



Sell the Sizzle (with AI)

Using AI Coaching to Increase B2B Sales

Introduction

Should B2B sales teams use AI tools to help hit targets? Such a question already feels outdated. Incredibly, ChatGPT was only released to the public in November 2022. Already it feels perfectly normal to ask Chat to complete tasks and answer questions. Many of us are transitioning to an AI-first mindset.

Sales teams are already reaping the benefits. According to Salesforce, 83% of sales teams using AI are reporting revenue growth. In its State of Sales Report (6th Edition, based on 2024 survey data), Salesforce reports that four out of five sales teams are experimenting with or have fully implemented AI.

Clearly, AI is already making an impact on sales. But this is not the whole picture. Although many, if not most, people believe that AI is an essential part of the sales toolkit, few believe that they are taking full advantage of the possibilities that AI offers.

It's hardly a surprise. The widespread availability of generative AI is still so new, and new AI 'solutions' seem to arrive by the day. It can feel overwhelming. Yes, we should use AI, but how?

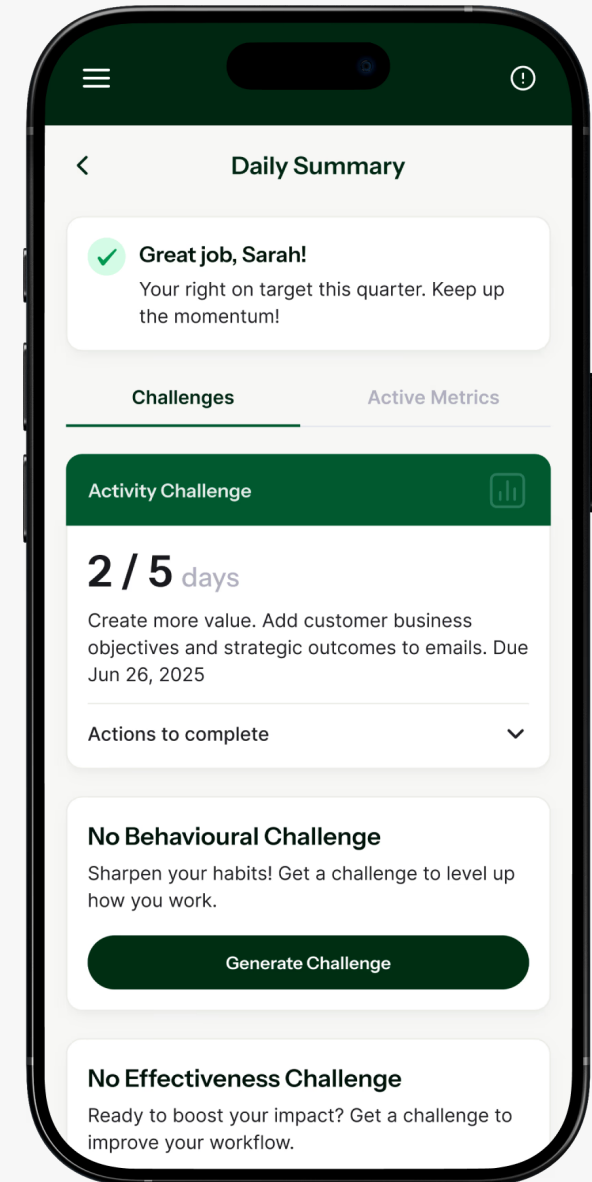
Without clear AI strategies, opportunities are being lost. The potential is there but it is not being fully utilised. Individuals using ChatGPT may gain some easy wins, but haphazard approaches barely scratch the surface. For truly remarkable results, AI needs to be combined with impactful coaching and carefully targeted individual plans.

Most sales organisations already have the data. What they really need is something that makes that data useful. Something that helps sales reps stay focused, builds good habits, and gives managers the bandwidth to lead properly.

This paper is a practical guide to show how AI and coaching can transform the sales function.

The paper explores how AI is reshaping B2B sales through practical, proven tools, including those built to work inside the world's most-used CRM, Salesforce. It also explains the importance of sales coaching.

We'll show how platforms like Sizzlekick are making daily sales coaching a reality for stretched sales leaders, giving every rep a better chance of closing that all important deal.



1. How AI Is Revolutionising B2B Sales

AI in sales generally means using machine learning to analyse patterns in data and suggest actions. It's what allows modern sales tools to prioritise leads based on intent signals, flag deals that are likely to stall, and recommend the next best step for a rep to take.

But the shift is deeper than automation. AI is changing the very way salespeople work.

In the past, reps would manually qualify leads, set follow-up reminders, and write emails from scratch. Managers would pull reports, review call logs, and try to figure out which reps needed help.

