**Jasper**

EBook

# A Sales Team's Guide to Generative AI

# The Problem with Scaling Marketing Content

Nothing can replace a human in the sales process. Consumers have questions and they want to feel like they're speaking to a real person. But to hit targets, sales teams have to reach a certain number of people. So trying to execute a million and one tasks and maintain a human touch at the same time quickly becomes a delicate balancing act. As a result, lots of sales activities become repetitive quickly. Writing sales emails, sending outreach messages, and following up on FAQs are time-consuming and difficult to scale.

## Here's where generative AI comes into play

We're already seeing automation in many parts of the sales process. Customer relationship management (CRM) systems help salespeople manage their contacts and move prospects through the funnel, and email marketing tools are on hand to deliver timely messages.

Similar to how Excel changed finance by revolutionizing financial planning software, generative AI will revolutionize the way marketing and sales teams work.

In this comprehensive guide, we'll walk you through what generative AI is, how it's changing business operations, how sales teams can incorporate it into their work, and the future of generative AI.

> "Our sales teams uses Jasper to speed up content production without over-reliance on the marketing team. We use it for everything from writing outbound email sequences to drafting personalized video response scripts. It's allowed our team to spend more time focusing on what matters most — building relationships and scheduling meaningful meetings."

**walk me**  **Nick Johnson**
Head of Global Sales Development  ★★★★★

# What is generative AI?

Generative AI refers to artificial intelligence content generation programs that use existing context — such as text or images — to produce new and original content faster than traditional, manual methods. It's powered by machine learning algorithms that continuously learn from data to produce new ideas and increasingly accurate content.

While this might sound exciting and maybe slightly terrifying (you may think of the robots-taking-over-the-world narrative), it's not as apocalyptic as it seems. Generative AI still needs human input. It works on prompts, whether that's a detailed description of a photo you want to create or a brief for a written piece of content.



For instance, AI content platform Jasper can understand patterns in human language and gets smarter with new information it's served. However, it can't frame and research a thesis on its own. It also can't fact-check — it needs a human for that.

AI like this isn't about to replace real salespeople anytime soon, but it will help automate certain tasks and reduce some painstaking manual work. Ultimately, generative AI will free up your team's time to focus on the human side of sales and, hopefully, convert more customers.

Generative AI is a viable alternative to contracting content work to third parties and using content providers like stock photo websites. It can also be used to create scripts for TikTok, YouTube, and demo videos.

In this sense, the tool is just that — a tool. It's also an ally, not a threat like the Terminator. Increasingly intelligent algorithms will be a powerful partner for sales teams now and in the future.

"Generating text and images for blog posts, web pages, ads, email drip campaigns, and more are very common use cases across industries," says CJ Donio, group product manager at Jasper.

# How sales teams can incorporate generative AI into existing processes

When you take away mundane, repetitive tasks, you have more mental capacity to focus on revenue-generating work. This not only reduces burnout in team members but provides the space needed for more creative and critical thinking, which can elevate processes and lead to innovations that otherwise wouldn't have happened. Businesses that implement generative AI are doing so to free up their time and innovate to see greater success.

"AI has helped to speed up our sales team's workflow by automating repetitive processes such as customer outreach and follow-up, sales process execution, and contract completion," says Michael Nemeroff, the CEO and co-founder of RushOrderTees. "This has freed up our sales reps to be able to spend more time engaging with prospects. In a way, AI is actually helping the sales process become more human again because automation is handling tedious and timeconsuming tasks, leaving time for sales reps to focus on building relationships."

Sales teams are armed with a unique set of skills and capabilities. They have communication superpowers, are highly persuasive, and use content to their advantage. While AI will never provide the human touch that real-life sales teams can, it's already augmenting and enhancing their existing skill sets.

> "My team spent three hours debating descriptions and sales copy for an upcoming webinar," says Brian Rayl, director of digital marketing at Happy Grasshopper. "Then I spent five minutes putting the title and a brief description into Jasper. Team: three hours, no results. Jasper: five minutes, two awesome descriptions. One we'll use as web copy and the other we'll use as email copy."

Generative AI solutions can be used by sales teams to speed up the majority of tasks and activities. Here are some of the most common implementations.

# 1. Generate Outbound Emails

Outbound emails are the starting point for new customer relationships. But switching out company details and writing dozens of outbound emails a day is time-consuming. With the help of generative AI, salespeople can dramatically speed up the process without sacrificing the personal touch.

> "We do a lot of cold emailing which works great, so AI has been helpful in creating templates targeted to different industries," says Ryan Turner, founder of [Ecommerce Intelligence](#).
>
> The main way we're using AI, though, is for personalization. We like to personalize each sales email we send as it increases the response rate quite reliably. For us, this means including a unique first line in each email to comment on the recipient's business and the market they're in. Using AI to do this saves us a huge amount of time. Our workflow is now much easier overall because we're able to skip the most time-consuming step which is creating a personalized template for each of the hundreds of people we reach out to."

# 2. Respond to Objections

Objections are a common part of the sales process. Not every lead is going to be ready to invest right away. AI can form responses to common questions quickly and accurately so that sales teams aren't spending their time tackling objections and hesitations.

> "We use AI to identify leads that have gone cold for longer than 4 weeks and follow up with a quick email to remind them of our conversation," says Max Wesman, Chief Operating Officer at [GoodHire](#).
>
> "The goal is to guide lost leads back into the funnel so that a human sales rep can pick up where things left off. These aren't just templates, though: each email is customized to include relevant and timely information about each lead. This ranges from their pain points to their aspirations, to specific words and phrases that they used in previous interactions. As these personalized emails feel more like authentic conversations, leads are more likely to respond."

