



Better Together: Sales Engagement Platforms + Conversational AI for Sports and Entertainment Businesses

What

- Give your Sales Reps their own Conversica AI Assistant to scale personalized outreach, pre-qualify leads with two-way interactions, and accelerate sales-ready opportunities
- Conversica works with Outreach, SalesLoft, Groove, and Salesforce High Velocity Sales—and operates alongside these technologies to alleviate capacity constraints, qualify leads, and drive revenue opportunities

Why

- Make capacity issues a thing of the past. Conversational AI works in tandem with Sales Engagement Platforms to deliver personalized engagement at scale
- Conversica complements investments in your Sales Engagement Platforms by promptly and persistently working leads to the fullest
- Conversica AI Assistants accelerate leads through the funnel and by validating their interest in a Sales meeting

Results

- Expanded Sales team capacity
- Autonomous engagement of leads and prospects via two-way communication
- Increased velocity from lead to sales-qualified
- Improved quality of leads passed to Sales
- Maximized ROI by working leads consistently and persistently

How Conversational AI and Sales Engagement Platforms Work Together

A Sales Engagement Platform (SEP) is a common sales productivity tool. Sales Engagement Platforms help Sales Representatives prospect and generate opportunities through automated sequences, prioritize fans and prospects, and provide member insights. The goal of these platforms is to help Sales Reps do things faster, better, and smarter. Some platforms even track action items and record or transcribe meetings.

SEPs are exceptional tools for outbound prospecting, helping to create efficiencies in automated communication, identifying and prioritizing fan accounts, and keeping Sales Reps organized and on top of their activities. But that doesn't mean SEPs are without their gaps and drawbacks.

Sales teams face a capacity challenge; too many leads and not enough time to work them fully. Unfortunately, Sales Engagement Platforms cannot automatically respond to fans or contacts. Nor can they filter through the clutter to find leads, engage those leads, and motivate them to take the next best action. Since SEPs are very labor-intensive to set up and manage, they don't solve the capacity challenges. In some cases, SEPs may add to the capacity challenge.

Enter a Conversica AI Assistant. AI Assistants are the next generation of Conversational AI, helping organizations to attract, acquire and grow revenue by delivering personalized messages at scale. By automating prompt, personalized, and persistent lead outreach, AI Assistants alleviate capacity constraints resulting from high lead volume. Built to generate revenue opportunities, AI Assistants autonomously engage fans in two-way conversations, qualify leads, and accelerate handraisers to your Sales team at the moment of expressed interest.

When Sales teams leverage Sales Engagement Platforms in tandem with Conversational AI they improve productivity, elevate sales-ready opportunities, and augment your workforce.

Sales Engagement Platform	Conversational AI
Improve Productivity: Do things, faster, better, smarter.	Add Capacity, Augment Team: Off-load time consuming repetitive & routine tasks.
SEPs are an exceptional tool to track and manage engagement with prospects. While reasonable solutions for outbound prospecting , SEPs are best in a one-to-one or one-to-few scenario, where the communications can be hyper-personalized and combined with phone calls and other forms of outreach.	Only Conversational AI bridges the gap between a warm lead and a hot lead; taking on the responsibility for promptly and persistently engaging inbound and outbound prospects in personalized dialogs to assess interest, fit the ICP, and set a meeting with Sales.

Overcome SEP Limitations by Adding Conversational AI

You can't tackle the capacity challenge with Sales Engagement Platforms alone. But by combining your SEP with Conversational AI, you can change the paradigm to solve capacity issues, tackle lead volume with ease, increase lead quality, accelerate handraisers, and ultimately drive more opportunities for your Sales team.

Change the Paradigm With an AI Assistant		
Improve Quality: Eliminate Clutter to Get Only the Hottest Leads	Increase Velocity: Tag-Team for Persistent Engagement	Improve Volume: Concentrate Sales Reps on High-Value Activities
AI Assistants understand intent and autonomously take the appropriate next best action . Remove the need for Sales Reps to schedule a follow-up when a fan returns from vacation or contact returns to the office, confirm and engage with a recommended fan, or even remove fans/contacts from future communications.	Sales Reps don't have the time or desire to hit up prospects 11+ times. Leave that to AI Assistants who pick up after the Sales Rep's initial outreach and persistently engage; passing hot leads back when they show interest.	Free up valuable time to invest in hyper-personalized, research-intensive prospecting by offloading the repetitive and mundane tasks including driving event participation, qualifying inbound leads, and setting up initial meetings.

Improve Quality: Eliminate Clutter and Accelerate the Hottest Leads

AI Assistants excel at filtering through all the responses and determining the next best action; whether it's continuing the conversation, validation contact information, or scheduling a Sales call. Automating these actions saves your Salespeople time to focus on high-value activities, like building relationships, closing deals, and personalized communications to prospects.

Improve Velocity: Tag-Team for Persistent Engagement

It can take 11+ touches to motivate a lead to take action. Don't bog down your Sales Reps—leave repetitive outreach to your AI Assistant that picks up after the Rep's initial outreach and persistently engages. Keep your leads warm with Conversational AI. And when they do engage, the AI Assistant will qualify and pass them to a Salesperson when ready for a meeting.

Improve Volume: Concentrate Sales Reps on High-Value Activities

AI Assistants are your most dedicated employee and coworker. Offload qualification of inbound leads, drive attendance to events, promptly follow up with event attendees to schedule meetings, and persistently (but politely) touch leads until they are sales-ready. Conversational AI helps Sales Reps get more done without increasing their workload via highly personalized and battle-tested multi-channel prospecting (email, SMS, and website chat).

Subscription and Implementation

Conversica is a cloud-based software-as-a-service application, so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. Conversica is accessible by mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

Explore Conversica for Yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision & policy management, business process automation and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages. The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).