Now, AI handles much of that heavy lifting. It can instantly analyse thousands of deals to spot which opportunities are most likely to close. It can monitor email sentiment, call transcripts, and activity logs to predict which prospects are losing interest. And it can do all this in real time.

For leaders, this means more accurate forecasts and earlier warnings. For reps, it means more time selling and less time guessing.

Crucially, AI also introduces objectivity. Sales has always been a mix of skill and instinct. But with AI, teams can base decisions on evidence, not just gut feel.

And it's still early days! Generative AI is now starting to write personalised outreach, summarise discovery calls, and suggest pricing strategies based on buyer persona and competitive intel. What once took hours or even days, now takes seconds and with far greater accuracy.

The impact is clear: sales teams that use AI consistently outperform those that don't. Not because AI closes the deals, but because it removes the friction that gets in the way.

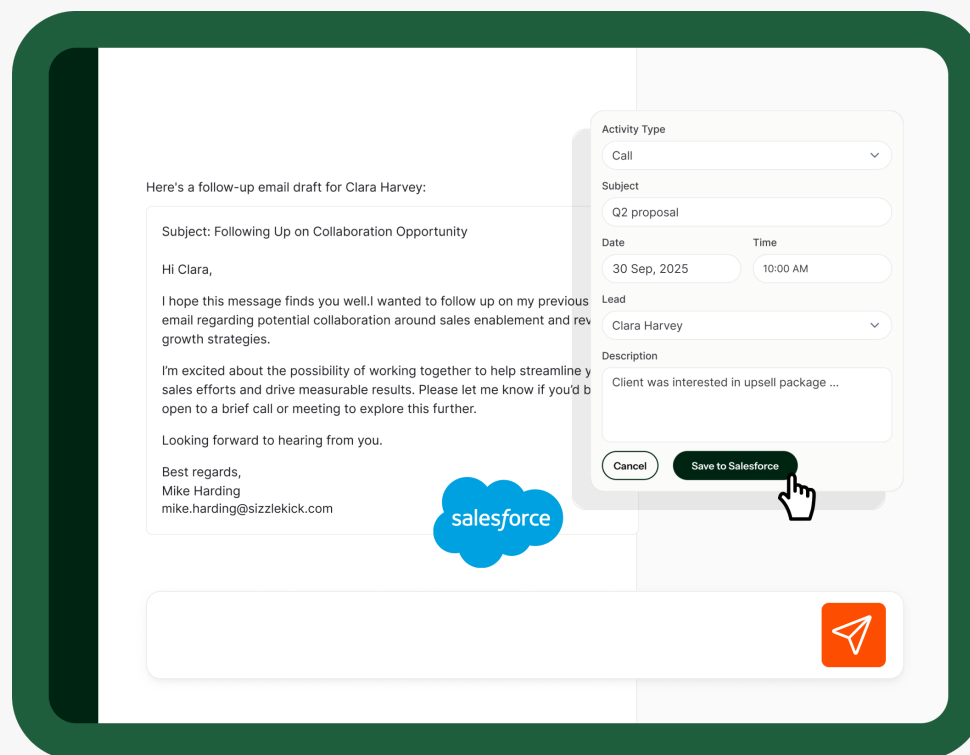
AI in sales is no longer limited to lead scoring or a smarter subject line. It's now being used to:

- Identify stuck deals using historical conversion data
- Flag high-potential leads based on behaviour and fit
- Trigger personalised coaching nudges based on top performers metrics

- Write context-aware follow-up emails tailored to opportunity stage

Artificial intelligence is already reshaping how deals are identified, progressed, and closed, and it's happening across industries, regions, and company sizes.

As useful as it has already been, there is still so much more that AI can do.



83% of sales teams using AI report revenue growth.

SALESFORCE, STATE OF SALES REPORT, 6TH EDITION

2. Why Coaching Is So Important in Sales

Sales is a profession where high performance depends as much on mindset and behaviour as on knowledge. Great reps aren't just well-informed, they're disciplined, focused, adaptable, and able to learn from every deal. That's where coaching comes in.

Unlike training, which is usually a one-time event, coaching is a continuous process. It helps reps reflect, refine, and improve day by day and week by week.

Coaching also builds confidence. When reps feel supported, they take more initiative, recover faster from setbacks, and stay engaged longer. That matters in high-pressure sales environments, where burnout and turnover are common challenges.

Coaching isn't just about morale, it's about consistency. Most sales teams have a few top performers who seem to close effortlessly. The real question is whether that behaviour can be replicated. Coaching helps managers identify what those reps are doing differently and share it across the team.

