

New trends in AI use among sales professionals



by the WORKFORCE LAB at  **slack**
from  Salesforce

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Introduction

At the dawn of our new AI era, how are sales professionals feeling about how AI will change the way we work? What percentage of sales professionals are using AI and automation tools today and how are these tools affecting workplace productivity?

In its latest survey of more than 10,000 desk workers around the globe, the [Workforce Lab](#) from Slack, a Salesforce company, answers these questions and quantifies new trends in AI use among sales professionals. The survey finds that those working in sales are less likely to have experimented with AI and automation tools, shining the light on the opportunity for sales professionals to catch up to their counterparts in other lines of business.



Methodology

Slack, a Salesforce company, conducted this global survey in partnership with the research firm Qualtrics between March 6 and March 22, 2024. The total sample size of sales professionals was 1,499 desk workers and executives across a range of industries in the following countries: United States, Australia, France, Germany, Japan, and the United Kingdom. Surveyed groups included office, remote and hybrid workers. The survey did not target Slack employees or customers.

In this report, we refer to the following respondent groups:

Executives and leaders: Presidents, partners, C-suite

Managers: People managers, ranging from team leads to VP-level leads

Desk workers: Individual contributors

The survey questions were designed to capture a wide range of data, including sales professionals' use of automation and AI, their productivity metrics, and their views on AI and automation tools.

While the AI revolution is just beginning, the Sales sector is behind on uptake

The survey finds that workplace adoption of AI tools globally **accelerated 23% over the previous quarter**, with 32% of desk workers across all industries reporting they have tried AI tools for work as of March 2024, compared with 26% as of January 2024.

Compared with other lines of business, the sales sector is on the lagging end of AI uptake at work. Twenty-seven percent of all survey respondents in sales say they have used AI tools on the job as of March 2024, compared with 23% as of January 2024 – slightly less than the global average and considerably less than other sectors, such as IT and engineering.

Percentage of desk workers who have used AI for work, by line of business



AI early adopters in sales are supercharging their productivity with AI tools

Among desk workers who have used AI tools, **80% globally report improved productivity** – and the same percentage of the sales professionals in this group agree they’re seeing a productivity boost from AI use.

Of sales professionals who have used AI tools at work



say this technology is already improving their productivity

Top three AI uses among sales professionals



Writing assistance



Automating workflows



Research

Slack AI

A secure, intuitive and trusted AI experience right where you're already working.



Find answers faster with AI-powered search



Catch up by instantly summarizing conversations



Save time and stay in the know with daily recaps

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Slack AI helps users unlock the full potential of company knowledge in Slack, all while supporting existing security, privacy, and compliance controls.

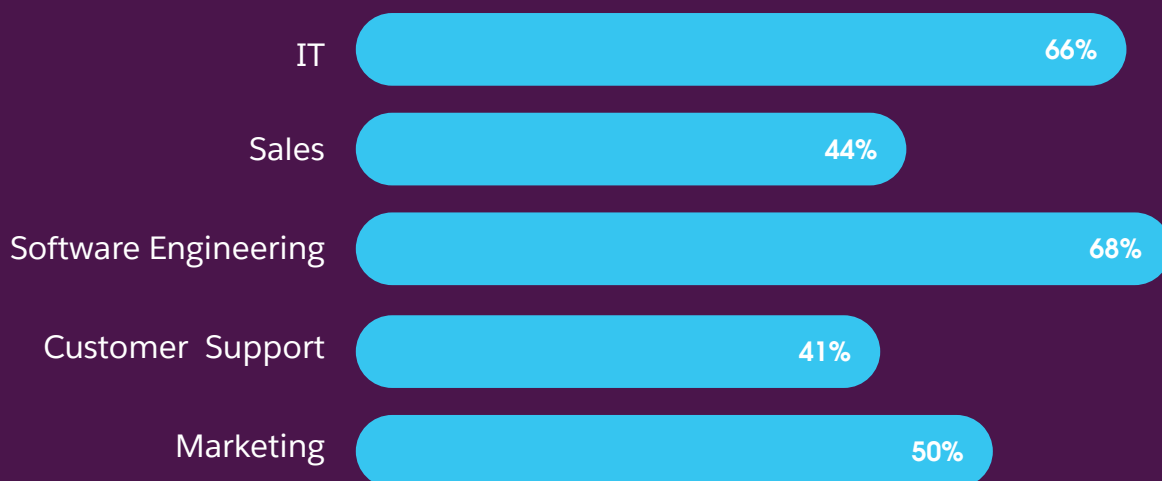


Irwin Lazar
President and Principal Analyst, Metrigy

Sales professionals have mixed feelings about outsourcing tasks to AI and automation

