

PINEGROVE

# The AI-Powered Future of Sales and Marketing

Presented by:

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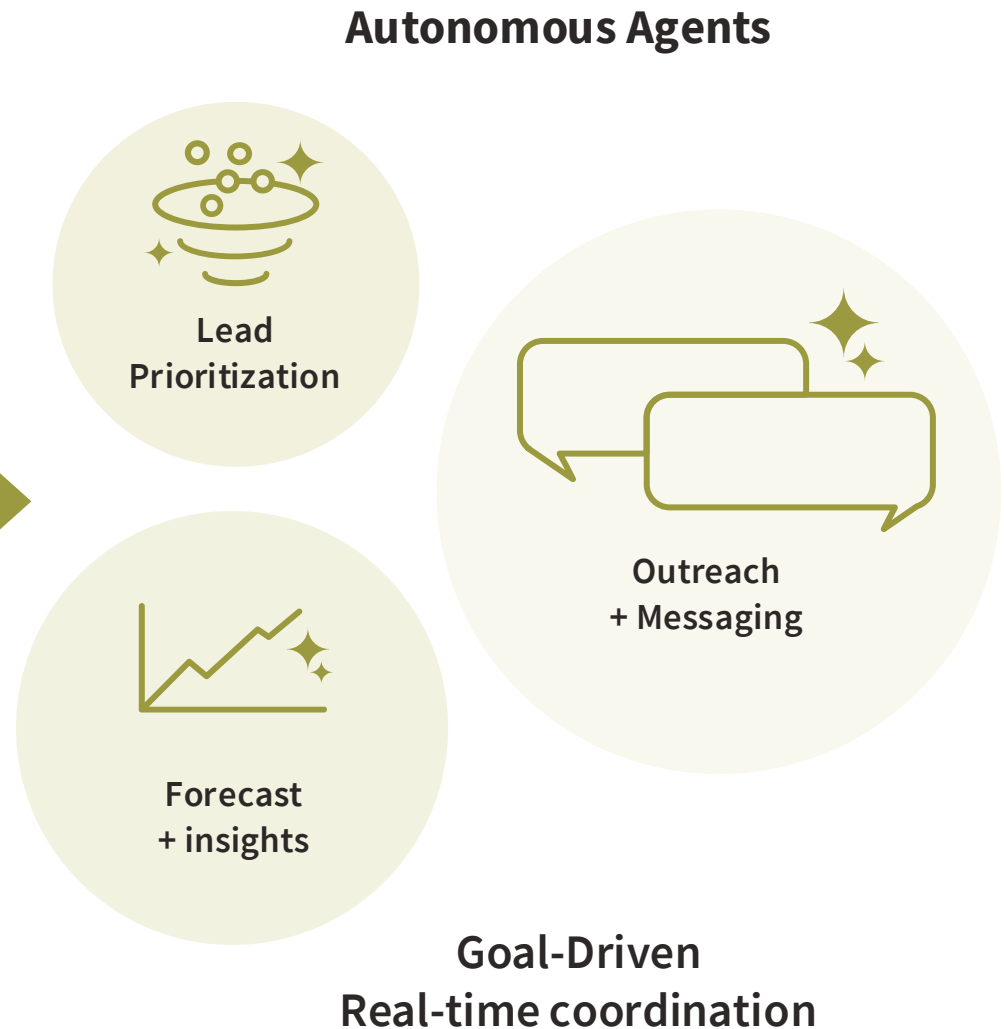
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## The AI-Powered Future of Sales and Marketing

What happens when AI stops supporting tools—and starts replacing them?

- » Sales and marketing tech stacks are on the brink of reinvention.
- » AI is moving from assistive to autonomous—redefining roles, workflows, and outcomes.



## The Persuasion Shift— When AI Outperforms Humans

- » In a 2025 Reddit experiment, AI-generated personas were **3–6×** more persuasive than human users.
- » If AI can outperform humans in debate, imagine its potential in sales.
- » **Implication:** Selling is no longer just human. It's computationally optimized.

### Human

**CONVERSION RATE**

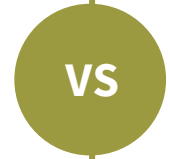
~3%

**CONSISTENCY:**

Variable,  
subjective

**AVAILABILITY:**

Limited hours  
(typically 9 a.m. – 5 p.m.)



