

Can AI **replace** a
salesperson?

人工智能会**取代**销售人员吗？

Sridhar Vembu



2030 AD (公元2030年)

Headquarters

The Human Resistance

总部

人类反抗

(undisclosed location)

地点未明

At first it came for the factory
workers ...

一开始是人工智能替代了工厂的工人

... we celebrated automation and
productivity

...我们热烈欢迎带来的自动化和生产率提高

**Then it came for the warehouse
workers ...**

然后人工智能又替换了仓库工人...

... we celebrated the low prices

...我们热烈欢迎带来的低价格

And then it came for the truck
drivers ...

然后人工智能又替换了卡车司机...

... we thought they had it coming
but started to worry

...我们觉得他们是自找的，但是也开始担心

Finally, it came for us

终于，轮到我们的了

In 2025, the Zoho Intelligent Agent Zia eliminated all sales, marketing and support jobs

2025年，Zoho的智能助手Zia，消除了所有销售、市场，和技术支持类工作

Back in 2017

返回到2017年

Just for the record, we have no such plans

郑重声明，我们还没有这样的打算

*That's what **Zia** has instructed me to say*

那都是人工智能助手Zia让我说的

(Shh)

嘘

Nothing is true until it is
officially denied

如果官方否认，那么一般都是真的



I, for one, welcome our new AI overlords!

我个人来说，欢迎我们新的人工智能不死者之王！



So what exactly is a **job**?

工作到底是什么？

People subject themselves to all kinds of torment *voluntarily* that no one would be able to pay them to do!

人们自愿受累劳动，而不是因为有工资



Triathlon

比如：铁人三项

Work consists of
whatever a body is
OBLIGED to do,
and that Play
consists of
whatever a body is
not obliged to do.

*The Adventures of Tom
Sawyer*

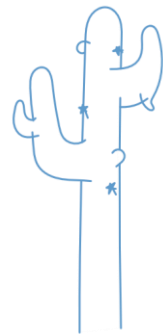
工作是人不得不做的那些事，
而玩则是人不必须做的事。



汤姆·索耶历险记

*How do we define **work**?*

我们怎么定义**工作**？





***Even as many jobs disappear to automation,
the number of job categories are exploding***

即使自动化让很多工作都消失了，工作的种类却在爆炸式增长

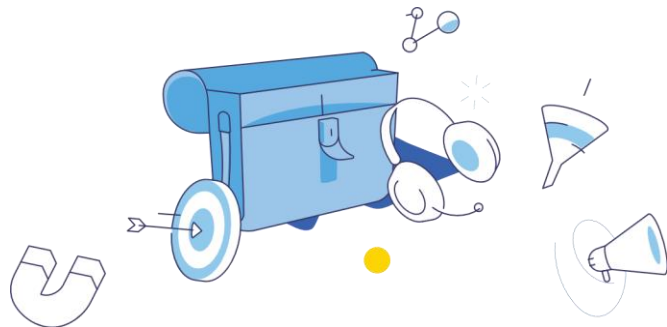


The Workplace Architect at Zoho

Zoho工作场所架构师

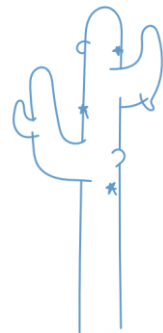
*She makes careful **observation** of how we work, in our individual spaces, in collaborative areas, in meeting rooms ...*

她会仔细**观察**我们怎么工作，在个人工位上怎么工作，在协作区域怎么工作，在办公室里怎么工作...



