What to look for in a prospect when selling AI-powered Communications Automation Platforms

Partners play an essential role in helping their customers meet the increasingly personalized demands of end users. By implementing artificial intelligence (AI)-powered solutions, contact centers can reduce operational costs, scale and descale based on fluctuating demand, and offer self-service capabilities and consistent omnichannel communication.

When selling automated solutions, what do partners need to look for in a prospect to successfully grow their business and close deals? **Use this interactive checklist to target the best prospects and increase your sales.**

1. Ideal customer profile (ICP) and mid-market characteristics Partners are closer to accelerated sales and turbocharged commissions when they focus their sales efforts on a well-defined ICP. Ensure your targets meet the following ICP:	Your prospect
B2C organization with over 1,000 employees	
Companies that are experiencing challenges fully staffing their contact center	
Firms whose top application priorities comprise ERP, BI/analytics, CRM, and mobile applications	
Organizations that are leveraging a BPO to augment their contact center	

2. Key buyer characteristics Buyers of AI-powered CAPs often have a specific set of traits that will facilitate partners' sales process. Success is just inches closer when buyers:	Your prospect
Have multiple locations with disparate customer interaction capabilities or experiences	
Are adding new channels to interact with their customers	
Are considering cloud platforms for improved customer interactions	
Are growing fast	

3. Customer pain points Being oblivious to prospects' pain points has a negative impact on partner businesses. Identifying your customers' contact center needs and how a CAP can solve them are critical. The most common pain points that represent the biggest opportunities are:	Your prospect
Security and compliance Contact centers often handle sensitive customer information, such as personal and financial data. They must comply with data privacy regulations, which can be complex and challenging.	
Integrated data management Contact centers often face various complexities and challenges associated with handling large volumes of data from multiple sources such as inconsistent data, scattered data, and governance.	
Outdated or antiquated notification technology Organizations that are not caught up with the latest technology find it hard to grow in an increasingly competitive, tech-driven market.	
Staffing shortages Short-staffed contact centers suffer from increased workload, extended wait times, lower service quality, increase agent stress, and more.	

4. Impending events and buying triggers The biggest potential for partners lies in specific events and instances where customers are driven to implement solutions quickly. These triggers include:	Your prospect
An outdated contact center platform These systems serve as the backbone of a contact center's communication infrastructure, and when they become outdated, they can hinder operational efficiency and customer service.	
Low customer satisfaction One of the main automation purchase triggers — when customers are disappointed, the entire business is negatively affected.	
Need for additional capabilities When contact centers realize that they're falling behind their competitors that offer more services, they immediately rush to make a purchase. This is a key opportunity for partners to capitalize on.	

Are you ready to accelerate your sales, fuel commissions, and race ahead of the competition?

Selling AI-powered solutions is the best way to tap into this new era of automation and fresh revenue streams. As the leader in CAP technology, IntelePeer's Smart Automation CAP solution can help your customers lower their cost of doing business, while improving customer experience and accelerating ROI. *All without ripping and replacing existing infrastructure.*

Contact your IntelePeer partner representative to get started now.

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