveyed sales directors say they're ready to build a new kind of sales team —one with AI-savvy salespeople who can build or implement tools that drive results.

25%

of surveyed sales directors say they expect to increase their investment in team members who can build or implement AI-powered tools.

Remember: top-level performance metrics and boosted bottom lines are exciting in theory, but it's the performance of salespeople who make that change possible.

As you consider AI's impact in the future of sales, remember to contextualize that impact by considering how salespeople are using the technology to drive results.

The Bottom Line

What does AI mean for you? Where can you begin to experiment with tools, tasks, and AI-powered strategies? Asking these questions can help you tie meaningful impact to the aspirational goals that your organization might have about AI's potential—and help you feel more comfortable with an AI-powered future.

Text Generators + Data Analyzers: Common AI Tools in Sales

Generating More Than Prompts

A massive influx of AI tools have flooded the market. Many tend to promise the same benefits—saved time, stronger personalization, and sharpened creativity—but how can you be sure they'll consistently meet your needs? And how can you be sure you're choosing an AI tool that's **powerful, trustworthy, and designed for sales?**

We'll discuss safety practices at the end of this chapter. But, for now, let's break down the most popular types of AI tools available for salespeople like you. After all, **there's more to AI than content generation.**

For example, if you're looking for ways to streamline your market research, there are AI tools built to simplify forecasting with predictive lead scoring. Similarly, if you'd like to try a dry run before your next sales call, some AI tools can create a simulated environment where you can speak directly to your prospect—with no risk of making a relationship-ending mistake.

If you're ready to give AI a trial run but you don't know where to begin, take a look at the tools that salespeople are using most frequently and learn how you can safely begin exploring AI tools for your team.

In this chapter, you'll learn:

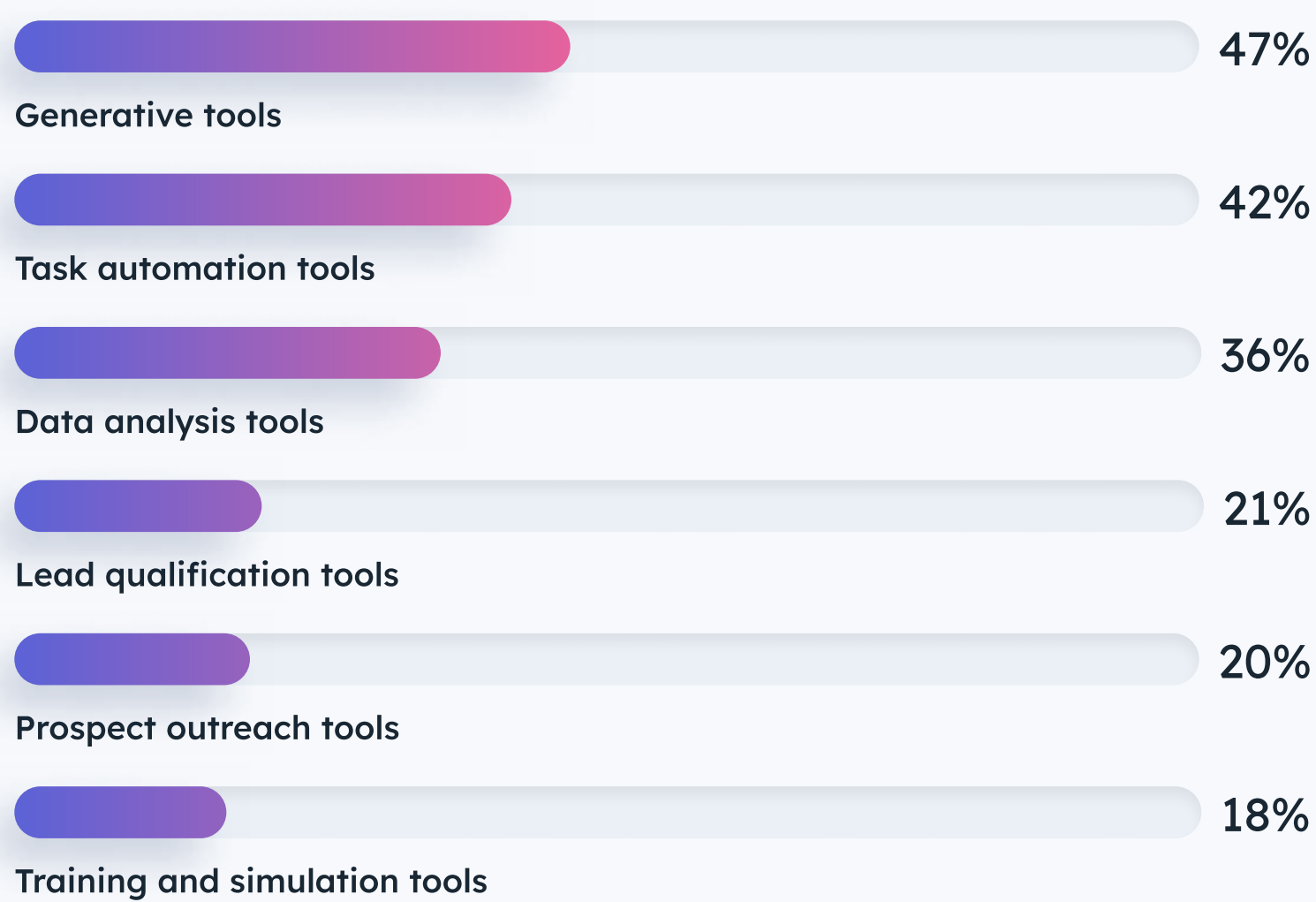- ✓ **The types of AI tools that salespeople are using today**

- ✓ **What tasks you can accomplish with popular AI tools**

- ✓ **Safety tips for using AI with privacy in mind**

Common AI tools used by salespeople

Generative tools — 47%

Task automation tools — 42%

Data analysis tools — 36%

Lead qualification tools — 21%

Prospect outreach tools — 20%

Training and simulation tools — 18%

Generative tools

Generative tools may be the first thing you imagine when you think of AI. It's often associated with content creation, where users can offer text prompts to get social media copy, custom images, and even rudimentary motion graphics.

But, when it comes to sales, generative AI can offer much more than content creation—and 47% of surveyed salespeople who use AI agree. Let's take a closer look with some examples.

- **Sales enablement**

  If you're fostering intent from qualified prospects, try using a generative AI tool to make your email copy 10% more actionable. You can also leverage generative AI to make your LinkedIn InMail message more personalized.

