AI Use Case Prism for B2B Sales

**Price Optimization**
Uses AI to suggest optimal pricing for every deal.

**Customer Lifetime Value Analysis**
Provides customer health scores for all kinds of activities (e.g., churn, upselling).

**Lead Scoring**
Uses ML models to predict conversion likelihood, to prioritize sales leads.

**Cross-Selling and Upselling**
Uses ML to identify new business opportunities for existing customers.

**Demand Generation**
Identifies new prospect segments from known characteristics of known segments.

**Territory Optimization**
Produces a balanced set of territories, based on geographic, account and product data.

**Sales Content Personalization**
Uses ML algorithms to recommend personalized content to sellers for nurturing customers.

**Opportunity Scoring**
Uses AI to predict win probabilities by sales stage for prioritizing next steps.

**Relationship Intelligence**
Uses AI to recommend curated content about the prospects/clients based on current news feeds.

**Account Intelligence**
Uses AI to recommend curated content about the prospects/clients based on their social networks.

**Knowledge Management**
Uses ML models to surface relevant information to sellers for managing customer requests better and faster.

**Sales Forecasting**
Uses AI to predict sales forecasts based on historical data and seasonalities.

**Guided Conversations**
Uses NLP to uncover customer sentiments and helps in guiding customer conversations.

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