

 Glyphic ×  Pavilion

The Practical AI Guide For Revenue Leaders

Building AI-powered Flywheels
to Drive Revenue Growth

Foreword

When I first started working with revenue teams, I was struck by a paradox: despite having more data than ever before, leaders were still making most of their strategic decisions based on gut feelings.

The problem wasn't a lack of information—it was that the most valuable insights remained locked in the thousands of conversations happening across their organizations every day.

The emergence of Generative AI has changed this equation dramatically. AI can now do more than just transcribe calls or track keywords—it can uncover the patterns that separate winning deals from losing ones, high-performing reps from struggling ones, and market leaders from followers. But what's truly exciting is how these insights, when systematically captured and applied, create powerful flywheels that accelerate revenue growth.

We partnered with Pavilion to create this guide because we believe we're at an inflection point. The revenue leaders who learn to harness behavioral data through AI won't just outperform their competitors—they'll fundamentally change how revenue organizations operate. The strategies and frameworks in this guide aren't theoretical; they're being used today by forward-thinking companies to build sustainable competitive advantages.

The future belongs to those who can turn conversation intelligence into revenue intelligence. I hope this guide helps you lead that transformation.



Adam Liska
CEO |  Glyphic

Methodologies

This guide was written as a collaboration between Pavilion and Glyphic.

Glyphic is a next gen AI copilot for revenue teams, which analysed data from 1000s of sales calls. Pavilion is an extensive community of global GTM leaders.

To determine the critical questions addressed within, we combined insights from Pavilion's extensive community, expert CRO interviews and analysis from 200,000+ sales calls on the Glyphic platform.

Through this, we were able to pinpoint the key areas where AI can have the most significant impact on revenue growth and operational efficiency.



Devang Agrawal
Co-founder |  **Glyphic**



Tom Andrews
VP of Technology & Operations |  **Pavilion**



200,000+

Sales calls analysed

to understand behavioural patterns using the Glyphic platform

10,000

Members from over 50 countries

Pavilion community members across GTM CXOs & VPs (Sales, Marketing, CS & Rev Ops)

43

Revenue Leader interviews

with CROs who are leading AI adoption across the industry

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Introduction

The AI revolution is moving faster than most revenue leaders can adapt. Even the most accomplished sales executives admit feeling overwhelmed by the pace of change. Yet beneath this challenge lies an unprecedented opportunity: generative AI is unlocking vast reservoirs of conversational data, fundamentally transforming how organizations drive and accelerate revenue growth.

This is not a trend you can afford to ignore.

This guide will show you how to turn this technological shift into your greatest strategic advantage. The revenue leaders who will dominate tomorrow's markets are those who harness these capabilities today, building powerful revenue flywheels that outpace competitors.

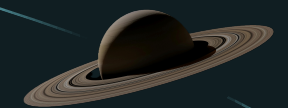
That leader can and should be you.

The stakes are clear: while many organizations struggle with implementation or fail to grasp AI's full potential, the technology offers too much upside to delay adoption. This isn't merely about adding new tools to your tech stack—it's about leveraging behavioral insights through AI to sharpen decision-making, elevate team performance, and execute with greater precision in your market.

Leading organizations are already demonstrating the power of this approach. These companies are moving beyond traditional sales methodologies to create a new paradigm of revenue operations—one that combines human expertise with AI-powered insights to drive unprecedented results.

This is a practical guide for revenue leaders looking to capitalize on this AI opportunity. We'll explore how to:

- **Harness behavioral data and AI insights** to create Strategic Revenue Flywheels
- **Transform traditional sales processes** into data-driven growth engines
- **Navigate the challenges of AI** implementation while maintaining focus on core business objectives
- **Build sustainable competitive advantages** through systematic, AI-powered revenue operations

