



# SOLUTIONS.AI FOR B2B GROWTH EXPLAINED

## VIDEO TRANSCRIPT

What if growing your customers' business meant growing your business? Helping you get the most value possible by nurturing relationships and meeting the unique needs of your small, medium, and large customers alike?

AI can make that happen.

When time is tight and growth is priority number one, you need your first offer to be every customer's best offer. But how do you know who the right customers are and get them to choose you, every time?

Say you're a software company seeking aggressive growth. Targeting big enterprises means big revenue, but there's enormous value hidden in small and medium businesses too. Your ongoing success depends on understanding them—and their tens-of-millions of individual demands—and serving them all, at scale.

Now, imagine using AI to discover insights that can uncover massive value—in any company—regardless of their place in the sales journey or how their needs change over time.

AI can analyze internal and third-party data to reveal opportunities for growth. Combining social listening and competitor intelligence allows you to craft campaigns that convert cold calls into hot leads. And AI provides your software salespeople with the right insights and recommendations, so you can act at the perfect time and in the perfect way for each relationship—turning leads into clients and one-time sales into loyal customers.

This can be applied in any industry. Whether you're an ecommerce platform building a network of business partners on your site, or a chemical manufacturer expanding sales to the newest players in the beauty space, Solutions.AI for B2B Growth can create this kind of change for your business.

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