Rather than spending the majority of their workday in the inbox, which can be mentally taxing as well as demoralizing, teams can focus on what they do best: selling.

# 3. Create Technical Content for RFIs

Technical content can be tricky to create, especially at scale. Generative AI can help sales teams write technical content like a request for information (RFI) to gather information quickly and seamlessly.

Jasper's Long-Form Assistant takes complex information and turns it into a post or document that sales teams can use to send to prospects or for internal use.

# 4. Simplify Existing Content

Salespeople are often tasked with simplifying complex ideas. Boiling complicated software capabilities into an easy-todigest format can be tough, especially when you're working with it every single day. AI can take complex content from dev and software teams and break it into bullet point prompts or a script that salespeople can use when talking to leads.

# 5. Break Through Writer's Block

There's nothing worse than staring at a blank page. And, when salespeople have a quota to hit each day, week, and month, it can seriously harm their bottom line and performance. Generative AI eases writer's block by populating blank pages with outlines, briefs, and ideas that salespeople can use as a springboard. Jasper's Blog Post Outline template takes a topic and generates a relevant outline that sales teams simply need to populate with content (or get Jasper to do the hard work).

# 6. Brainstorm Ideas

Salespeople often have to come up with new ways to connect and communicate with leads. Generative AI brainstorms ideas, including content ideas and information that can be included in sales letters and emails. Jasper's Blog Post Topic Ideas generates a list of relevant topics that a sales team's prospects might be interested in.

## 7. Test Different Variations of Funnel Touchpoints

The sales funnel has multiple touchpoints. If the messaging doesn't resonate on just one of them, it can spell disaster for conversion rates. Generative AI can help you create and test different variations of key touchpoints, including landing pages, drip campaigns, calls-to-action, and follow-up sequences.

Jasper's Email Subject Lines template comes up with multiple subject line variations that sales teams can test to see which ones work best.

## 8. Improve and Optimize Existing Content

Sales teams rely on up-to-date content from the marketing department but it can be difficult to consistently create fresh content that clearly explains the benefits of a product or service. Jasper's Content Improver template helps optimize and improve existing content quickly and effortlessly so teams have timely content ready to send out to leads.

## 9. Communicate Across Language Barriers

It can sometimes be near-impossible to communicate with leads who speak different languages. You can't expect every salesperson to be multilingual. But with the help of generative AI, sales teams can reach out to leads in different languages and ensure they're supplying the right information at the right time.

> "I translate the output to Hebrew and the result is great," says a Jasper user at AM Agency. "English is not my native language and where I live in Israel, finding a good copywriter with good English writing skills is very hard and expensive, so I use Jasper to translate copy myself, and it comes out great."

We'll start to see generative AI making tracks into other parts of the sales process too. It has the potential to analyze inputs from customers (such as form responses) and make recommendations to salespeople on prioritization and strategies for engaging those customers.

Paired with other types of AI, sales teams will soon be able to score leads, carry out accurate sales forecasting, and increase sales productivity all while focusing on what they're best at: closing the sale.

At **Jasper**, we're working on a feature that allows customers to feed in information about their business, products and services, writing and style guidelines, and in-depth reports and whitepapers. The AI learns information in this process so it can be repeated accurately and in an "on brand" adherence with an organization's writing style and voice in future content generations.

This type of functionality will also greatly benefit other departments and industries, like finance, pharmaceutical, medical, and legal companies. It will allow these teams to condense technical information into simple, straightforward nontechnical content.

# The Future of Generative AI

Generative AI will continue to infiltrate sales organizations but it will become increasingly "part of the team" as it learns their tone of voice and unique processes. We call this innovation "Jasper Echo" because if we can train Jasper to accurately repeat important information from a website, proprietary documents, and more, it could truly become a "digital team member" that's trained and fine-tuned to do exactly what it needs to do.

As of this writing, Jasper Chat is a brand new functionality we recently released that's capable of producing all the use cases we presented earlier with a few quick prompts delivered through a centralized hub. Use normal language to ask Jasper to write email subject lines, build a landing page, outline a whitepaper, or respond to a rejection and it will generate your request in seconds. This implementation is new, but powerful, and it's guaranteed to grow even more impactful with time.

One key member of any digital team is a designer. However, not every sales team has a dedicated design professional on hand to build all the elements they may need for their presentations and other collateral; Jasper makes this easy too. With our new AI Art tool, Jasper can create custom images with just a few prompts, saving time for salespeople and bandwidth for any existing designers within a business.

AI will continue to expand into other parts of business, starting with the following:

- Customer service and support with AI-driven chatbots
- Support agents using generative AI emails to de-escalate customers and provide troubleshooting
- Marketing teams creating monthly newsletters or executive business reviews for existing customers
- Sales teams creating personalized outreach emails writing follow-ups, and tackling objections

Virtually every part of a business could benefit from writing better, faster, and at a larger scale.

It won't always be smooth sailing, but as AI becomes increasingly intelligent and seen as a handy sales tool, we'll eventually get to the point where sales teams can hand over many of their tedious, repetitive tasks and focus on what they're good at: selling.

Jasper is an AI content platform that can generate multiple content types to help improve your sales team's performance, output, and results.

Ready to learn more about how Jasper can help your team and make life a little easier?

# Jasper is the AI built for business performance

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