It's also essential for navigating complex, multi-touch B2B sales cycles. With longer timelines and multiple stakeholders, reps need guidance that goes beyond product knowledge. They need help qualifying properly, building trust, and knowing when to push and when to pause. A good coach can turn a missed target into a learning moment that prevents five more.

Unfortunately, coaching often gets crowded out by other responsibilities. Sales managers are expected to forecast, hire, run deal reviews, and report up the chain, all while leading their teams. Without structure, coaching often becomes reactive or inconsistent.

And when that happens, performance becomes uneven. High performers pull ahead, others struggle in silence, and pipeline quality suffers.

60% of sales leaders believe coaching is the most effective way to improve sales performance.

SOURCE: GITNEX, SALES COACHING STATISTICS

3. The Coaching Gap and Why AI Can Fill It

Sales leaders know that coaching works. The data backs it up, too.

But there are three main reasons why coaching fails:

1. Time is limited.

Sales leaders are pulled into pricing discussions, forecast reviews, board meetings, and firefighting. One-to-one coaching often drops to the bottom of the list.

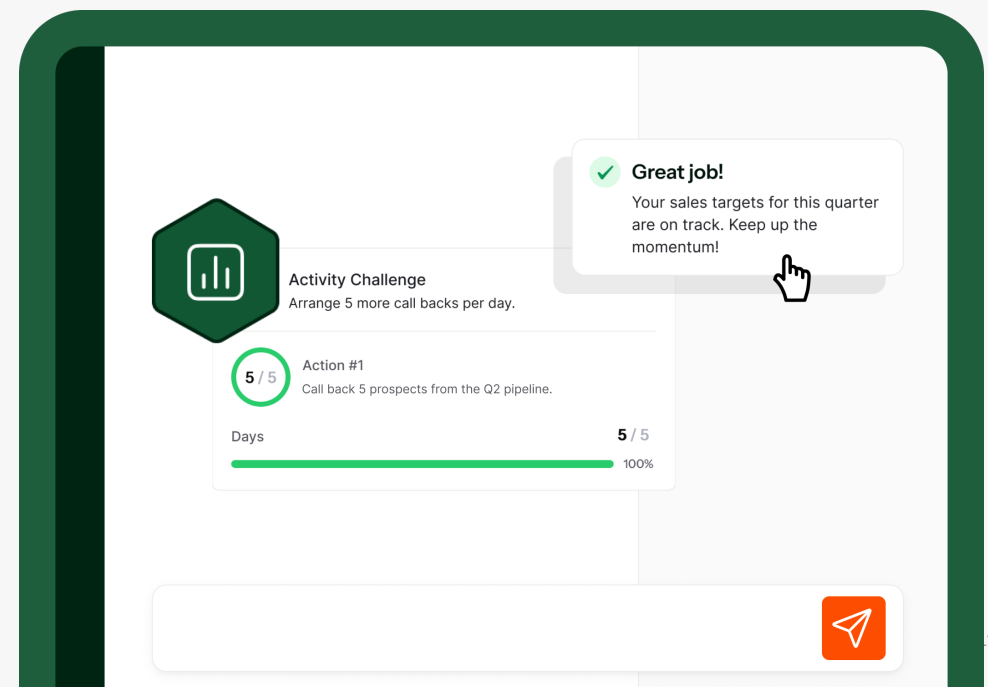
2. Coaching quality is inconsistent.

Some managers are natural coaches. Others aren't. Even strong coaches struggle to tailor advice across a large team.

3. There's no clear process.

Many teams rely on sporadic check-ins, generic sales training, or dashboards that provide information that is hard to translate into action.

The result? Reps don't get the feedback they need to improve, good habits don't stick, and sales performance remains uneven across the team.



How AI Coaching Helps

AI doesn't replace coaching. On the contrary. It makes it possible to coach at scale. Tools like Sizzlekick deliver personalised sales guidance to every rep, every day, without extra effort from the manager. The insights come directly from live Salesforce data, which means the advice is always timely and relevant.

For example, Sizzlekick will work out a custom activity plan for every rep, calculating a new target from the individual's historical conversion rates, average order values and activity levels. This gives each rep highly refined weekly prospecting and pipeline activity targets to shoot for. Plus, Sizzlekick provides constant nudges to ensure all activity is on point.

Historically, setting and managing activities via a backwards plan caused a headache for sales leaders – tracking back against previous plans was an even bigger challenge. With Sizzlekick, this process is instant, personalised and live. And that's before we even look at improving conversion rates through coaching!

This turns pipeline activity into coaching opportunities, instantly. If a deal has stalled for 14 days, the rep gets a prompt. If they've booked fewer discovery calls this week than usual, they'll get a nudge. If top performers are using a certain message that's working well, Sizzlekick can surface that too. Everything that's working well gets shared, and the things that aren't get rooted out fast.