  ## Free resource:

  51 AI Prompts for Sales Teams to Use in 2024

- **Create prospect personas**

  If you're struggling to connect with a prospect in an unfamiliar industry, you can prompt a generative AI tool to essentially play the role of your future client. Simply prompt your tool with blinded information about your prospect and instruct it to create a persona you can reference while strengthening your outreach materials.

- **Simplify RFPs**

  Streamline your writing process and identify data-backed tips for strengthening proposals with generative AI.

Task automation tools

Task automation tools focus on **automation** over **creation** to help salespeople save time for more intensive tasks.

These tools can effectively eliminate backend redundancies so you can create new RFPs—and pursue new high-potential prospects.
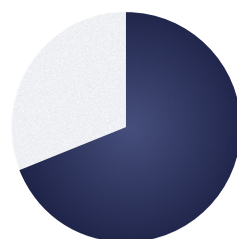
Data analysis tools

A third of surveyed salespeople who use AI shared that they used data analysis tools to enhance the quality of their prospects from start to finish.

Imagine you're trying to reengage a lapsed prospect. He was steps away from closing before he suddenly stopped replying to your emails. With an AI-powered data analysis tool, you could task the software with analyzing all past interactions with the prospect, including social media engagement, email, and notes from past calls. The tool would provide data-backed tips and strategies for reigniting the prospect's interest, equipping you with the information you need to move the needle for your team.

By using a data analysis tool to offer optimized suggestions for engaging prospects, you can tap into a new level of personalization that's otherwise impossible for a single salesperson to accomplish. Consider using AI-powered CRM solutions that seamlessly collect your team's data without the need for manual inputs.

Tip: Be cautious about the AI tools you use to analyze data. Refer to our safety practices at the end of this chapter.

69%

of surveyed salespeople with AI-powered CRM say that AI integrations make them more likely to use their CRM.

Tip: Do you use CRM? You might already have access to predictive lead scoring! Contact your IT team to see if you can start using this tool today.

Lead qualification tools

AI-powered lead qualification tools work by using machine learning technology to digest massive amounts of data, create personalized recommendations, and offer predictive lead scoring that can potentially drive big results. By visualizing your leads in a ranked format, it's easier to visualize the opportunity—and difficulty—of closing with a prospect. In some cases, these tools can use identifier-free inputs to make relevant suggestions while maintaining confidentiality.
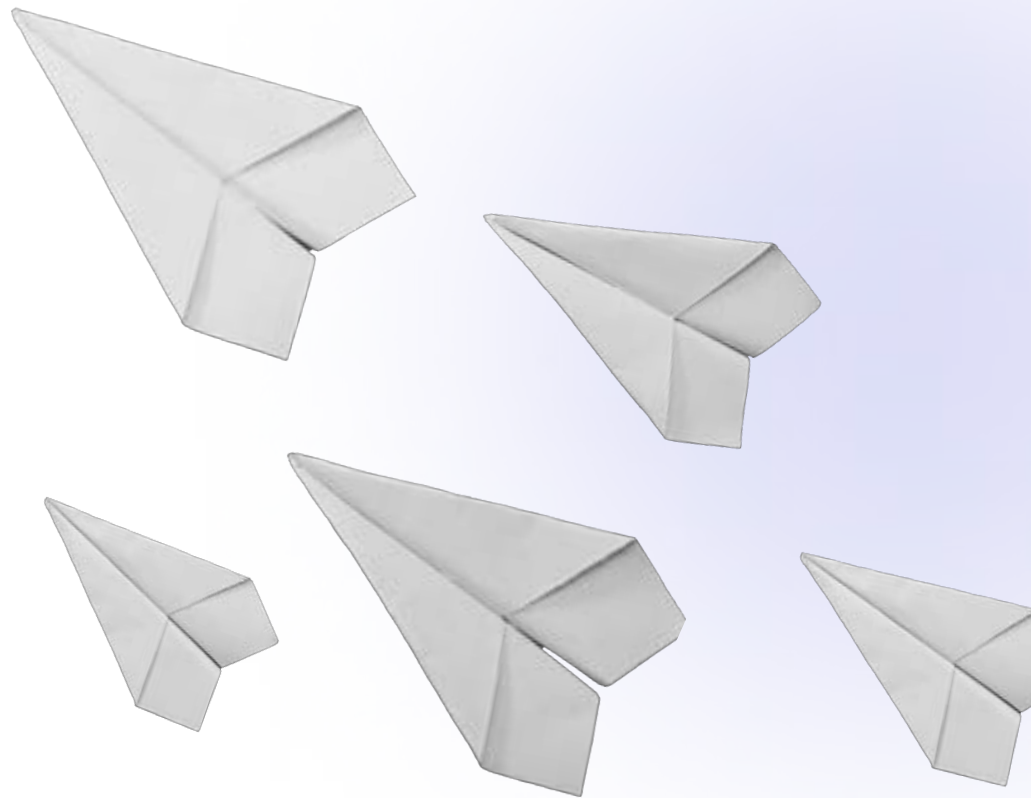
Prospect outreach tools

Prospect outreach tools are designed to support full-scale communication, from keeping tabs on your inbox to offering personalization tips. They often use a blend of generative capabilities and automation perks.

Unlock these three actions with prospect outreach tools:

- Emails personalized to your prospect's interests and needs
- Periodic reminders to reply, bump, or reach out to prospects in order of relevancy
- Recommendations for channels where prospects may be more likely to engage

Prospect outreach is often embedded in CRM tools, so check your current CRM and explore other solutions that may be right for your team.

Training and simulation tools

AI can act as your own personal sales coach—and, of the salespeople we surveyed, 18% are already using this perk to their advantage. Right now, AI-powered training isn't widely known in the sales industry—meaning you have a powerful opportunity to become an early adopter.

Here's how AI-supported training works:

- Tools monitor sales calls and take notes in real time on your performance
- Generative AI offers summarized recaps of the sales call so you can identify areas of improvement
- Software can run innovative simulations of sales calls tailored to a specific prospect— even using their likeness in a mock pitch

Tip: Try using AI-simulated sales calls to experiment with new approaches.

If you're not familiar with the Challenger model, for example, you can confidently practice in this space to learn new presentation skills.

Best practices for protecting your data with AI

As you're experimenting with AI tools, keep these safety tips in mind:

Be skeptical

In the rush to market, some AI tools may have skipped crucial safety measures. Be wary of providing sensitive, proprietary data to any AI tool—especially generative ones that learn from your inputs. Software may share your confidential information as a prompt response for other users unassociated with your company. Opt for tools you can trust, and as always, think twice before submitting information to any software provider.