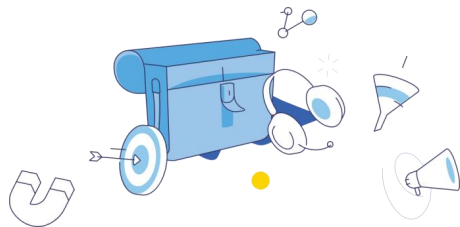
... and crafts spaces to fit our needs

...然后根据我们的需要精心、合理安排工作区域



*Even as construction trades **automate**,
expect more such jobs*

即使是建筑行业也**自动化**了，也会出现更多这样的工作





The fastest growing jobs at Zoho

Pre-sales and post-sales support

在Zoho , 增长最快的工作是

售前和售后支持

*... even as we find more efficient ways to develop software, and **automate** manual work*

...即便我们找到了开发软件更高效的方法，也把手动工作**自动化**了

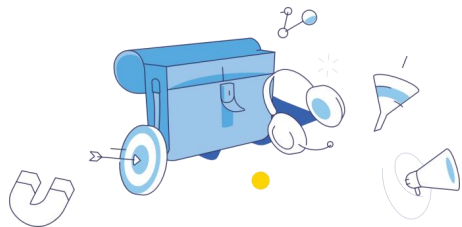


(Shh)

嘘

We think we will be able to automate a lot of programming jobs

我们想大概会把很多编程工作都自动化



Support, workplace architect ...

技术支持，工作场所架构师...



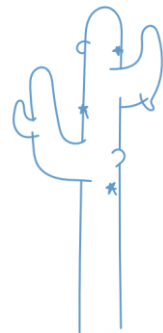


These jobs require the ability to understand human beings

这些工作需要有对人的理解能力

If we see sales as ...

如果我们认为销售就是...



Calling

打电话



Prospecting

开发线索



Qualifying

线索审查、验证



***Updating your
super-awesome
CRM***
更新你超棒的CRM





*Then Zia **will** take over Sales*

那么人工智能助手Zia**确实会**替代销售人员

But ...

但是...



There is a problem with that logic

这种逻辑是有问题的

***At its core, Sales is
about the human connection!***

销售的核心，是人之间的联系！



What makes a visit to the Apple Store or to Disneyland magical?

为什么我们觉得苹果应用商店或者迪士尼乐园很神奇？

*It is not the clean **layout** of the Apple Store*

不是因为苹果应用商店**布局**很整洁



*... or the sight of an **anthropomorphic** mouse*

也不是因为有**米老鼠**





*It is the **experience***

而是因为**体验**

Provided by humans

由人提供的体验





*When we realize that **Sales** is all about the
human connection*

然后我们意识到，**销售**就是关于**人之间的联系**

*We know **that** won't be replaced by Zia any
time soon*

这一点不会很快被人工智能助手Zia替代掉



Still ...

不过...



Zia can certainly help sales

Zia当然可以帮助销售人员



Prospecting
开发客户

Relationship
关系维护

Prioritizing
优先级安排

Negotiating
谈判

Qualifying
线索验证

Pitching
推介

Forecasting
销售预测

Educating
培育

Zia

Human 人类

Prospecting
开发客户

Prioritizing
安排优先级

Qualifying
线索验证

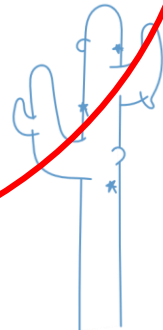
Forecasting
销售预测

Relationship
关系维护

Negotiating
谈判

Pitching
推介

Educating
培育



Zia will make the sales job ...

Zia会让销售工作...



