

Transformative Use-Cases Shaping the Future

DIGITAL TRANSFORMATION IN SALES

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Digital transformation is redefining **Sales** strategies by enabling smarter lead management, predictive forecasting, and personalized customer engagement. AI and automation are empowering sales teams to close deals faster and more effectively

These high-level use cases will demonstrate technology is driving ROI and reshaping Sales strategies.

1. Sales Forecasting

Description - Sales Forecasting

Models predicts future sales trends to help businesses align resources and strategies.

AI Model Type - Predictive Model

Solution Type - Platform



2. Leads Management

Description - Intelligent Lead Scoring ranks leads based on their likelihood to convert, allowing sales teams to focus on high-potential prospects.

AI Model Type - Predictive Model

Solution Type - Platform



3. Proposal Management

Description - AI-driven proposal Customization generates tailored sales proposals based on customer data, improving win rates.

AI Model Type - Prescriptive Model

Solution Type - Product & Service



4. Dynamic Pricing

Description - Dynamic Pricing for Deals recommends optimal pricing for deals based on customer profiles and market conditions.

AI Model Type - Prescriptive Model

Solution Type - Product



5. Churn Prevention

Description - Churn Prevention

Models identify accounts at risk of churn, enabling proactive engagement to retain customers.

AI Model Type - Predictive Model

Solution Type - Platform / Ecosystem



THANK YOU

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