



E-BOOK

Make the Most of Make-or-Break Meetings with the Power of AI

Table of contents

Who says walls can't talk?	3
Improve productivity and accelerate deals for sellers	7
Optimize marketing and enablement content	8
Coach sellers to emulate successful behaviors at scale	9
AI's impact on meetings—and all of GTM—has just begun	10
About Seismic	11



Who says walls can't talk?


Meetings are the most important interactions sellers can have with buyers—yet we know so little about them

Every exchange a seller has with a buyer is an attempt at a meeting. Every email sent, every comment posted on social media, every content asset sent—they all (hopefully) lead to a meeting. And whether they're in-person or virtual, meetings make or break deals.

That alone is a lot of pressure on a seller. But when you consider everything a seller has to contend with in preparation for and during a meeting, it's all downright daunting and rife with risk.

They need to pull together content they're confident will address the buyer's concerns, personalize it to meet the buyer's "show me you know me" expectations, run what they've got by the rest of the deal team, and possibly practice their presentation skills to warm up for the main event.





Then, during the meeting, they have to make sure they present their content seamlessly, take notes on the most salient points the buyer brings up, and accurately answer unexpected questions on the fly.

Finally, after the meeting, they have to circle back, addressing the buyer's main concerns, answering any questions that couldn't be answered at the time, and sharing follow-up content that will maintain the buyer's interest.

If success is achieved, it happens in something of a vacuum, with the seller's own anecdotal account being the only record—hardly ideal for replicating that success among other sellers.

At least, that's how it used to be. But it doesn't have to be that way anymore—not with artificial intelligence (AI) and how it powers modern enablement technology.

AI offers fly-on-the-wall insights into every recorded meeting

AI has driven the evolution of enablement technology. Go-to-market (GTM) teams have been using it for years now to discover the most relevant content, create personalized training lessons and customer-facing assets, and automate previously manual tasks, such as content tagging, skill assessments, and translations.

Even the seller scenarios described above are only as efficient as they are because of how AI enables meeting summaries, predictive content recommendations, curated newsfeeds based on user interest, and automated assessments of practice pitches based on pace, messaging, and vocal analysis.

And yet, despite all these capabilities, the meeting—the most crucial touchpoint in the buyer's journey—remains shrouded in mystery to all but those who actually attended it. And even among those individuals, how it really went is skewed by their own singular perspectives.



But if a seller's managers and colleagues, including those on other GTM teams, could get an objective assessment of how a meeting went—what made it successful or unsuccessful—despite never having been there, it could inform every seller, marketer, and enabler on what they should keep doing and what they should do differently to replicate that meeting's success at scale.

And achieving this requires more than simply a recording because, again, everyone who reviews that recording will come away with their own perspective of what went right and what went wrong.

To maximize objectivity, you need data. And to get data from a recorded meeting, you need AI.

Read on to learn how AI can extract deep insights from any recorded meeting so that sellers, their managers, and their peers in Marketing and Enablement can leverage that information to improve every aspect of a meeting across its lifecycle: before, during, and after.



Improve productivity and accelerate deals for sellers

As touched on earlier, sellers already use AI in an enablement context for a variety of use cases, including surfacing hyper-relevant content to share with prospects and existing customers. Being able to do this quickly and seamlessly is crucial to preparing for meetings. But that's not all sellers can do. They can automate content personalization via dynamic layouts, and curate all their content into a playlist, ensuring it's ready to go with the click of a mouse—no more last-minute scrambling.

These capabilities help the meeting move more seamlessly, freeing up the seller to listen more intently and take more detailed notes. What's more, if they're asked an unexpected question they don't know the answer to, they can leverage another AI-driven feature that allows them to type a question into an extension on their internet browser or in Slack eliciting a bot that provides an immediate answer that's been crowd-sourced and validated by subject-matter experts across the company. The seller can then answer the customer's question without skipping a beat.

But it's after the meeting that the AI of an enablement platform truly shines, automatically generating an accurate summary of it, producing a comprehensive transcript of it, and identifying the main topics that were discussed, who spoke about them, and in what proportion. All of this makes following up a breeze for sellers, especially when they can take all that information, quickly package up the content they need, and share it via a digital sales room without ever leaving the enablement platform to use another tool.

QUICK TIP:

Driving a productive conversation is a two-way street and a truly successful presentation hinges on your ability to listen and capture questions as they're asked. Take that a step further by using the content you curated for your conversation for an engaging 360° experience.



Courtesy of Sergio Toranzo

Senior Solution Consultant
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Optimize marketing and enablement content

Of course, all that post-meeting data and analysis has massive value to the seller's GTM colleagues in Marketing and Enablement. By tracking the content, keywords, topics, and questions that matter most, marketers and enablers can measure whether their programs are hitting the mark.

Marketers can reflect on how often certain content assets are being used—even down to individual slides—how many sellers are using them, who those sellers are, and how many of them are performing well.

Similarly, enablers and sales managers can gauge how effective their learning programs are. Is it clear sellers are absorbing the messaging, positioning, and technical details in the lessons they take? What topics, questions, or objections have buyers brought up that should be added in? Which sellers are talking too much or too little, and how can guidance on that be incorporated into training and coaching sessions?

QUICK TIP:

Let your marketing materials speak to the technical aspects of the product, and don't be afraid to let your personality shine through. Keep the conversation fun and engaging. Follow your blueprint but don't fall into the trap of reading a script.



Courtesy of Sergio Toranzo

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Coach sellers to emulate successful behaviors at scale

AI-derived meeting data also allows sales managers and enablers to understand what makes for a high-performing seller vs. a low-performing one. By examining factors like how many times certain sellers mentioned specific topics, the questions they asked, and their average talk times, patterns can be identified revealing the nuances that make some sellers more successful than others.

These behaviors can then inform new best practices that are incorporated into onboarding and training sessions. Meeting clips or snippets can even be shared to bring these best practices to life. Sellers can then practice these behaviors thanks to AI-powered simulations of real-life scenarios. Practice emails, video calls, or instant messaging chats leverage sentiment analysis to measure a learner's clarity, confidence, and credibility when they're delivering mock pitches or presentations. Based on these data, personalized learning paths can be generated to address the specific needs of individual learners.



AI's impact on meetings—and all of GTM—has just begun

In the not-too-distant future, as AI continues to evolve, it will be able to provide users with intent-based predictive assistance and recommendations, intelligently providing them with contextually aware advice on what to do next.

With regard to meetings specifically, sellers will be able to auto-generate presentations based on a prospect's role and industry. Sales managers will be able to simply ask their enablement platform why a certain seller is underperforming, and they'll get a response specifying what skills that seller needs to improve. The platform will even alert the sales manager when that seller demonstrates improved behavior in future meetings. And when it comes to enablers, they'll be able to ask the platform which reps have completed certain training modules and how that's affected their deal sizes compared to those who haven't taken the lessons.

Thanks to AI and its ongoing development, the future of buyer-seller meetings, and every aspect of GTM, is bright. But that doesn't mean all AI-powered solutions will be created equal. To get AI—and everything it promises—right, it's vital that businesses choose a provider with deep experience.

Since 2015, Seismic has made repeated and progressive investments in AI technology to provide the evolving capabilities that make us the global leader in enablement and GTM transformation. We're the perfect partner to guide you on your AI adoption journey.

Click [here](#) to learn more about how Seismic is leveraging AI to evolve the world of enablement.

Speak with our team to get started.



About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

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