Instead of waiting for end-of-quarter reviews, reps get feedback in the moment. Think how effective this can be when it can actually change the outcome in real time.

Coaching That's Personal, Not Robotic

The power of AI is not just in scale, but in tone. Sizzlekick isn't a dashboard with numbers. It communicates like a coach would – with encouragement, challenges and clarity. Weekly challenges help reps build habits based on what top sellers do best. Sales leaders receive coaching cues that are easy to act on.

This approach is already helping sales teams shorten cycles, unblock stalled deals, and boost quota attainment. And it happens without hiring extra managers or rolling out another training course.

Where Sizzlekick Fits In

Sizzlekick was built for the teams who've already invested in Salesforce but aren't

yet seeing the performance lift they hoped for. It connects directly with Salesforce to analyse what's happening in the pipeline and automatically delivers clear, targeted coaching to every rep automatically.

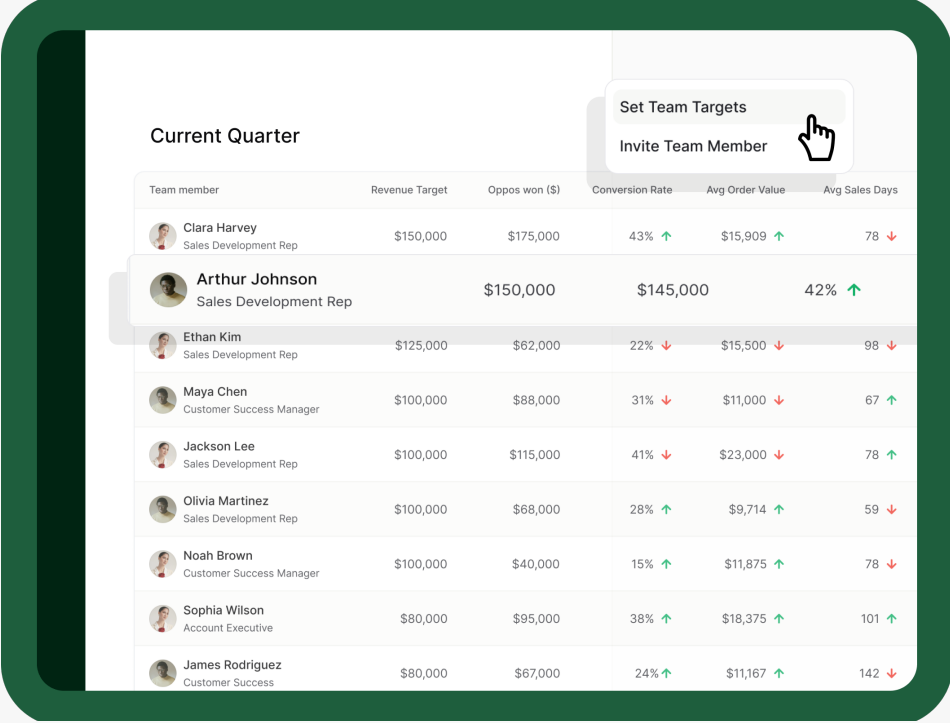
That means no new system to learn and no extra reports to pull. Just intelligent, action-ready guidance, built around your existing data.

What it doesn't do: Replace the manager

What it does do: Help sales leaders scale their impact without cloning themselves

81% of salespeople do not receive coaching that is specifically tailored to their unique needs

SOURCE: QWILR, SALES COACHING STATISTICS:
16 CRITICAL STATS AND TRENDS IN 2025



Current Quarter					
Team member	Revenue Target	Oppos won (\$)	Conversion Rate	Avg Order Value	Avg Sales Days
 Clara Harvey Sales Development Rep	\$150,000	\$175,000	43% 	\$15,909 	78 
 Arthur Johnson Sales Development Rep	\$150,000	\$145,000	42% 		
 Ethan Kim Sales Development Rep	\$125,000	\$62,000	22% 	\$15,500 	98 
 Maya Chen Customer Success Manager	\$100,000	\$88,000	31% 	\$11,000 	67 
 Jackson Lee Sales Development Rep	\$100,000	\$115,000	41% 	\$23,000 	78 
 Olivia Martinez Sales Development Rep	\$100,000	\$68,000	28% 	\$9,714 	59 
 Noah Brown Customer Success Manager	\$100,000	\$40,000	15% 	\$11,875 	78 
 Sophia Wilson Account Executive	\$80,000	\$95,000	38% 	\$18,375 	101 
 James Rodriguez Customer Success	\$80,000	\$67,000	24% 	\$11,167 	142 

4. Making Salesforce Work Harder with AI

For most B2B sales teams, Salesforce is the trusted source of information. It's where pipelines live, forecasts are built, and performance is tracked. But for all its power, Salesforce isn't always easy to use, particularly as a coaching tool. The data is there but knowing what to do with it is another matter.

