

C3 Generative AI for Sales

Transform Your Sales with C3 Generative AI



Optimize Customer Outreach Through Personalization



Drive Revenue and Predictable Sales Execution for the Company



Increase Customer Growth Through Upsell Opportunities



Boost Your Sales Team's Efficiency and Revenue Impact

Sales teams face a range of challenges that hinder their ability to drive consistent revenue growth. Data is often fragmented across multiple systems, making it difficult to form a unified view of prospects and customers. Reps struggle to identify which products are most relevant to each lead, leading to missed opportunities and inefficient outreach. The sales cycle is further slowed by manual tasks like drafting proposals, updating CRMs, and following up with customers. Additionally, forecasting is often inaccurate due to incomplete data and limited visibility into pipeline health. These inefficiencies result in lower conversion rates, longer sales cycles, and lost revenue.

C3 Generative AI for Sales is built on an Agentic Platform that leverages enterprise data to deploy intelligent agents capable of reasoning and acting autonomously. These agents integrate seamlessly into existing sales workflows, enabling real-time decision-making and automation. By ingesting structured and unstructured data, the platform creates a comprehensive view of prospects and customers. Sales teams can interact with the system using natural language, allowing them to surface insights, generate content, and execute actions quickly. The platform is designed to be vertical-specific, ensuring that agents are tailored to the unique needs of each industry.

Key Benefits

- **Accelerate sales cycles** through intelligent automation
- **Improve** lead conversion with data-driven prioritization
- **Enhance personalization** in client outreach
- **Reduce time spent** on manual tasks
- **Increase forecast accuracy** with real-time analytics
- **Expand revenue within existing accounts** by surfacing whitespace and cross-sell opportunities across your product lines

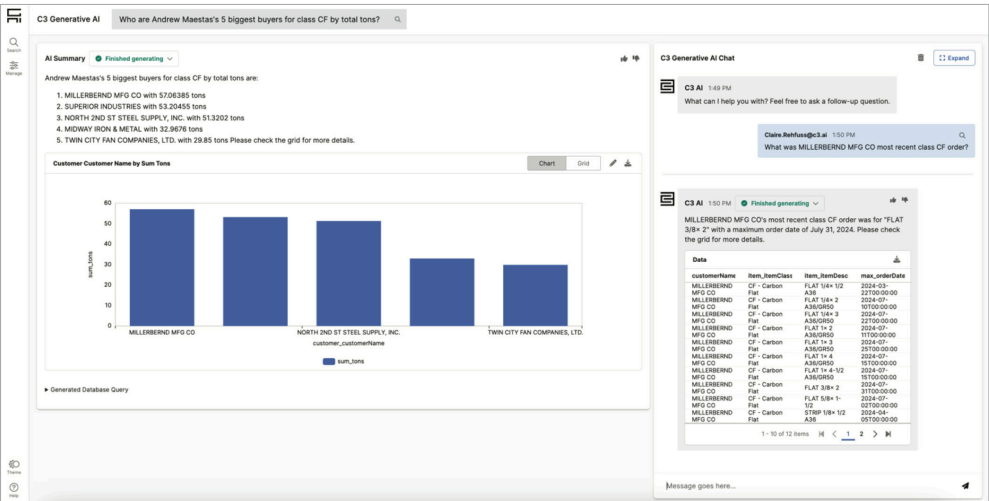


Figure 1. An Agentic AI Sales analytics interface featuring a natural-language query bar, an AI-generated summary with interactive visualizations, and integrated conversational follow-ups.

Agentic Workflows

Workflow	Description
Smart Lead Prioritization	Analyze historical conversion data to rank leads by likelihood to convert. Automatically update CRM with lead scores and recommended actions.
Personalized Outreach	Generate tailored email sequences based on client behavior and preferences.
Meeting Intelligence	Transcribe and summarize client meetings. Extract action items and auto-generate follow-up emails.
Proposal Generation	Draft customized proposals using client data and preferences. Track proposal status and notify stakeholders of updates.
Opportunity Risk Detection	Monitor deal progress and flag at-risk opportunities. Recommend interventions to re-engage prospects.
Territory Planning	Analyze market data to optimize territory assignments. Suggest account coverage strategies based on rep performance.
Competitor Intelligence	Aggregate competitor mentions from calls, emails, and news. Provide talking points and differentiators for sales reps.
Quarterly Forecasting	Use real-time pipeline data to project quarterly performance. Highlight gaps and suggest actions to meet targets.
Cross-Sell and Upsell Recommendations	Identify existing customers with potential for additional products. Generate personalized pitches based on usage patterns.
Sales Playbook Automation	Deliver dynamic playbooks based on deal stage and industry. Recommend content, messaging, and next steps for each opportunity.

Key Features

- **Real-Time Insights:** Analyze data across all activities, providing sales teams with actionable insights that inform strategy and improve lead conversion.
- **Reason across complex data:** Ingest billions of rows of data (structured and unstructured) to create a comprehensive prospect and client view.
- **Conversational AI Interface:** Interact with data using natural language to quickly surface insights and answer complex business questions.
- **Agentic Workflow Enabled:** Seamlessly integrate insights into sales workflows to drive faster execution and measurable outcomes.
- **Pricing optimization:** Enable competitive price benchmarking and response and quote win probability scoring.
- **Proven KPIs and Analytics:** See full-funnel visibility with conversion-focused dashboards, enabling you to adapt your sales strategy in real time.
- **Embedded RAG Capabilities:** Index and retrieve unstructured data (text, PDFs, multimedia) to enrich analysis and insights.
- **Seamless Integrations:** Integrate with existing CRM, MAP, CDP, EMS, and CMS systems to access data and execute actions across sales efforts.
- **Security and Compliance:** Provide enterprise-class data security, granular access controls, and state-of-the-art LLM guardrails.

Ready to Deploy Today Visit C3.ai/get-started