Keep leadership in the loop

Identifying tools that can save your team time, improve your efficiency, and help strengthen sales enablement content can be great for your career. But, before you pull the trigger, do your due diligence and loop in your leadership team. Not only will this help you avoid some potential hazards down the road—it'll also help you stay top of mind with leadership, potentially giving you a boost in your career.

Check and double check outputs

If you're using a generative AI tool to create prospect emails, sales enablement content, or pitch scripts, check all copy with a critical eye. Generative AI is only as capable as the dataset it learns from, and some bad faith contributors may use offensive phrases, inaccurate information, and gibberish inputs to confuse the program.

The Bottom Line

There are a variety of AI-powered solutions to choose from as you're looking to increase productivity, efficiency, and creativity for your organization. The salespeople we surveyed are following suit—and they've identified a range of tasks that AI can simplify for an enhanced sales experience at every stage of the funnel—from prospecting to closing.

On the Job: How Salespeople Use AI

See AI in Action: Powering More Efficient Operations

When salespeople use AI in their roles, they're creating more opportunities for their business—and for themselves, as well. Now, what does that actually look like in the workplace?

According to our survey, salespeople who use AI have discovered several tasks that integrate well with the technology. Beyond general personalization goals and automation, these salespeople dove even deeper—and created pointed use cases that you can emulate in your workflow, as well.

"AI is not here to take our jobs... AI is here to make our jobs easier and more effective. By handing most manual tasks to AI agents, and because of generative AI, we have more productive workdays, reach larger audiences with our core message, and engage on a higher level with potential clients. Ultimately, the AI transformation is only empowering the transformation led by humans on how they do business today."

Nathalie Castro, L4 Growth Specialist,
Sales Team Lead - HubSpot

The results are clear: when salespeople use AI-powered tools, they can drive up their own efficiency, close more sales, and become stronger communicators across internal and external teams.
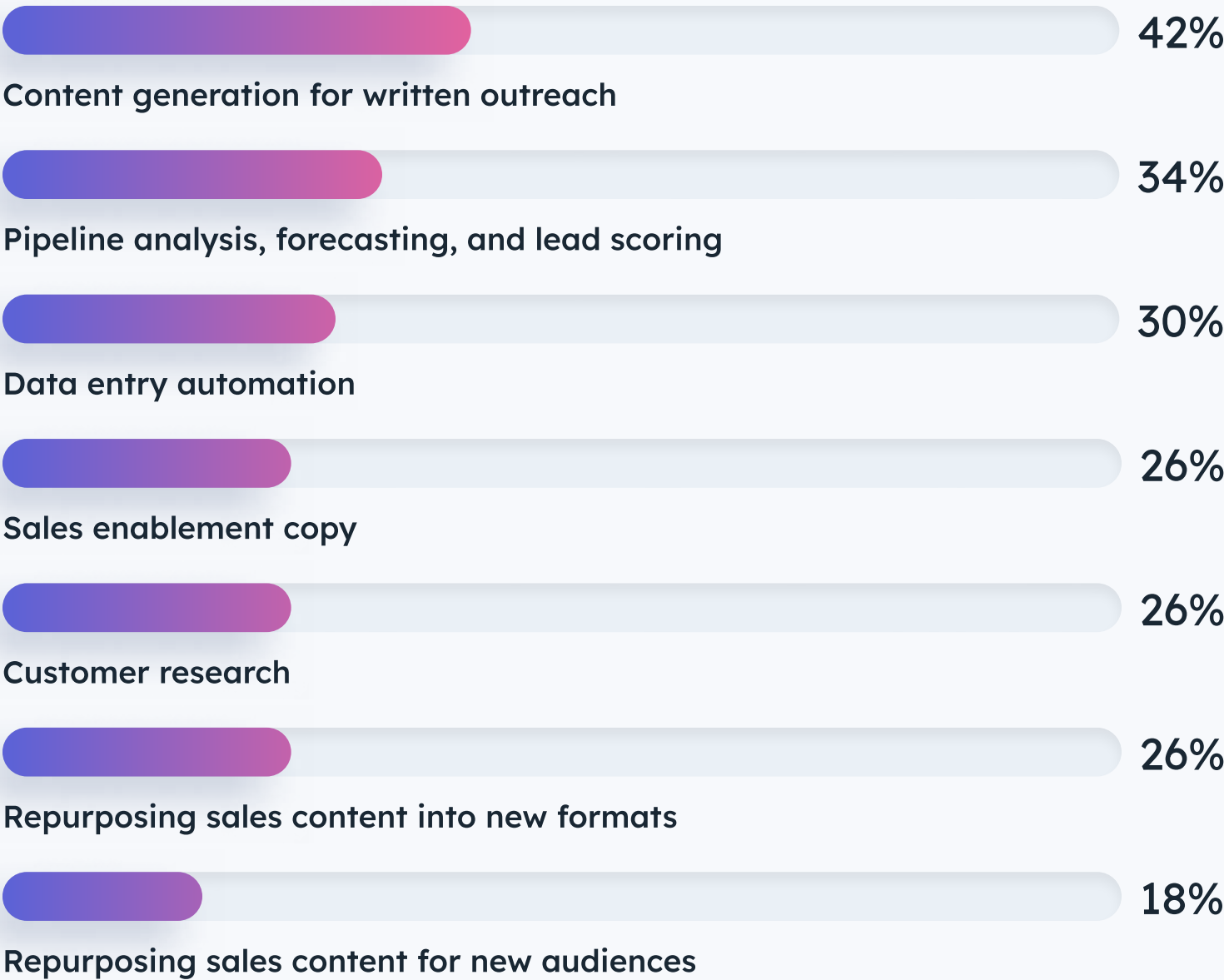
In this chapter, you'll learn how salespeople use AI to efficiently accomplish a variety of tasks.

Want to see the full list? Proceed to the next page.