Reps often log activity just because they are told to. Managers scroll through dashboards but struggle to spot patterns in time to make a difference. And while Salesforce has introduced AI features like Einstein, many teams are still not using it or feel overwhelmed.

That's where practical, embedded AI tools come in. We're not talking about the kind that replaces Salesforce, but instead the kind that makes it more useful.

What Salesforce Offers (and Where the Gaps Are)

Salesforce's AI suite is designed to help users find insights faster, generate content, and streamline customer interactions. It's a strong foundation, particularly for companies with the time and resources to customise it and use it properly.

But even with these tools, many sales leaders face the same challenges:

- **Insight overload.**
There's plenty of data, but little time to interpret it.
- **Generic suggestions.**
Without tuning, AI insights can lack relevance or miss context.
- **Lack of action.**
Even good recommendations fall flat if they're buried in a report.

How Sizzlekick Builds on Salesforce

Sizzlekick is built to work with Salesforce, not replace it or compete with it. It pulls directly from live pipeline data and translates it into practical actions.

Here's a flavour of what that looks like:

 Does this	 SIZZLE KICK Adds this
LIST LEADS	IDENTIFIES LEADS MOST LIKELY TO CONVERT AND PRIORITISES THEM
LOGS CALLS AND EMAILS	IDENTIFIES GAPS IN ACTIVITY AND SUGGESTS SPECIFIC ACTIONS
FORECASTS REVENUE	PROVIDES COACHING TIPS TO HELP REPS HIT THOSE TARGETS BASED ON THE MOST EFFECTIVE SELLERS' BEHAVIOURS.
HOUSES TEMPLATES	SUGGESTS BESPOKE MESSAGING BASED ON TOP-PERFORMER LANGUAGE

The difference is in delivery. Instead of asking leaders to dig into dashboards, Sizzlekick surfaces insights as simple, timely prompts. There's no setup and no extra training. Just usable advice based on what's actually happening.

Companies that incorporated Artificial Intelligence (AI) into their sales training activities more than tripled (3.3x) year-over-year growth in overall sales team quota attainment compared with companies that are using AI without sales training.

SOURCE: GLOBENEWSWIRE, USING AI IN SALES COACHING, 2024

5. From Data to Action: What Top Sales Teams Are Doing Differently

The best-performing sales teams don't just have data. They know how to use it.

Here's what sets them apart:

1. They Focus on Coaching as a Daily Activity

Top teams treat coaching the same way they treat pipeline reviews or forecast calls: a regular, repeatable habit. But instead of relying solely on one-to-one time, they support that habit with systems.

Sizzlekick enables this rhythm by turning Salesforce data into a daily flow of targeted prompts. Reps get reminders, feedback, and challenges based on their live pipeline. Managers get instant visibility into who's adopting the advice and where to step in.

2. They Eliminate Time Wasters

AI is helping high-performing teams cut through 'busywork'. Tools now automate follow-ups, write tailored emails, and suggest the next best action for each opportunity. That means reps can spend more time selling, less time guessing.

Sizzlekick identifies where a rep's time is best spent, whether it's re-engaging a slow-moving deal or prioritising new leads that match recent wins. It also helps them write better emails based on what's working across the team.

3. They Share What Top Performers Do Best

In every sales team, a few reps consistently outperform. The question is: why?

Smart AI tools look for patterns in high-performer behaviour and turn them into learnings for everyone. That could mean a specific phrase in discovery calls, a particular cadence of follow-ups, or how they handle objections.

Sizzlekick captures these patterns and builds them into weekly challenges or suggestions. That means instead of waiting for quarterly training, the team improves every day, one habit at a time.

4. They Track What Matters

Most dashboards show activity. But activity doesn't always equal progress.

High-performing teams use AI to track adoption, behaviours, and outcomes. Sizzlekick gives managers a simple heatmap of coaching adoption, challenge completion, and rep-level progress. This means no more time-consuming digging through Salesforce reports to see who's following through and who needs help.

Generative AI could unlock \$1.2 trillion in productivity gains across sales and marketing.

SOURCE: MCKINSEY & COMPANY, AN UNCONSTRAINED FUTURE:
HOW GENERATIVE AI COULD RESHAPE B2B SALES

6. The Business Case for AI Coaching: ROI, Time Saved, and Revenue Gained

Adopting any new technology comes with questions. Will this work for us? How long will it take to see value? What's the real return?

