

# Building AI Confidence in Sales Teams



## Your sales team's biggest AI concerns

**63%**

of sales reps are concerned that a lack of human input will impact the quality of their work

**55%**

of sales reps who are unconfident in using AI highlight a lack of personalization as a concern

**28%**

of employees lack confidence about using AI to support sales teams



## 3 tips to boost AI confidence



### 1. Weave AI education into your sales strategy

AI is a new and transformative technology, so don't expect teams to grasp it overnight. Host ask-me-anything sessions, offer hands-on demos, and be transparent about the opportunities—and limits—of AI.



### 2. Put an AI policy into writing

Salespeople want assurances when it comes to AI. Create a clear policy that explains how AI will be used and demonstrate that it won't harm the human connections that sales teams thrive on.



### 3. Encourage feedback and be flexible

No one truly knows how AI will change their organization. Be ready to adapt how you're using AI as you go, listen to your team's learnings, and don't be afraid to change course.

Want to learn more about how businesses can make the most of AI in their sales teams?

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