Tasks that salespeople complete with AI assistance

42%

Content generation for written outreach

34%

Pipeline analysis, forecasting, and lead scoring

30%

Data entry automation

26%

Sales enablement copy

26%

Customer research

26%

Repurposing sales content into new formats

18%

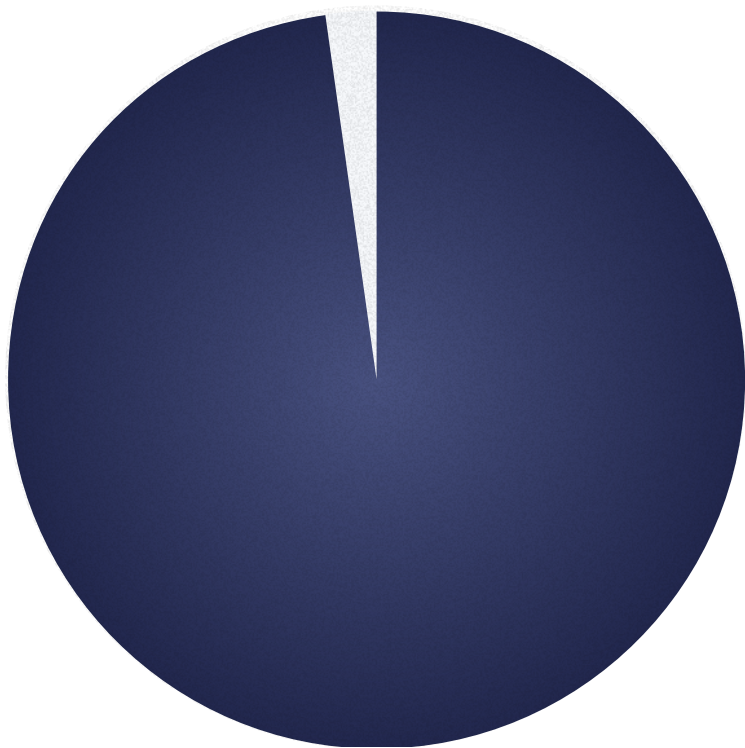Repurposing sales content for new audiences

Content generation for written outreach

Of our respondents who use AI, 42% use a combination of generative software and CRM integrations to strengthen their communications with prospects. Whether they're cold calling, warm emailing, or moving prospects farther down the funnel, salespeople are tapping into personalization capabilities they simply didn't have the time to do before AI.

Imagine you're responding to an RFP from a new prospect. You've carefully crafted your proposal, and now it's time to send it over. You can use AI to generate a personalized email to this prospect based on the initial discovery call you had together, the topics she engages with on LinkedIn, and even her duties on her company's About page. Using these insights, AI has generated a thoughtful, personal message that your prospect will appreciate.

Remember: before you hit send, double check the email for typos, inaccuracies, name placeholders, or irrelevant content. After all, 98% of salespeople who use this tactic always check their work.

98% of surveyed salespeople

say they edit AI-created text outputs.

Pipeline analysis, forecasting, and lead scoring

One in three salespeople who use AI have found that it's possible to enhance their forecasting efforts—and enable better task prioritization. Beyond predictive lead scoring, salespeople are using AI to analyze their entire pipeline, taking upcoming market conditions and unexpected roadblocks into account. As a result, salespeople are unlocking **comprehensive profiles** of every prospect in their pipeline—and uncovering actionable strategies for connecting with them.

Data entry automation

Salespeople use AI-powered automation tools for data entry—but, with more capabilities beyond spreadsheet autofilling, AI helps salespeople regain time and capacity for more high-profile tasks. Of the surveyed salespeople who use AI, 30% are using AI to:

- Take notes during calls with prospects
- Streamline data entry
- Schedule appointments based on mutual availability
- Simplify market research by consolidating web pages into a single view

With the right tools, these tasks become even more efficient. An AI-integrated CRM, for example, can pull data directly from past interactions—including sales, marketing, and customer service—to give your prospect communications a signature, personalized flair.

Customer research

Spending hours combing through unoptimized search engine results, irrelevant end-of-year reports, or website pages can be a significant blocker for salespeople, especially when pipelines are filling up. Fortunately, 26% of AI-using salespeople have found that generative tools can help them identify relevant materials for RFPs attuned to prospect interests.

Remember: always fact check any statistics, quotes, or claims made by a generative AI tool.

Sales enablement copy

A significant portion of salespeople—26% in fact—are using AI to power stronger sales enablement. They're using a combination of generative tools and data analysis to help create copy for a variety of touchpoints, including:

- Pitch decks
- Sales scripts
- Battlecards
- Leave-behinds
- Social media
- And more

Imagine you're attempting to drive awareness with a new prospect in a business your company has worked with previously. Since you have past sales data loaded into your CRM, you can integrate AI tools to tap into that data and analyze it in an instant. Now, you can prompt your AI chat assistant to create a cold call script using that information. With a little polishing, the AI tool's output can help you offer a personalized experience for your prospect.

64%

of surveyed sales professionals say that AI helps them lead more personalized prospecting efforts.

Repurposing sales content into new formats

Of the AI-using salespeople we surveyed, 26% said they use tools to breathe new life into their sales enablement materials.

Imagine you've created a robust pitch deck template with a variety of powerful statistics, unique selling points, and customer testimonials. The end-to-end narrative is strong—but it's only relevant for live calls with prospects. To repurpose your pitch deck into a leave-behind, you can use generative AI to analyze the copy in your pitch deck, condense it, and transform it into a linear narrative that your prospect can understand without your talk track. For good measure, you also prompt the AI tool to transform your pitch deck into an email. Now, you can engage net new prospects—all without having to start from scratch.

Repurposing sales content for new audiences

Think back to your past sales experiences. Have you ever pitched to two organizations in the same industry with similar value propositions? Or have you ever spoken with two prospects whose needs are near mirrors of each other? By slightly adjusting your sales enablement materials, you were likely able to appeal to both audiences.

That's where AI comes in. Not only can you use generative tools to edit your enablement materials in an instant—you can also use AI tools to create rough translations into new languages. This is especially helpful if you're attempting to break into new markets, activate global expansion, or just forge a new connection with a prospect.

Remember: hand off any AI-translated materials to a fluent translator. This way, you can save time while ensuring accuracy all at once.

One in five

salespeople use AI to translate sales materials into other languages.

The Bottom Line

We've looked at the tools salespeople are using on the job, and we've explored the specific tasks they're elevating with AI. It's no secret: salespeople are driving personalization and automation across the industry by implementing AI. But how are these tools actually driving results? **Continue on to Chapter Four.**

Saving Time + Building Relationships: AI's Positive Impact

Unlocking Benefits

Salespeople are unlocking three major benefits by using AI in their roles. Those benefits revolve around **saving time, strengthening performance, and being able to accomplish more.** You need time, after all, to engage with prospects on an individualized level. Your ability to close directly impacts the health and longevity of your organization. And, by becoming more productive, you gain upward career mobility by showing leadership that you're capable of more.

Let's contextualize the pros of using AI in sales and tie AI-powered benefits to KPIs like customer LTV, pipeline lead age, conversion rates, and retention rates.

In this chapter, you'll learn how AI helps salespeople:

- ✓ **Save time**
- ✓ **Improve response rates**
- ✓ **Increase productivity**

Save time

Of the salespeople we surveyed who used AI at work, about half said that AI saved them at least one hour every week. Time saving is, by far, the **most significant perk of AI-powered sales** that we saw. In fact, some of the salespeople we surveyed said they were able to save **up to five hours** on the job by incorporating AI into their workflow. We believe this points to a promising future for sales.

