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.

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