

Category

Commercial Excellence

AI-Enabled Commercial Analytics & Next-Best-Action Playbook

Giving sales reps a next-best-action recommendation they'll actually trust and use

- Practitioner
- Intermediate
- Template Included

- Administrator
- 09 November 2024
- 3 minute(s)

Overview

A framework for AI-enabled commercial analytics and next-best-action recommendations — building recommendations grounded in genuine predictive validity and delivered with enough context for sales reps to trust and act on them, avoiding the common failure mode of next-best-action systems that generate recommendations reps ignore because they don't trust the underlying logic.

If a next-best-action AI system is technically sophisticated, will

sales reps naturally trust and use its recommendations? Not automatically — sales reps develop trust based on whether recommendations prove genuinely useful over time and whether they understand enough context to act confidently, not based on technical sophistication alone. A system perceived as a black box often gets ignored regardless of its underlying accuracy.

What's the most common reason next-best-action systems get

ignored by sales teams? Insufficient context or explanation accompanying the recommendation — reps who don't understand why a specific action is recommended are less likely to trust and act on it, even when the underlying recommendation is genuinely sound.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "If a next-best-action AI system is technically sophisticated, will", "acceptedAnswer": { "@type": "Answer", "text": "sales reps naturally trust and use its recommendations?\nNot automatically — sales reps develop trust based on whether\nrecommendations prove genuinely useful over time and whether
```

they understand enough context to act confidently, not based on technical sophistication alone. A system perceived as a black box often gets ignored regardless of its underlying accuracy." } }, { "@type": "Question", "name": "What's the most common reason next-best-action systems get", "acceptedAnswer": { "@type": "Answer", "text": "ignored by sales teams?" } } Insufficient context or explanation accompanying the recommendation — reps who don't understand why a specific action is recommended are less likely to trust and act on it, even when the underlying recommendation is genuinely sound." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Commercial Excellence

Digital & AI-Enabled Commercial Transformation Playbook

A practical roadmap for AI-enabled commercial transformation: a maturity model, an impact-versus-feasibility use-case matrix, and a rollout sequence that avoids

- Executive
- Advanced
- Template Included

Read playbook

Commercial Excellence

Commercial Capability Building & Coaching Playbook

A coaching and capability-building playbook using a skill-will matrix and a structured coaching cadence to close specific sales skill gaps, backed by call-review

- Practitioner
- Intermediate
- Template Included
- Workshop Ready

Read playbook

Commercial Excellence

Territory Design & Sales Capacity Planning Playbook

A territory design and capacity planning playbook using whitespace scoring and a quota-to-capacity model to fix unbalanced patches, defend headcount asks, and s

- Practitioner
- Advanced
- Template Included
- Workshop Ready

Read playbook

Talk to us about AI-enabled commercial analytics

Tags

- AI Commercial Analytics
- Next-Best-Action
- Sales Enablement

Author

Administrator

Think Insights Administrator