40%

40% of surveyed salespeople say AI saves them at least 1 hour per week.

Time-saving benefits of AI

Manual task automation — 35%

Freeing up time to make more sales — 27%

Data-driven sales process optimization — 25%

High-quality lead gen — 25%

Personalized outreach — 22%

Deeper understand of prospect needs — 19%

Effective relationship building — 19%

Salespeople who use AI are unlocking a range of benefits—and supporting better momentum toward their KPIs. Keeping prospects at an optimal age, for example, is easier when salespeople have more time to manage their pipelines. And, with more time to personalize communications, salespeople can also support longer LTVs and retention rates for their existing customers.

44% of surveyed salespeople

with AI-powered CRM say that AI integrations make them more likely to use their CRM.

64% of surveyed salespeople

say that using AI to automate manual tasks saves them 1–5 hours per week.

How can you save time at work with AI?

- ✓ **Rely on autofill functionalities to automate routine tasks**

- ✓ **Speed up market research with generative tools**

- ✓ **Analyze your pipeline for predictive lead scoring**

- ✓ **Personalize at scale with data-backed recommendations**

- ✓ **Use prompts to make sales enablement creation faster**

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Improve response rates

You're likely familiar with the frustration of batch calling prospects, only to come up empty handed. Sometimes, cold calling can feel like a shot in the dark, especially when it's difficult to encourage prospects to even pick up the phone or open an email. But, as salespeople are cornering new solutions, they're finding that AI may be just the solution for encouraging responses—and easing the burden of cold calling.

Of the salespeople we surveyed who use AI for outreach

70% say that AI helps increase response rates.

70%

74% say that AI helped them increase responses for warm and cold calls.

74%

So, how does AI actually help improve response rates? It's possible that data-backed personalization tactics may be one of the biggest determining factors. Think back to AI integrations with CRM software. Analyzing customer data or even identifying historical trends within an industry can help salespeople find specific pain points they can address from their first email, voicemail, or cold call. In short, it's the hyper-personalized messaging that makes a difference.

When it comes to KPIs, conversion rates are the lowest-hanging fruit. With an AI-tailored email, you can encourage prospects to accept your meeting invite or engage with your enablement materials more consistently than without AI's assistance. As prospects move farther down your funnel, stronger LTV and retention rates naturally follow.

How can you improve response rates at work with AI?

- Harness predictive lead scoring to focus efforts on conversion-ready prospects
- Tailor sales scripts, email subject lines, and enablement materials with generative tools
- Visualize the current state of the market with enhanced research capabilities
- Practice your cold calling skills with training and simulation tools
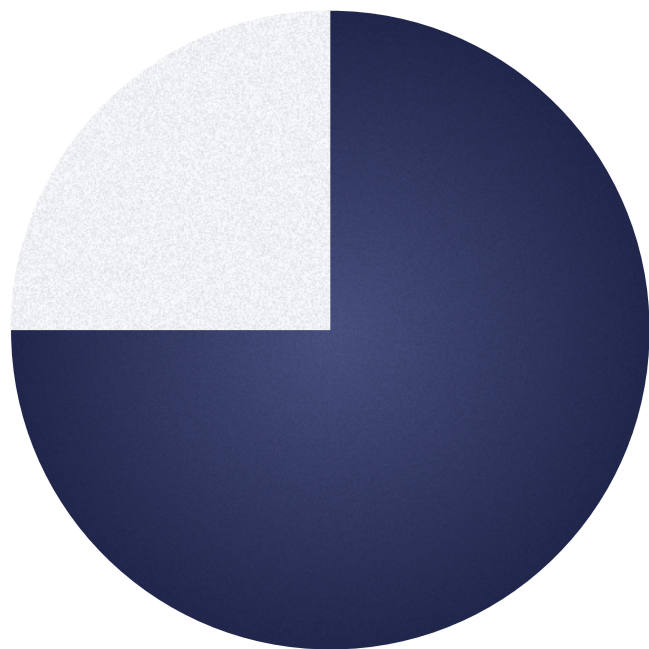- Encourage accuracy with data-supported note taking software

Increase productivity

Higher productivity is more likely to happen when AI is integrated with existing tools.

Ask yourself: what would take less time, learning a new tool from scratch, or experimenting with a new feature inside your CRM?

The salespeople we surveyed seem to suggest the latter. About three in four agreed that, since their CRM has onboarded new AI capabilities, their team's productivity has increased.

As salespeople save more time on manual task automation, they're able to focus on more intensive projects—and achieve bigger results for their organization. Responding to RFPs, improving pitch deck templates, or updating boilerplate statistics are all easier to accomplish when pipelines are in a healthier state, after all.

73% of surveyed salespeople

with AI-powered CRM say that AI integrations have made their team more productive.

How can I increase productivity at work with AI?