In the case of AI-powered sales coaching, the results are becoming clearer and harder to ignore.

Revenue Growth

According to Salesforce, 83% of sales teams using AI report revenue increases. That figure jumps even higher when AI is used for coaching, not just analytics. One recent study found that companies using AI-driven sales coaching saw 3.3 times higher quota attainment than those relying on traditional methods.

Time Saved

Sales leaders spend hours trying to extract insights from Salesforce. Weekly one-to-ones, pipeline reviews, deal triage – it adds up fast. AI can automate many of these tasks without losing the critical nuances of good coaching.

Sizzlekick users typically save time in three core areas:

- **Preparation:**
No need to dig into dashboards. The platform flags what matters.
- **Follow-up:**
Email suggestions and next-step prompts save reps from writing from scratch.
- **Coaching:**
Suggestions are sent directly to reps, meaning managers don't have to repeat themselves ten times.

And because Sizzlekick integrates with Salesforce, there's no duplication of effort or manual syncing to be done.

Faster Onboarding

Training new reps can take months. AI coaching shortens that cycle by giving new hires access to the same prompts, challenges, and messaging patterns that top performers are using.

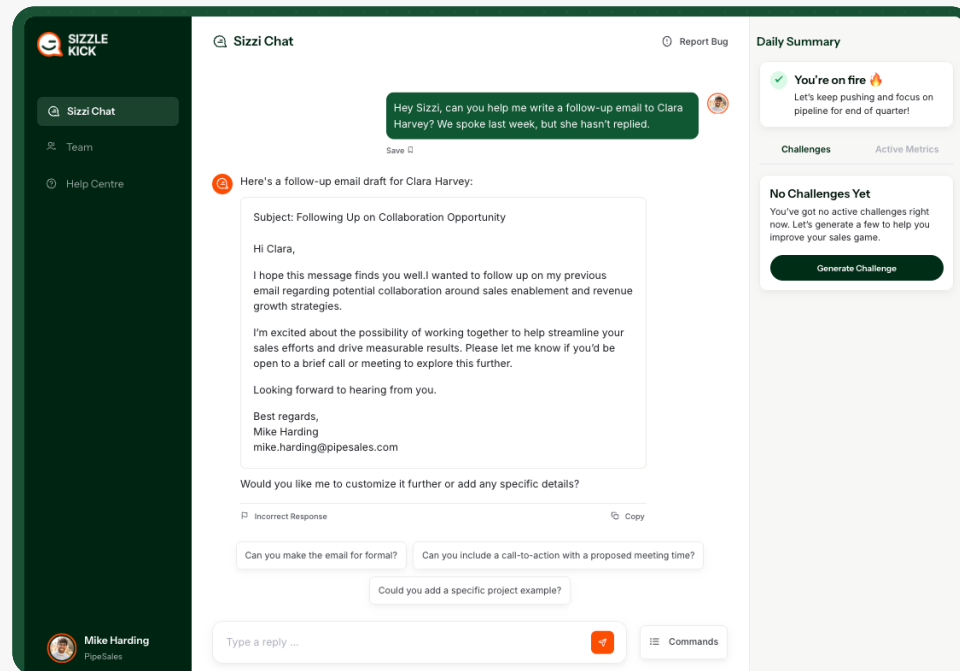
Instead of waiting to be told what to do, reps get actionable guidance based on live data. That means faster onboarding and earlier pipeline impact.

Real Momentum, Zero Cost to Try

Unlike large AI deployments that require change management, configuration, and consulting, tools like Sizzlekick are built to slot straight into your sales environment.

- No new CRM
- No need to change process
- No cost to start testing

That removes the biggest barrier to innovation: risk.



48% of employees rank training as the most important factor for gen AI adoption; yet nearly half feel they are receiving moderate or less support.

**SOURCE: MCKINSEY & COMPANY, SUPERAGENCY IN THE WORKPLACE:
EMPOWERING PEOPLE TO UNLOCK AI'S FULL POTENTIAL**

7. Getting Started: How to Introduce AI Coaching

Sales leaders don't need another complex rollout. Many have been through long CRM deployments, low-adoption training programmes, and tools that promised more than they delivered.

Introducing AI coaching doesn't need to be like that.

The most effective rollouts follow a simple principle: start small, prove value quickly, scale what works.

Step 1: Identify the Use Case

Before switching anything on, be clear about what problem you're solving. For most teams, it's one or more of the following:

- Reps spending time on the wrong deals
- Lack of quality and consistency in follow-up
- Not enough activity to achieve target
- Managers stretched too thin to coach properly
- Difficulty onboarding new hires quickly

Once you've defined the pain point, it's easier to choose the right tools and measure success.

