



AI in Sales

How to Separate the Helpful From the Hype

7-POINT EVALUATION CHECKLIST

The right AI tool can make sales teams stronger, smarter, and more efficient. But with hundreds of platforms claiming to boost productivity or sharpen selling skills, it can be difficult to know which ones are worth the investment.

Before jumping into demos or pilots, it's worth stepping back to clarify what you want AI to do for your team. For example, are you trying to save time or improve selling ability? Once you have your goal in mind, use the following criteria to guide your evaluation and focus on tools that'll actually make an impact:

1. Data Security

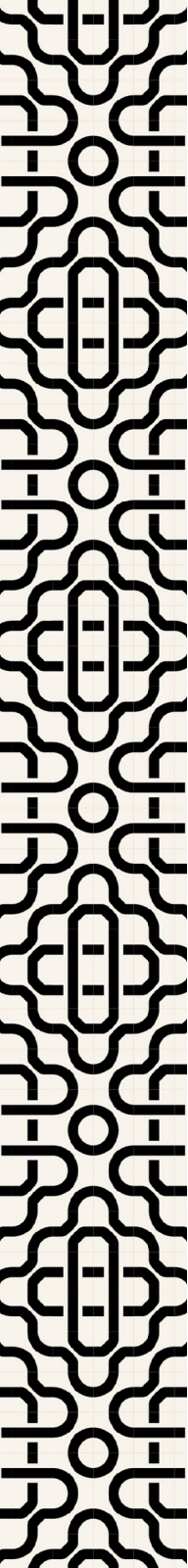
Some tools use your data to train its large language model. Ask directly whether your company's data and intellectual property will remain private – the right partner will ensure your information stays segregated and protected from the broader AI ecosystem.

2. Ease of Implementation

Implementation time and cost matter as much as the tool's features. Is it ready to use or does it require a third party to set up? The longer and more complex the process, the slower your return on investment. Look for tools that can be configured and deployed quickly without hidden integration or setup costs.

3. User Adoption

If the interface isn't intuitive, adoption will stall. Choose tools that make life easier for reps, not harder. Clear layouts, minimal training, and simple navigation go a long way in driving consistent usage and better results.



4. Reporting and Oversight

Visibility matters. You should be able to monitor adoption rates, measure productivity gains, and assess ROI from a leader’s dashboard. A tool that lacks transparency into performance or engagement can make it hard to see what’s really working.

5. Alignment With Sales Methodology

If your team follows a specific process or training framework, make sure any AI-powered practice tool aligns with it. The feedback should reinforce what you’ve already invested in, not contradict it. Mismatched guidance can confuse your team and dilute the value of your existing training.

6. Realistic Scenarios

When evaluating AI tools that simulate conversations, realism is key. Choose a platform that can replicate your actual buyer’s tone, terminology, and challenges. Generic bots can’t help your team prepare for nuanced interactions with your specific customer base.

7. Feedback Capabilities

The strongest AI training tools don’t just simulate sales conversations; they analyze them. Look for software that can review real meetings, break down tone and flow, and show reps exactly where they can improve. Having a built-in feedback loop turns each interaction into a learning moment, providing value that compounds over time.

Empower Your Sales Team With AI

Great sales leadership means knowing when technology adds value and when it distracts from it. With new AI tools launching every day, it’s easy to feel like you’re drowning in options – but you don’t need them all. As you explore what’s next for your team, use these points to guide smarter choices, measure real impact, and build on each success along the way. The goal is progress, not perfection.



Revolutionize Sales Training

Discover expertise and innovation in action with Tandem by Action Selling®.

[View the Infographic](#)

 **Brickwork**