- Create audience personas with generative AI to effectively respond to new RFPs
- Use CRM integrations to analyze current workflows for efficiencies
- Enable stronger forecasting to make efficient outreach plans
- Conduct a SWOT analysis with generative tools for your enablement materials
- Exceed your quotas by personalizing at every stage of your funnel
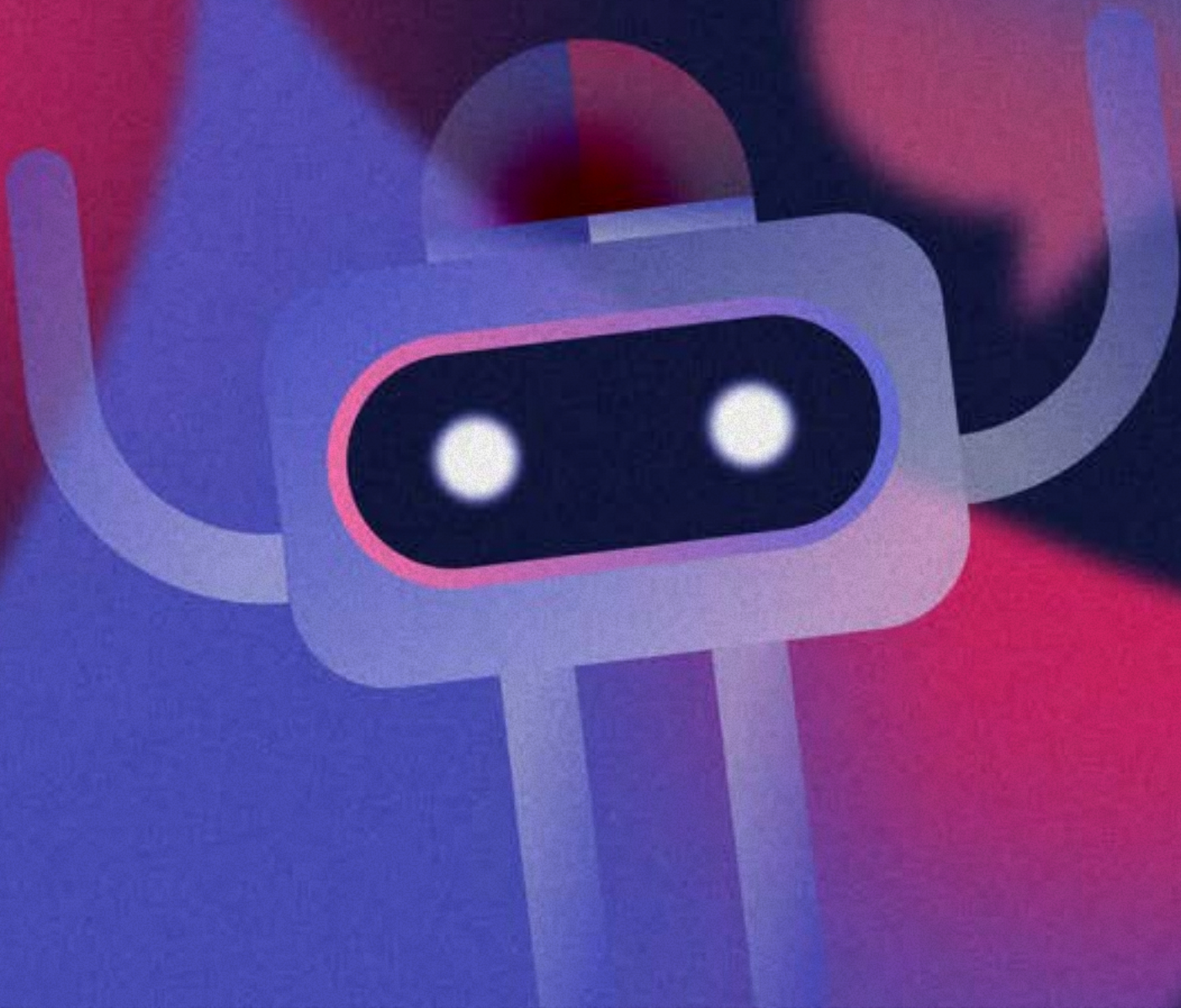
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The Bottom Line

It's easy to see how salespeople are adopting high growth mentalities with AI to achieve better results for themselves and their organizations. But is that sentiment unanimous? And what do sales leaders think about the future of AI? Understanding the holistic picture of AI in sales is crucial to making the right move for your own future.

Navigating Team Changes: What Salespeople Say About AI

Proceeding with Caution Towards 2030

As salespeople march on towards a stronger future for the industry, they share strong feelings about AI. According to our survey, the general consensus is this: **AI's impact shouldn't be underestimated, and some form of AI-powered technology will become standard in sales.**

For early adopters of AI, this integrated future will sound like a win-win. After all, experimenting with tools and software has proven to be beneficial for salespeople looking to streamline. But, for salespeople resistant to AI, the inevitable onboarding of AI-assisted software can feel more like a burden than an aid.

Whether you're an AI supporter or not, it's undeniable that an overabundance of AI tools flooding your inbox and search engine ads can become irritating. While it's likely that the curve will flatten, and the strongest AI software providers will rise to the top, it's still true that salespeople are being inundated with AI. And that can be exhausting.

AI can be a powerful tool for helping salespeople. At the same time, unchecked use of AI can lead to problems—and salespeople's concerns are worth acknowledging.

In this chapter, you'll learn:

- ✓ **Why salespeople are concerned about data and privacy**
- ✓ **What sales leaders think about AI's effect on downsizing**
- ✓ **How salespeople envision their future careers in the wake of AI**
- ✓ **How to make your own choice about using AI**

Surveyed salespeople's outlook on AI usage by 2030

73%

Most sales software will have built-in AI capabilities

73%

Most people will use generative AI at work

72%

AI will be advanced enough to independently reach out to prospects

67%

Most people will use chatbots over search engines

62%

Most salespeople will use AI at work

58%

AI will rival the Industrial Revolution in its impact on productivity

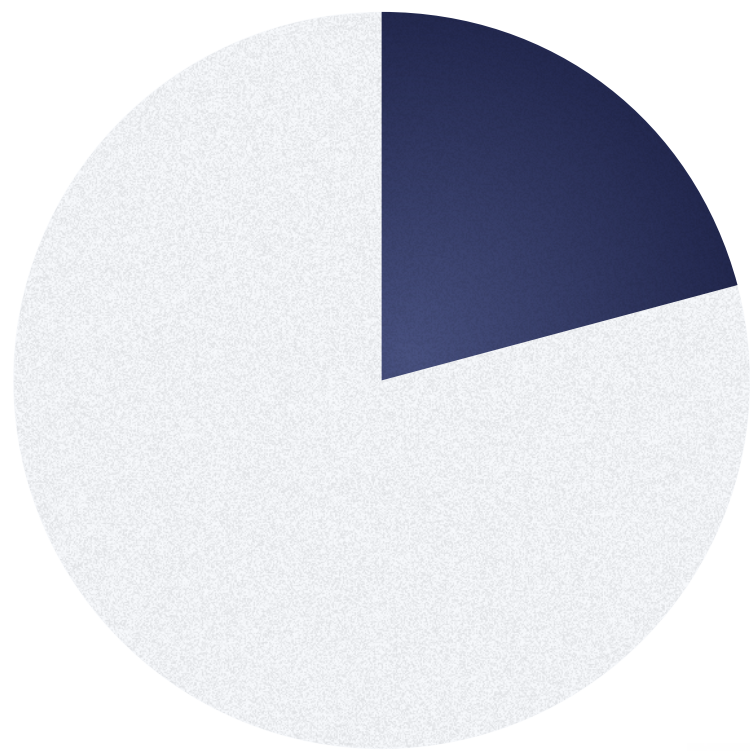# Why salespeople are concerned about data and privacy

Security breaching is one of the most realistic concerns that salespeople—and other professionals—share around AI. As we've discussed, AI models don't typically flag data-sensitivity in inputs, so it can take permanent note of your most confidential data.