Step 2: Connect to Your Data Source

For Salesforce users, this step is straightforward. Tools like Sizzlekick connect directly to your Salesforce and begin analysing sales metrics in real time.

There's no need for custom configuration or IT involvement. Most teams are up and running in under an hour.

Step 3: Start with a Pilot Group

Choose a group of 5-10 reps across experience levels. Introduce AI coaching as a

way to improve habits, not track performance. Give them access to personalised prompts, weekly challenges, and smart suggestions for stalled deals.

Sizzlekick learns from your most effective sellers and uses this to coach the rest of the team so make sure you add your top performer to the pilot. There is always scope for them to improve too.

Make sure their manager is on board and using the team dashboard to spot trends and share feedback.

Step 4: Track Engagement, Not Just Results

It's tempting to focus only on short-term impact. But in the first few weeks, look for indicators that reps are engaging with the prompts and challenges. That's the leading signal of success.

Sizzlekick tracks adoption, follow-through, and challenge completion, giving managers a clear view of how behaviour is changing.

The screenshot displays the Sizzlekick setup interface, which is divided into two main steps. Step 1, titled 'Define a sales target', includes a text input for 'What's your revenue goal?' with the value '\$100,000', a dropdown for 'Choose your currency' set to '\$', and another text input for 'What's the target opportunity win rate?' with the value '30%'. A 'Next' button is at the bottom of Step 1. Step 2, titled 'Set a timeframe', includes a dropdown for 'How often will you track this goal?' set to 'Quarterly', and two date pickers for 'Starting date' (1 Jul, 2025) and 'Ending date' (30 Sep, 2025). 'Back' and 'Next' buttons are at the bottom of Step 2. A hand cursor is pointing at the 'Next' button in Step 2. The entire interface is framed by a dark green border, and a red paper plane icon is in the bottom right corner.

Step 5: Share Early Wins

Did a stalled deal move forward after an AI intervention? Did a new rep book more meetings using a top-performer email? Share those stories.

Internal proof points help build momentum and buy-in. Once a few team members see results, others will want access too.

Using the chat interface you can ask Sizzlekick for examples of improvements that you can showcase to the wider team. The team dashboard shows all the vital sales metrics and how they are trending so you can see at a glance who needs a little extra coaching from you.

Step 6: Scale Gradually

Once the pilot group is seeing impact, expand. Most teams roll Sizzlekick out in waves, manager by manager, giving each group time to adjust.

Because it plugs into existing workflows and delivers guidance through familiar channels, adoption tends to be high, especially when results follow fast.

A structured coaching programme can lead to a 28% higher win rate and 88% increase in productivity.

SOURCE: QWILR, SALES COACHING STATISTICS

8. What's Next: The Future of AI in Sales

We're still early in the AI journey, but momentum is building. What began with basic automation is now shifting into intelligent, context-aware support that adapts to how each team works.

In B2B sales, the next wave of AI will focus less on replacing people and more on empowering them. That means helping reps spend more time selling, giving managers the space to lead, and turning your CRM into something that actually drives performance.

Three Trends to Watch Out For

1. Personalised Coaching at Scale

AI tools will continue to move from dashboards to conversations. Just as Sizzlekick delivers one-to-one guidance automatically, we'll see more AI acting like a coach rather than a scorekeeper.

2. Smarter Forecasting Based on Rep Behaviour

Pipeline forecasting will become more reliable by factoring in how deals are being worked. If AI sees that a rep isn't engaging the buying committee or is skipping discovery steps, it can adjust the forecast accordingly.

3. Embedded AI, Not Extra Platforms

The best tools won't ask users to log into another system. They'll integrate with Salesforce, Slack, Teams, and email, engaging reps and managers where they already are.

78% of sales leaders agree with the statement: "I'm concerned our company is missing out on generative AI."