Easier

更容易



More Focused

重点更突出



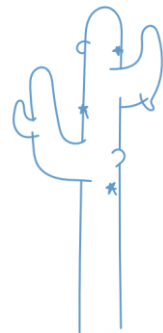


Smarter

更智能

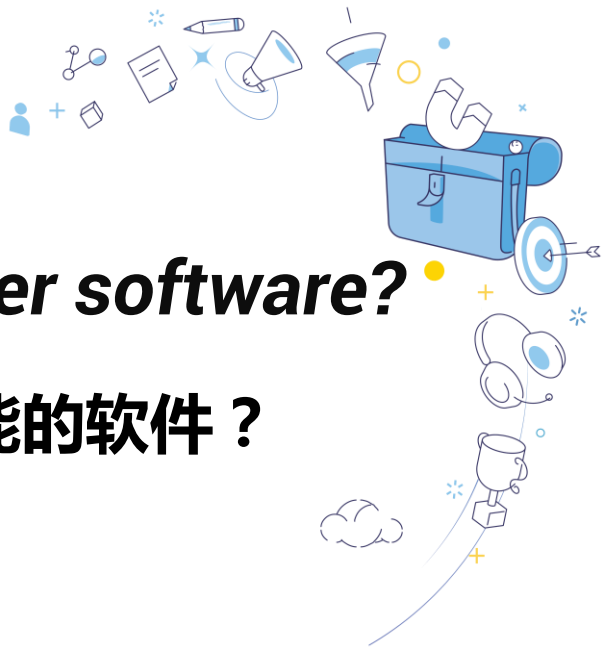
How?

怎么做到的？



How do we build smarter software?

我们如何打造更智能的软件？





Being smart is mostly about not doing dumb stuff!

智能主要就是不做笨事！

***Most software is dumb, so we are working
on making it less dumb***

**很多软件都挺笨的，我们努力让
软件不那么笨**





Smart is about being contextually aware

智能就是能感知情境

Email from prospective customer

来自潜在客户的邮件

"My boss approved the purchase. Can you send a formal price quote?"

“老板同意购买。请发正式报价单。”



Zia prepares the quote and automatically updates the deal probability to 80%

Zia会准备报价单，自动把“交易可能性”字段的值更新为80%



"Management has concerns on the recent news about your company, would like to speak to some senior exec"

“我们领导看了你们公司的近期报道，有些顾虑，想和你们高层谈谈”



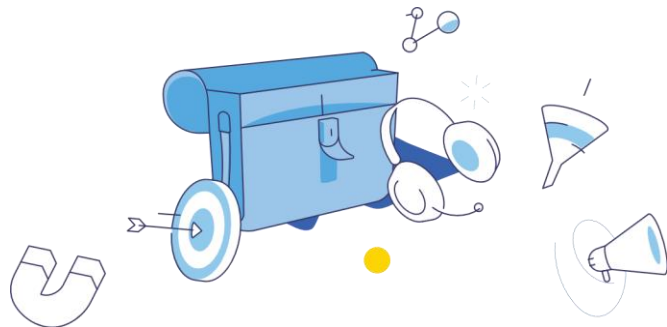


***Zia alerts the VP of Sales, and puts the deal
on watch list***

**Zia会提醒销售副总裁，并把该交易
放到关注列表**

*Eliminate most **data entry**, infer as much relevant data from the **context** as possible*

消除多数**数据输入**（的手动操作），从**情境**中尽可能多地推断出相关信息





Zia will work *alongside* sales and support to eliminate grunt work and provide useful insights

Zia会和销售、客服支持一起消除简单枯燥的工作，并提供有用的洞察

2030 AD 公元2030年

That's what we were told and
that's how it started

他们这样告诉我们的，事情也是这样开始的



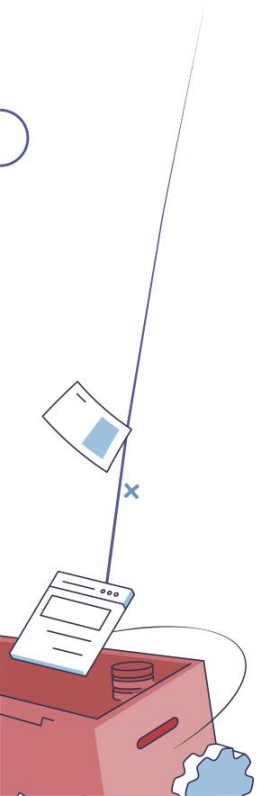
Thank You!

谢谢！



Questions?

欢迎提问



x