SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAT615 – Artificial Intelligence for Managers

Unit IV – AI & ML for Business Excellence

Presented by

Ms.S.D.Shamini
Design Thinker

Redesigning Common Mind & Business Towards Excellence

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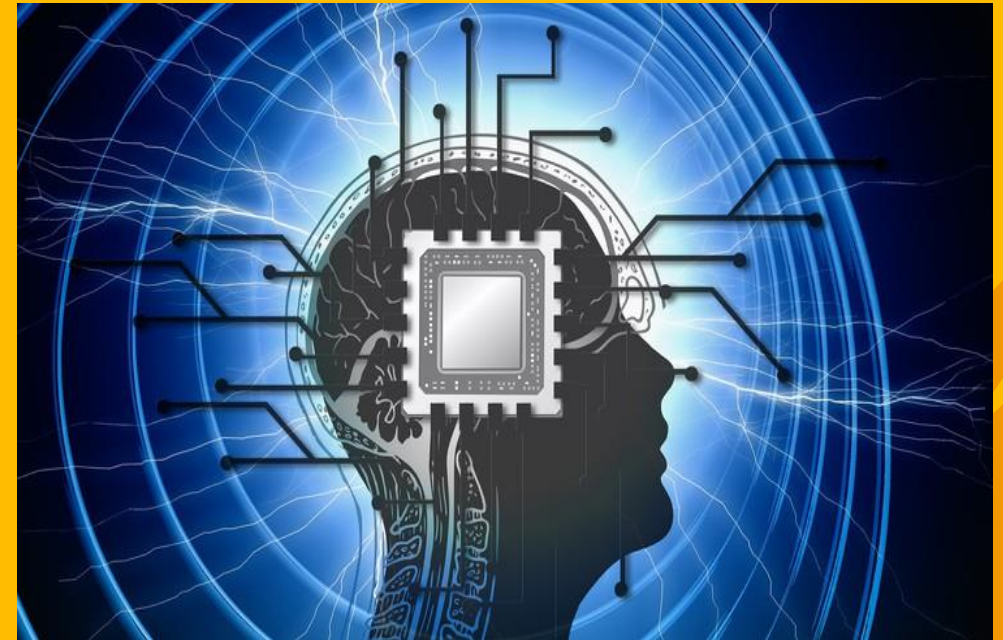
Guess the Topic!!!

Application of AI & ML in SALES

Recap

➢ Application of AI in Marketing

Ms.S.D.Shamini, AP/MBA, AIFM, Unit-IV

Implementation of AI & ML in Sales

Introduction to Artificial Intelligence (AI) & Machine Learning (ML)

X   AI & ML are revolutionizing the sales industry by providing advanced analytics, predictive insights, and automation tools.
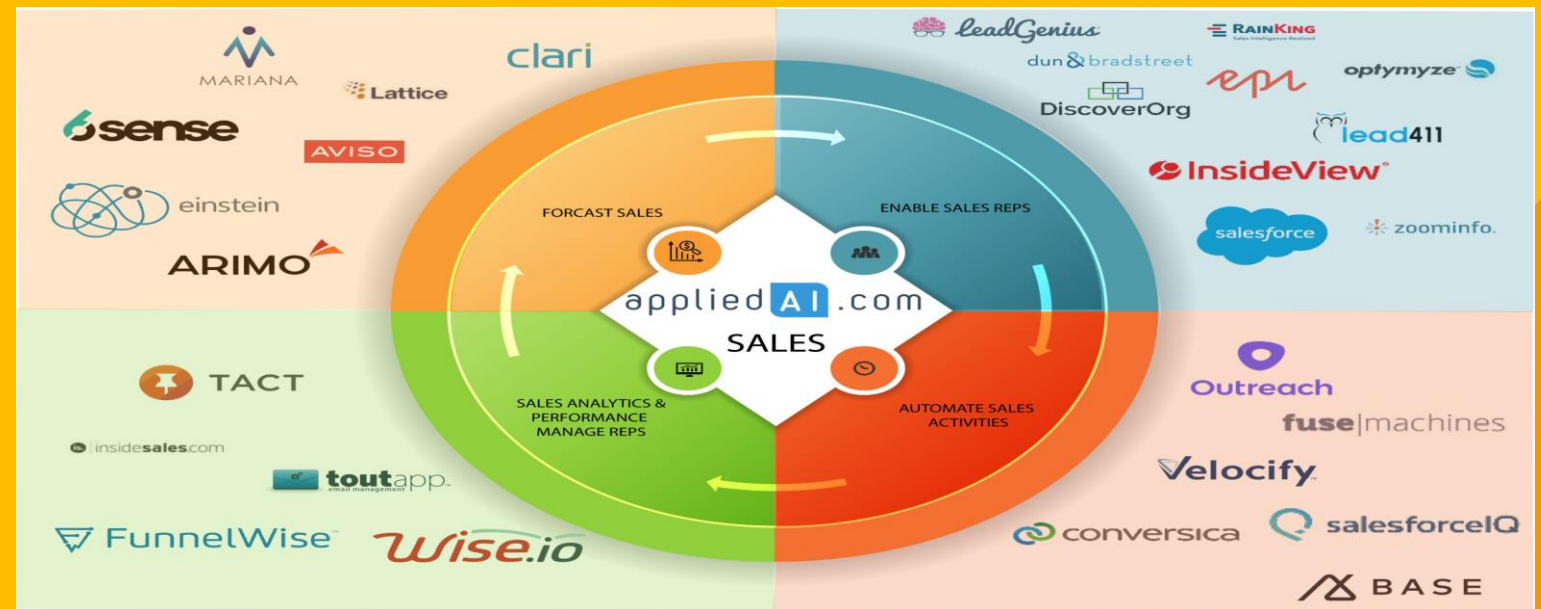
Benefits of Implementing AI & ML in Sales

- ✗ 1. Improved Sales Forecasting
- ✗ 2. Personalized Customer Experien
- ✗ 3. Efficient Lead Generation
- ✗ 4. Automated Sales Processes
- ✗ 5. Enhanced Data Analysis

Case Studies: Successful Implementations

x Share real-world examples of companies benefiting from AI & ML in sales, such as Amazon, Salesforce, and IBM.

Conclusion

x   In conclusion, the integration of AI & ML technologies empowers sales teams to make data-driven decisions, enhance customer experiences, and drive revenue growth.

Summary

x Introduction to implementing AI & ML

x Benefits of implementing AI & ML in Sales

x Case Study

I just need the main ideas