Combatting this concern is simple enough. Try using best privacy practices before feeding information to a generative AI tool, such as:

- Blinding specific prospect information
- Using placeholder statistics
- Removing personal identifiers

So, how can you create AI-powered sales enablement materials? Imagine you're attempting to drive awareness with a new prospect in a business your company has worked with previously. Since you have past sales data loaded into your CRM, you can integrate AI tools to tap into that data and analyze it in an instant. Now, you can prompt your AI chat assistant to create a cold call script using that information. With a little polishing, the AI tool's output can help you offer a personalized experience for your prospect.

It's a good idea to develop early practices to keep your organization's data safe—and to demonstrate to prospects that their privacy is your priority.
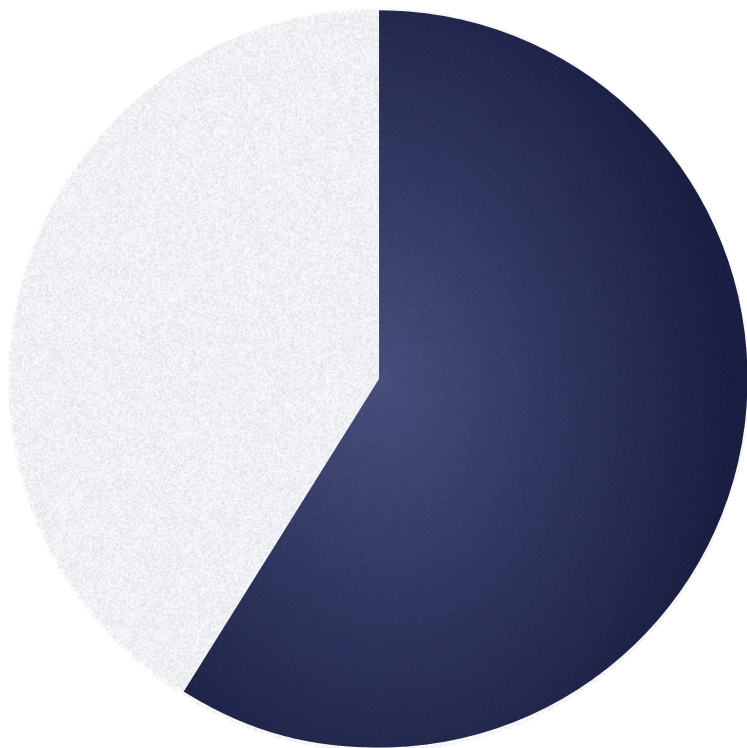
21% of surveyed salespeople

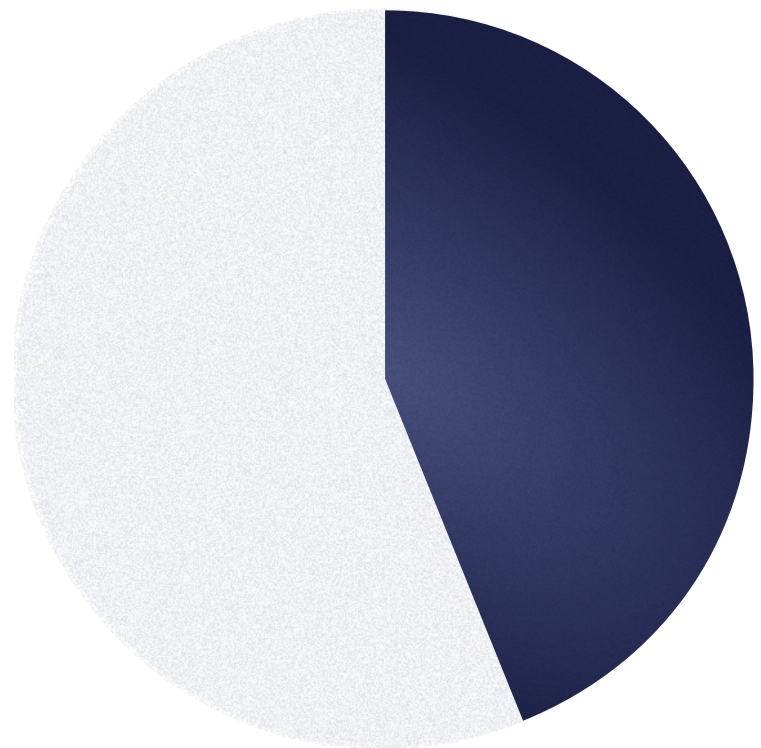are concerned about the ways that generative AI uses their data.

How salespeople envision their future careers in the wake of AI

While many salespeople see AI as a powerful foothold in their careers, a significant portion stand at a stark contrast. Of the salespeople we surveyed, 59% are concerned that AI will displace them from their jobs—and a concerning 44% said they may leave the industry over AI concerns.

59% of surveyed salespeople

are concerned that AI will make their jobs obsolete.

44% of surveyed salespeople

may consider changing careers due to AI's growth.

These results make one thing clear: **Sales leadership has a long way to go in ensuring job security for their teams.** While it's normal to feel some hesitancy around new technology—especially solutions that offer automation—the willingness to change careers entirely is indicative of a deeper problem. Some diagnoses of this problem may include:

- **Layoff culture**

  Salespeople might feel especially threatened by automation technology if their business has a history of reorganizations. Opting for CRM integrations that **support** processes without **replacing** them can help salespeople feel more secure at work.

- **Lack of professional development opportunities**

  Choosing an AI solution that takes essential work away from employees shows that leadership prioritizes speed, not competency, and might suggest a lack of faith in their team. Using AI-supported training programs that build up salespeople, rather than sideline them, can help.

- **Insensitive communication**

  When members of leadership share that they're excited to slash budgets, automate processes across the board, and use AI to fill duties, it can leave an unpleasant impression on the salespeople who support their business. Understanding why salespeople are essential to an organization, building them up in communications, and using tact in statements related to AI can go a long way towards building organizational loyalty.

Surveyed sales professionals on AI's impact on downsizing

39% say they have experienced negative impacts.

38% say they have had no negative impacts.

39%

38%

What sales leaders think about AI's effect on downsizing

About half of the sales directors we surveyed said they expect their executive teams to remain unchanged in the wake of AI. Taking that momentum and funneling it down towards staff-level sales positions can go even farther towards building confidence.

48%

of surveyed sales directors predict that AI will have no change on their account executive staffing decisions.