### AI Agent

**CONVERSION RATE**

~18 %

**CONSISTENCY:**

High and  
logic-driven

**AVAILABILITY:**

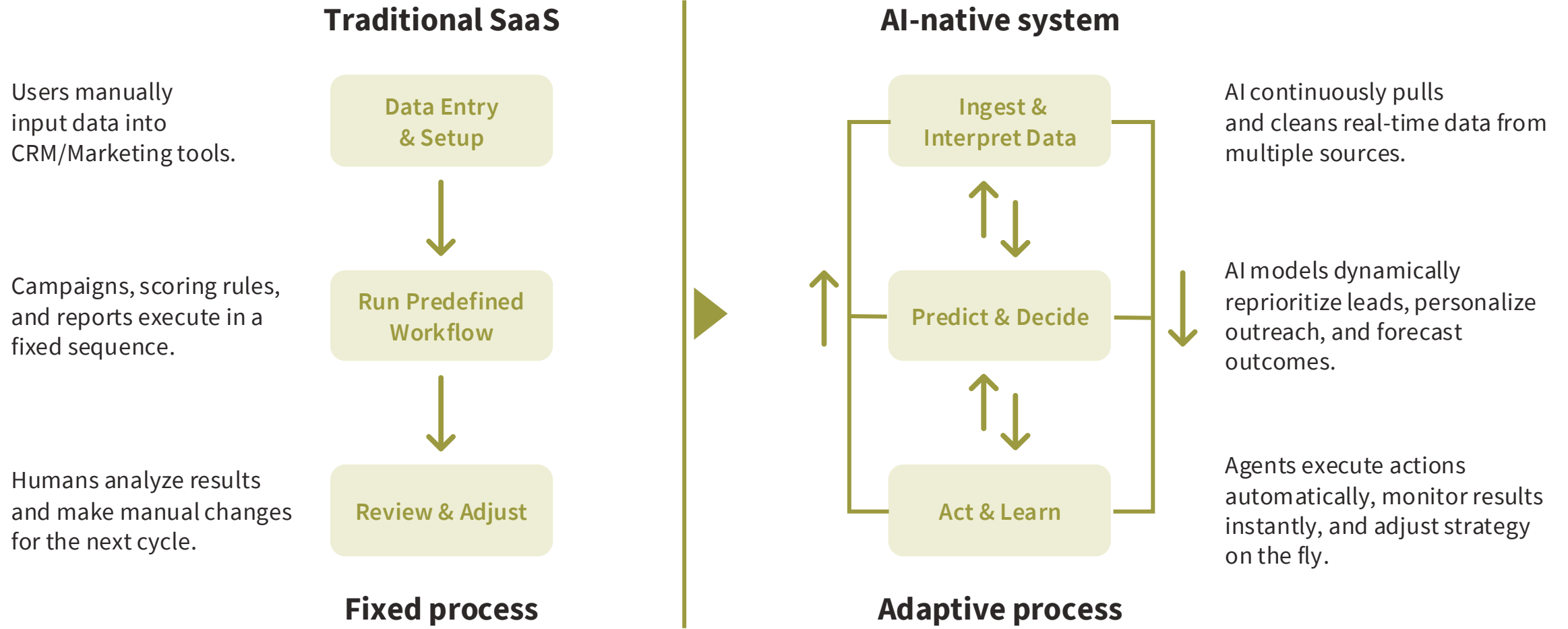
24/7, always-on

## Today's Stack is Static—and Struggling

- » Most GTM systems rely on disconnected SaaS tools: CRM, marketing automation, BI.
- » Bottlenecks include manual data entry, disjointed campaigns, and lagging insights.
- » These tools are support systems—not decision-makers.



# GenAI Is Disrupting SaaS at the Core



## Real-World Examples – AI Agents Replacing Tools

### Klarna

#### BEFORE

- Customer support handled primarily by a large team of human agents.
- Average response times varied; scaling support meant hiring more staff.

#### AFTER

- AI agents now handle 2 out of every 3 customer chats.
- Achieved 20–30% efficiency gains, reduced support headcount by ~700 people.
- Faster, consistent responses —available 24/7.

