



## Harnessing AI to Transform Sales and Account Growth

### Turn Your Data into Strategic Intelligence to Drive Smarter Decisions and Stronger Results

Like many companies (and likely yours), AskForensics has made AI and machine learning central to our business—transforming operations and elevating our analytics and reporting.

Our earlier model was highly manual — conducting in-depth executive interviews and analyzing every comment to explain why sales were won or lost and accounts are strong or at risk. Only after completing many assessments could we deliver meaningful insights into systemic obstacles and opportunities impacting enterprise-wide performance - often taking months to reach that point.

We still conduct remote executive interviews in person—because there’s no better way—but now use AI and machine learning to uncover insights faster. With just 5 assessments, we deliver directional, actionable intelligence, accelerating alignment with what drives your business. As the data set grows, the analysis becomes even sharper and more powerful.

How can AI and machine learning boost your sales and account retention? We used AI to come up with the top 4 ways to improve sales and account growth:

- 1. Pinpoint Why You Win or Lose:** Analyze patterns in interactions, decision-maker interviews, and past outcomes to identify messaging resonance, pricing objections, competitor positioning, and relationship strength.
- 2. Detect At-Risk Accounts Early:** Flag accounts showing signs of churn—based on sentiment shifts, reduced engagement, or feedback—enabling proactive retention strategies.
- 3. Shorten Sales Cycles:** Suggest the most effective sales plays, content, or outreach timing based on what has historically worked in similar deals, improving efficiency and deal velocity.

**4. Enable Real-Time Coaching:** Identify common weaknesses (e.g., pricing conversations, objection handling) and provide just-in-time coaching.

AI can't—and shouldn't—replace the human insight essential to a strong sales growth and retention program. But combining human feedback with AI dramatically enhances the speed, clarity, and impact of the insights that drive growth.

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