How May AI Help You? Human-AI Collaboration in B2B Sales

Charlotte Knickrehm
Ruhr-Universität Bochum

EUROPEAN MARKETING ACADEMY

How May AI Help You? Human-AI Collaboration in B2B Sales

Abstract

In this study, we provide empirical insights into how sales professionals perceive collaboration with AI. By conducting expert interviews with business-to-business sales professionals, we identify (i) sales professionals' presumptions of AI collaboration, (ii) frictions that challenge the sales self-perception, and (iii) potential human-AI collaboration enablers. We document that sales personnel is generally open to using AI and that sales provides several prerequisites that build a promising foundation for AI support. However, most interviewees emphasize that they must remain in charge and envision using AI as a mere support tool. Moreover, the interviewees suggest that, for example, a progressive organizational environment and an acclimatization phase may facilitate AI collaboration.

Subject Areas: *Business-to-Business Marketing, Information Systems, Sales Force*

Track: Sales Management and Personal Selling