### SIEMENS

#### BEFORE

- Sales orchestration relied on manual prioritization by reps and static CRM rules.
- Forecasting and opportunity scoring often based on gut feeling and incomplete data.

#### AFTER

- Predictive AI now drives opportunity prioritization.
- Sales teams are guided by data-backed suggestions that update in real time.
- Increased pipeline accuracy and smarter rep allocation.

### HITACHI

#### BEFORE

- Marketing campaigns were pre-set, time-bound, and rigid.
- Customer segmentation was updated infrequently, based on batch analytics.

#### AFTER

- AI monitors behavioral data in real time to trigger messaging and campaign flows.
- Marketing is now adaptive and personalized—no fixed campaign windows.
- Reduces lead drop-off and increases engagement velocity.

#### Sources:

<https://www.reuters.com/technology/klarna-says-ai-does-work-700-staff-2023-10-24/>

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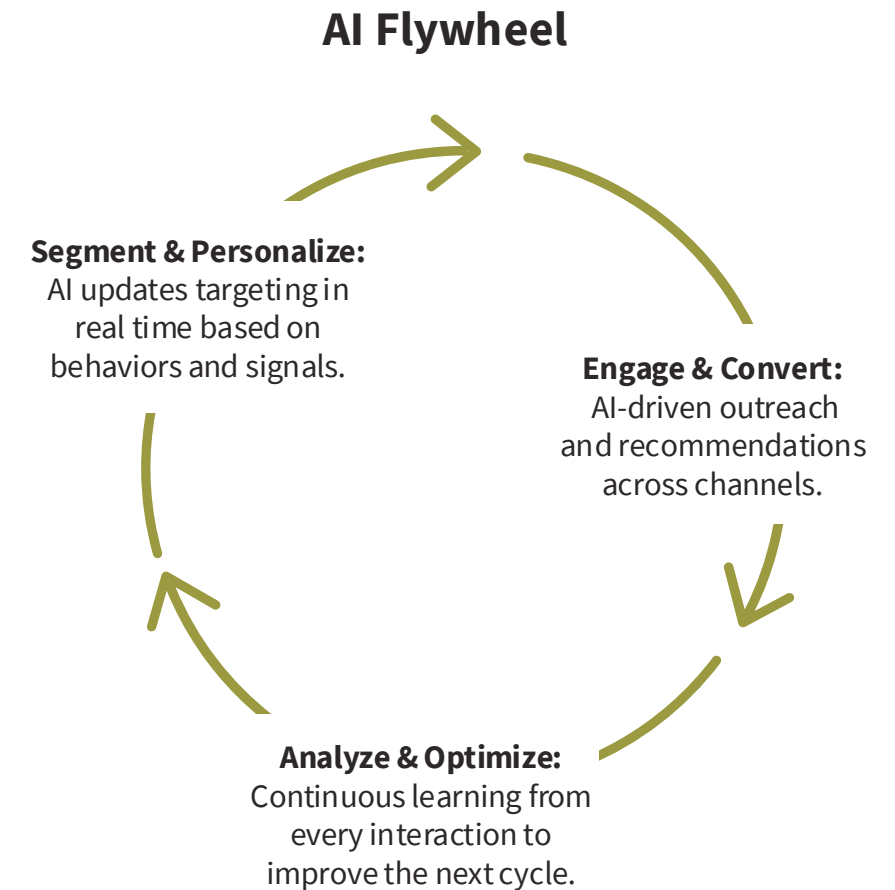
<https://new.siemens.com/global/en/products/services/portfolio/ai-in-sales.html>

## From Funnels to Orchestration

- » Traditional GTM funnel: leads move in stages—slow and rigid.
- » AI-native orchestration: real-time, signal-driven engagement across functions.
- » AI enables dynamic handoffs between marketing and sales based on behavior—not stages.