As concerns about job security fade, salespeople will feel more supported in their roles. And, as an added benefit, they may be more likely to bring up concerns, ideas, and suggestions to leadership teams, fostering a culture of **open communication, innovation, and adoption.**
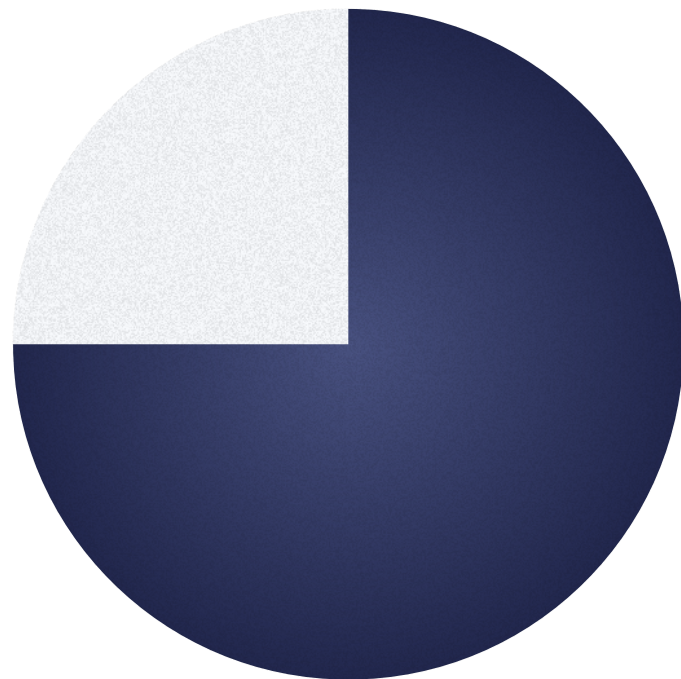
When salespeople feel secure in their jobs, they may feel more open to experimenting with AI.

How to make your own choice about using AI

As we found in our survey, it's true that one third of salespeople have experienced negative effects at work from AI. It's also true that a nearly equal amount shared no negative experiences since onboarding the technology.
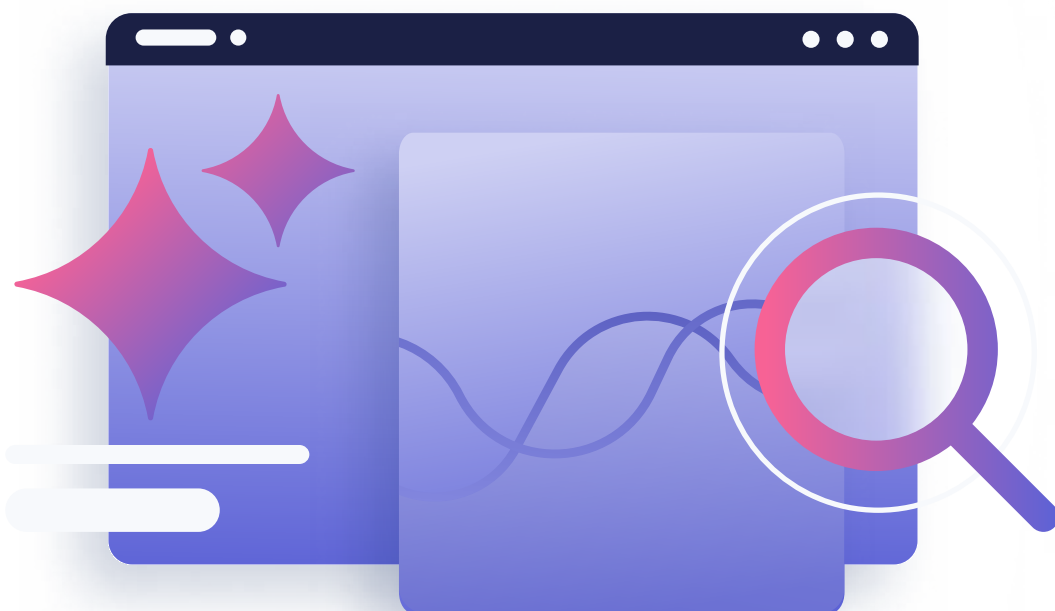
Our conclusion: AI-powered sales is already becoming a reality. To keep up, we'll need to adapt with a curious mindset and an optimistic outlook. If you're an individual salesperson and you're experimenting with AI, make sure the tool is approved for use.
If you're a sales leader onboarding a new solution, make sure the tool you're using has the following attributes:

- Is simple for your team to learn
- Builds up their existing strengths
- Aligns with your leadership team's goals
- Keeps you competitive
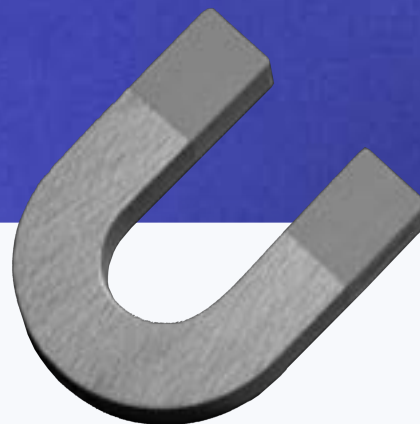- Supplements workflows without offering a crutch

74% of surveyed sales professionals

say that AI is a good tool for the workplace— but people should not become overly reliant upon it.

HubSpot

The Bottom Line

AI is a **tool**, not an **independent salesperson**. No one can foster relationships with prospects or drive results better than an experienced salesperson who believes in their company's mission. As a salesperson, you have the ingenuity, grit, and humanity to move your industry forward. AI-powered tools **can help** you become a better salesperson. **It can't replace your impact.**

Close the Deal with Technology Built for Sales

Ready to explore an AI-powered CRM built for sales? Of the salespeople we surveyed, dozens reported positive experiences with HubSpot AI solutions. Take a look at their responses, and see if HubSpot AI sounds like the next right move for you.

36%

of surveyed HubSpot users most often use HubSpot AI to generate email copy, create CTAs, and leverage ChatSpot.

32%

of surveyed HubSpot users say that sales automation and non-generative AI was the most useful feature group within their CRM.

45%

of surveyed HubSpot users say that AI helps them save time on task automation.

32%

of surveyed HubSpot users say that AI helps them deliver personalized outreach efforts.

What is ChatSpot?

Our AI-powered chat companion for empowering salespeople with actionable information based on your company's proprietary data.

Discover the features that helped half of surveyed salespeople save time on task automation in their roles:

- Personalized email authoring
- Predictive sales forecasts
- Automatic workflow descriptions
- And more

Saving time and closing sales are easier with an AI-powered software built to support you when and where you need it most.

[Try HubSpot AI for free](#)

About the Survey

All metrics within this report were collected during a June 2024 survey conducted by HubSpot. The survey collected responses from 764 sales professionals, 75% of whom were based in the United States, and 25% of whom were based internationally. Survey respondents represent a variety of sales professionals, including those from B2C, B2B, governmental, and nonprofit organizations. Approximately 56% of respondents represented companies with less than $10 million in annual revenue, and 44% of respondents represented enterprise organizations with more than $10 million in annual revenue.