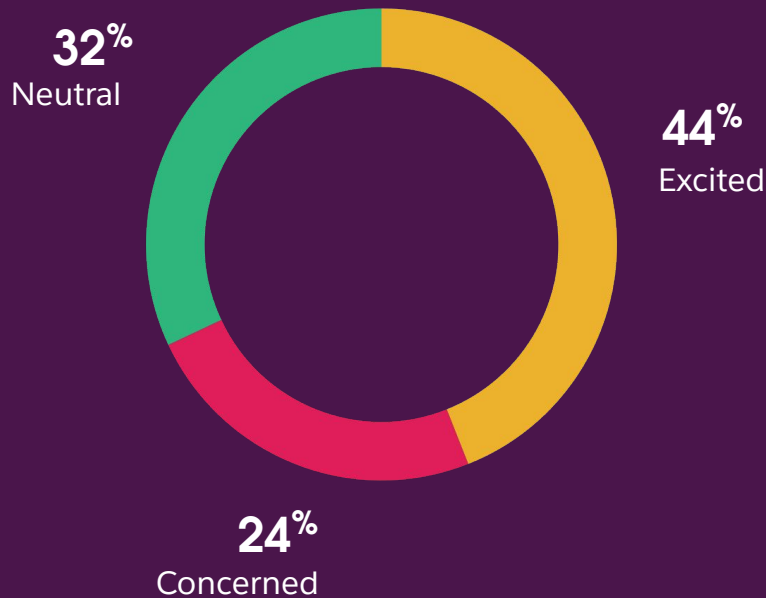
Sales professionals have mixed feelings about AI's potential to improve on-the-job effectiveness, with **44%** saying they are excited about the idea of AI handling tasks from their current job (compared with 47% of the global population).

Percentage of desk workers who say "I am excited about AI and automation handling tasks from my current job" by line of business



Slack survey conducted March 6 - March 22, 2024. Number of completed responses = 10,045

How do sales professionals feel about the idea of AI handling tasks from their current job?



Slack survey conducted March 6 - March 22, 2024. Number of completed responses = 1,499

On average, desk workers report spending 33% of their time at work on tasks that are “low value, repetitive or lack meaningful contribution to their core job functions.”

The more time an employee spends on low-value work, the more excitement they express for AI and automation to handle tasks from their current job.

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We all have tasks to complete that aren't part of our job description but are necessary to keep things running smoothly. It's the 'work of work.' But if the average desk worker is spending a full third of each day on this 'work of work,' that's a problem – and an opportunity. In this pivotal moment, implementing AI tools that are trusted, intuitive, and embedded in the flow of work is key to recalibrating energy at work toward the activities that will move the needle.



Christina Janzer

Senior Vice President of Research and Analytics, Slack

Slack can help

As a sales leader, you don't have to navigate the future alone. Slack is an AI-powered platform that can help you unlock the full potential of sales in three key ways:



Enhance pipeline accuracy. Get automatic alerts and personalized reminders, quickly access and update Salesforce accounts and opportunity record data, log meetings, and connect with stakeholders, customers, and partners on the go and on any device, all in one place.



Keep deals on track. Take action quickly with timely deal notifications and real-time visibility into team performance and progress toward goals, all in Slack.



Sell faster together. Bring stakeholders, CRM insights, account knowledge, and workflows into dedicated channels connected to Sales Cloud account and opportunity records.

Learn more about [Slack for Sales](#) or [contact our sales team](#) for more information.

About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit slack.com or connect with us @SlackHQ.



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