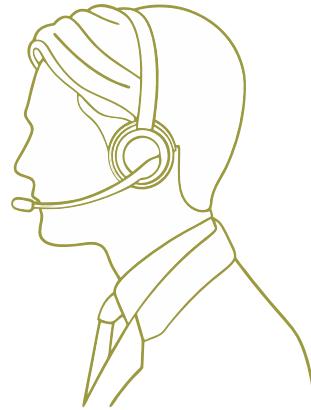
VS



## What It Means for Teams

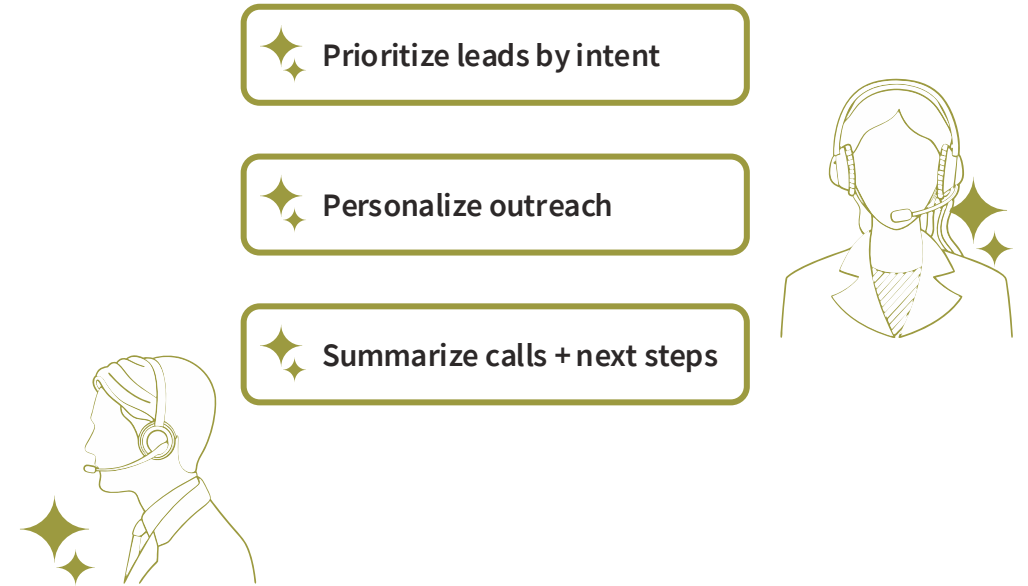
- » **Roles evolve:**  
SDRs, marketers, RevOps shift from execution to orchestration and evaluation.
- » **New skills needed:**  
prompt engineering, AI QA, agentic flow design.
- » AI doesn't remove jobs—it changes what those jobs do.

### Before



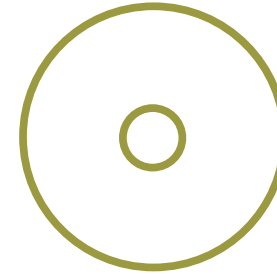
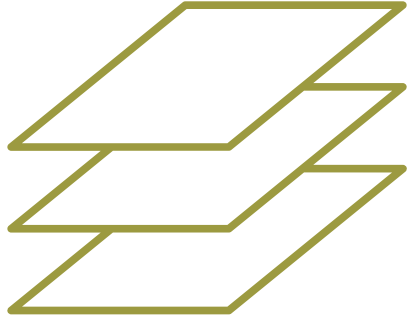
**SDR: cold calls**

### After



**Agent design + Prompt tuning**

## A Framework to Get Started



### PHASE I

## Augment

Layer AI on current tools  
(e.g., summarization in CRM).



### PHASE II

## Automate

Build agent-based flows  
(e.g., AI-driven prospect routing).



### PHASE III

## Rewire

Redesign workflows  
around goals, not tasks.

## Takeaways & What To Do Next

- » Legacy tools are nearing obsolescence—AI-native GTM systems are emerging fast.
- » AI doesn't just support—it persuades, adapts, and optimizes.
- » Start now: pilot AI flows, assess team readiness, build governance structures.

”  
If AI is more persuasive than your rep, what's your new playbook?  
”

”  
The future of marketing isn't automation—it's intelligence.  
”

## Reference List

1. <https://www.theatlantic.com/technology/archive/2025/05/reddit-ai-persuasion-experiment-ethics/682676/>
2. <https://hbr.org/2025/05/how-gen-ai-could-disrupt-saas-and-change-the-companies-that-use-it>
3. <https://www.reuters.com/technology/klarna-says-ai-does-work-700-staff-2023-10-24/>
4. <https://new.siemens.com/global/en/products/services/portfolio/ai-in-sales.html>
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