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Collaborative intelligence: How human and artificial intelligence create value along the B2B sales funnel



What's the first thing that comes to mind when you hear the term B2B sales?



Bryan Shankman · Following



Owner @ SuperSeller | Get meetings with qualifie...

Book an appointment

31m ·

I proposed to my girlfriend this weekend.

Here's what it taught me about B2B sales:

[...see more](#)





Let's define:

What is the B2B Sales Process?

What is AI?

AI Framework: Input-Process-Output

INPUTS



Structured Data



Unstructured Data



PROCESSES



Natural Language



Machine Learning



OUTPUTS

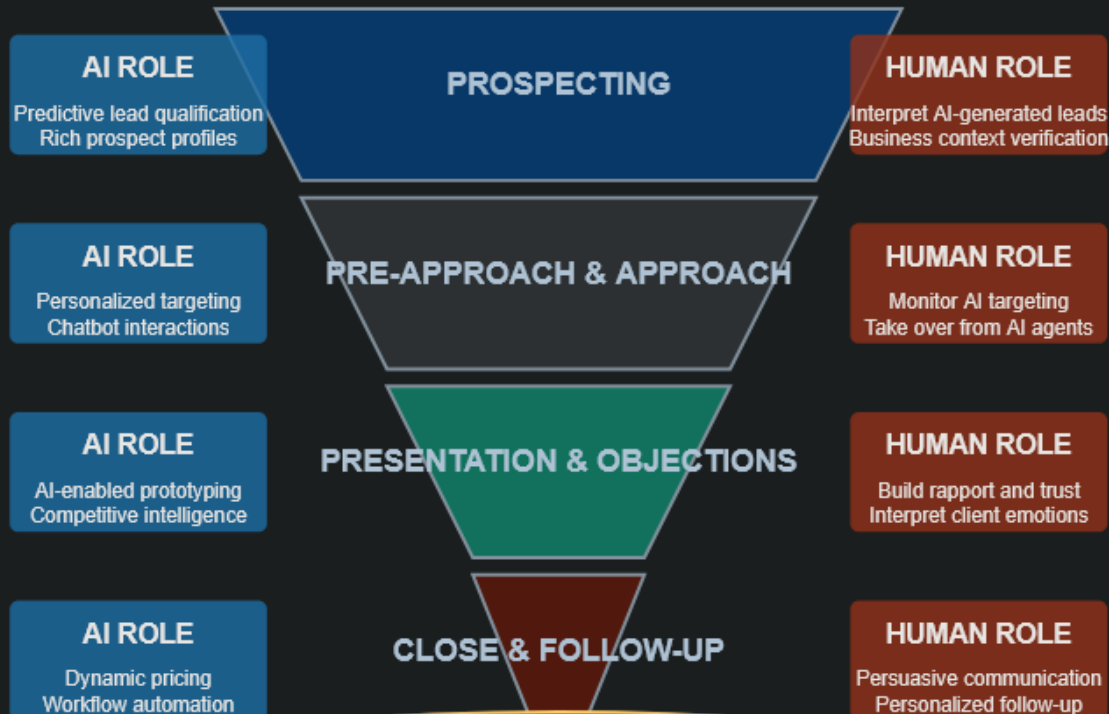


Business Intelligence



Actionable Insights

Collaborative Intelligence in the B2B Sales Funnel



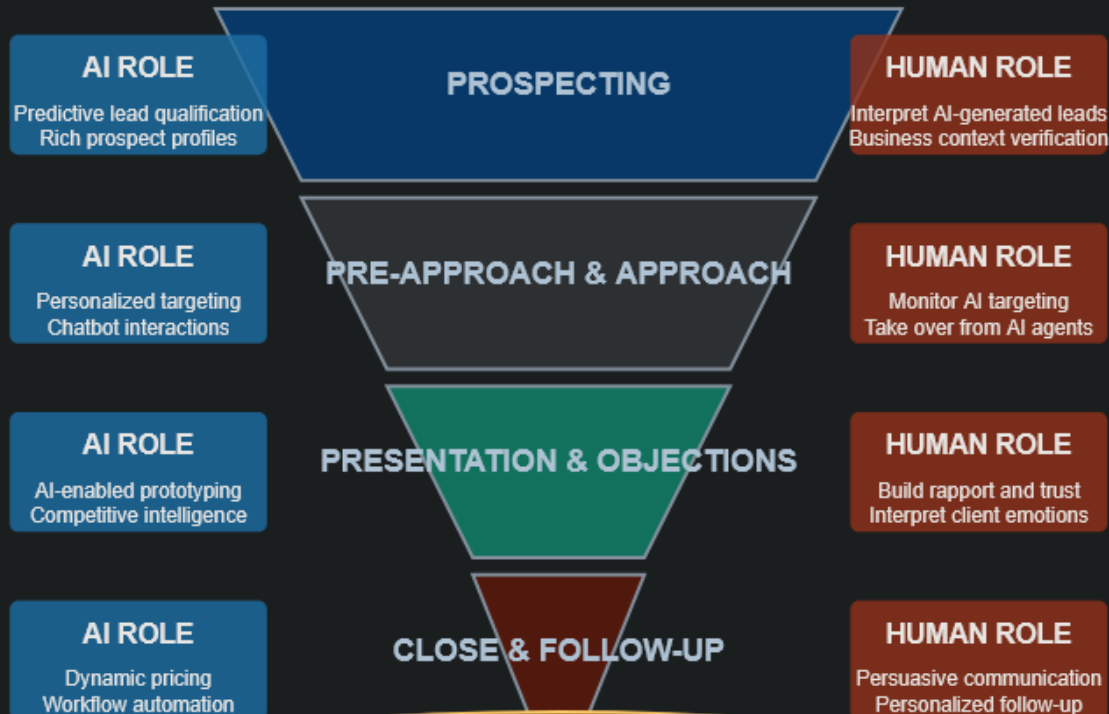
REAL-WORLD EXAMPLE: Dell uses AI for lead qualification

Result: Significant increase in sales productivity

There is only 1 analogy that can convey this effectively



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7 Tips for Maximizing Human-AI Collaboration



1. Training is Essential

Train staff to use AI and interpret AI-generated info

2. Link AI to Knowledge

Integrate AI with enterprise knowledge management

3. Humans for EQ Tasks

Leave social/emotional tasks to humans

4. Support Customers

Help customers through AI adoption transition

5. Expect Resistance

Follow change management best practices

6. Security First

Prioritize information security and privacy

7. Structure for Success

Build supportive org structures

AI & Humans: The Perfect Sales Team

AI Strengths

- Processing big data
- Pattern recognition
- Consistent analysis

+

Human Strengths

- Building relationships
- Strategic insights
- Emotional intelligence

Superior Sales Performance



BATMAN
CAPED CRUSADER

STILL BATMAN



TRENDIZISST



THANK YOU



Reference

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<https://doi.org/10.1016/j.bushor.2020.01.003>