



WILL AI REPLACE ME?

B2B Sales Representatives

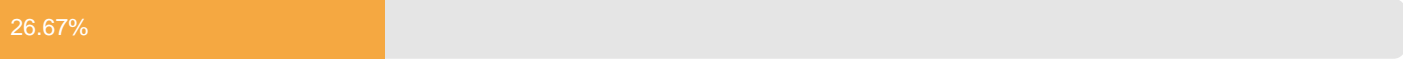
Business Support

The use of AI for Sales Representatives can assist in identifying and prospecting potential clients through data analysis.

However, presenting and selling products/services, as well as maintaining customer relationships, require human interactions, persuasion, empathy, and the ability to understand complex needs. These tasks heavily rely on interpersonal skills and an understanding of the nuances of human relationships, which are challenging to fully automate.

Automation degree: 26.67%

Moderate but identified impact of AI on this Job



Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Identify and prospect potential professional clients or partners	Significant
Sell the company's products or services to professional clients	Low
Maintain a long-term customer relationship to retain and develop the client portfolio	Low

Impact on skills

At-risk Skills ↓

Tracking customer order processing	As many companies adopt Customer Relationship Management (CRM) platforms and other automated tools, manual order tracking is becoming less common.
Managing the administrative aspect of prospecting	This task is becoming increasingly automated thanks to advanced CRMs and other technological tools, which may reduce the necessity for manual skills in this area.

Future-proof Skills ↑

Advising customers or an audience	This skill requires a deep understanding of the customer's needs and pain points and human skills like empathy and communication, which are less likely to be automated.
Participating in the definition of a commercial and marketing strategy	Commercial and marketing strategy is an area that requires creativity, innovation, and an understanding of market dynamics, skills that are considered to be resilient.

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