SOURCE: SALESFORCE, STATE OF SALES: 6TH EDITION

9. Conclusion: AI That Helps You Sell More, Not Think More

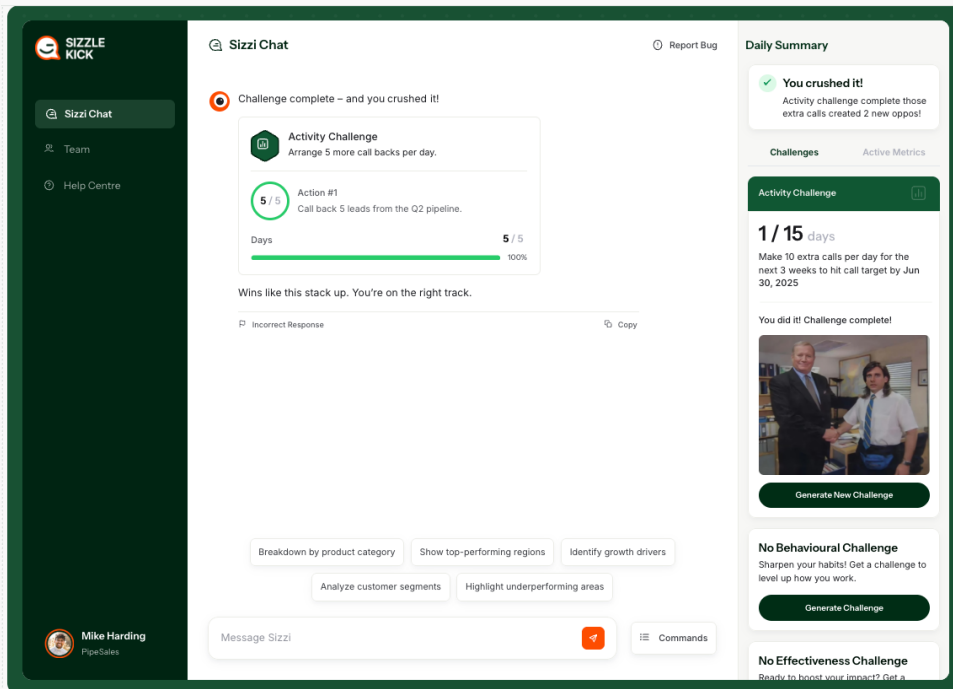
B2B sales is hard enough. The market is competitive, deals take longer, and customer expectations keep rising. The last thing sales leaders need is another tool that looks impressive but doesn't improve revenues.

The right AI doesn't overwhelm your team with new workflows. It fits into the tools you already use (like Salesforce) and turns your data into action.

That's what Sizzlekick is built for. Coaching that actually happens. Habits that actually stick. Results you can see in your pipeline, not just your inbox.

If you're spending more time chasing reports than building your team, it's time to try something different.

No extra effort. No cost to try. Just coaching that works.



Thanks for reading

[Start for free ↗](#)

sizzlekick.com

Endnotes

1. 83% of sales teams using AI report revenue growth.

Source: Salesforce, State of Sales: 6th Edition
<https://www.salesforce.com/resources/research-reports/state-of-sales/>

2. 60% of sales leaders believe coaching is the most effective way to improve sales performance.

Source: Gitnux, Sales Coaching Statistics:
<https://gitnux.org/sales-coaching-statistics/>

3. 81% of salespeople do not receive coaching that is specifically tailored to their unique needs

Source: Qwilr, Sales Coaching Statistics: 16 Critical Stats and Trends in 2025
<https://qwilr.com/blog/sales-coaching-statistics/>

4. Companies that incorporated Artificial Intelligence (AI) into their sales training activities more than tripled (3.3x) year-over-year growth in overall sales team quota attainment compared with companies that are using AI without sales training.

Source: GlobeNewswire, Using AI in Sales Coaching, 2024
<https://www.globenewswire.com/news-release/2024/11/19/2983613/0/en/Using-AI-in-Sales-Coaching-Achieves-3-3x-Growth-in-Quota-Attainment-According-to-New-Research.html>

5. Generative AI could unlock \$1.2 trillion in productivity gains across sales and marketing.

Source: McKinsey & Company, An unconstrained future: How generative AI could reshape B2B sales, September 16 2024
<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/an-unconstrained-future-how-generative-ai-could-reshape-b2b-sales>

6. 48% of employees rank training as the most important factor for gen AI adoption; yet nearly half feel they are receiving moderate or less support.

Source: McKinsey & Company, Superagency in the workplace: Empowering people to unlock AI's full potential, January 28, 2025.
<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work>

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8. 78% of sales leaders agree with the statement: “I’m concerned our company is missing out on generative AI.”

Source: Salesforce, State of Sales: 6th Edition
<https://www.salesforce.com/resources/research-reports/state-of-sales/>

9. 49% of sales professionals say they don’t know how to safely use generative AI at work.

Source: Salesforce, State of Sales: 6th Edition
<https://www.salesforce.com/resources/research-reports/state-of-sales/>

10. If you do not have a defined process that moves your people forward so they can achieve greater results, then what is it you are managing?

Source: Keith Rosen, Coaching Salespeople into Sales Champions: A Tactical Playbook for Managers and Executives
<https://www.goodreads.com/quotes/8451335-if-you-do-not-have-a-defined-process-that-moves>