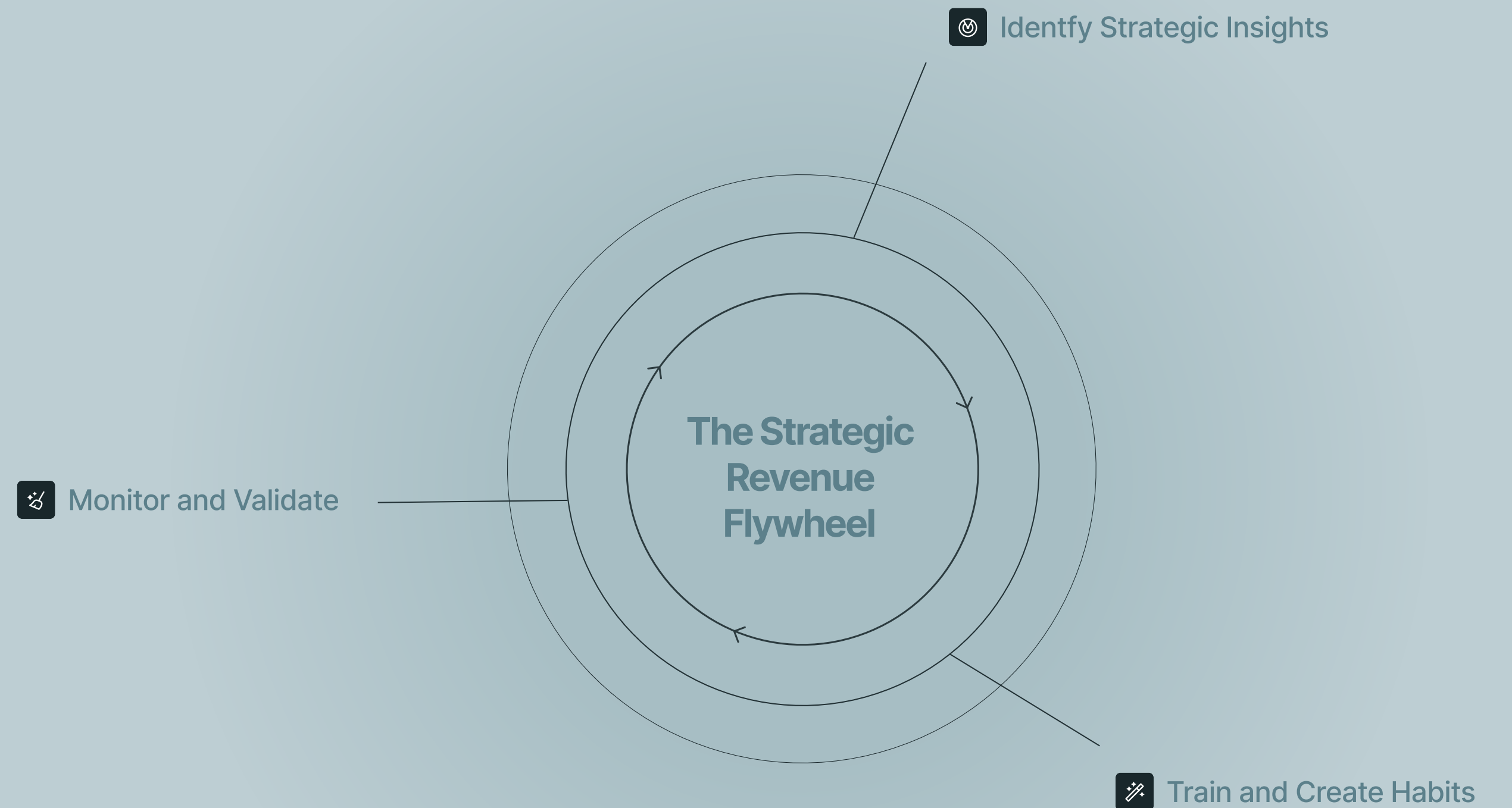


The Strategic Revenue Flywheel

A Framework for Continuous, Sustainable Growth

The foundation of modern revenue growth lies in what we call the Strategic Revenue Flywheel - a powerful framework that transforms how organizations discover, implement, and validate their revenue strategies through a continuous cycle of improvement.

Let's explore how this framework drives sustainable growth through its three core components.



Discovering Winning Strategies

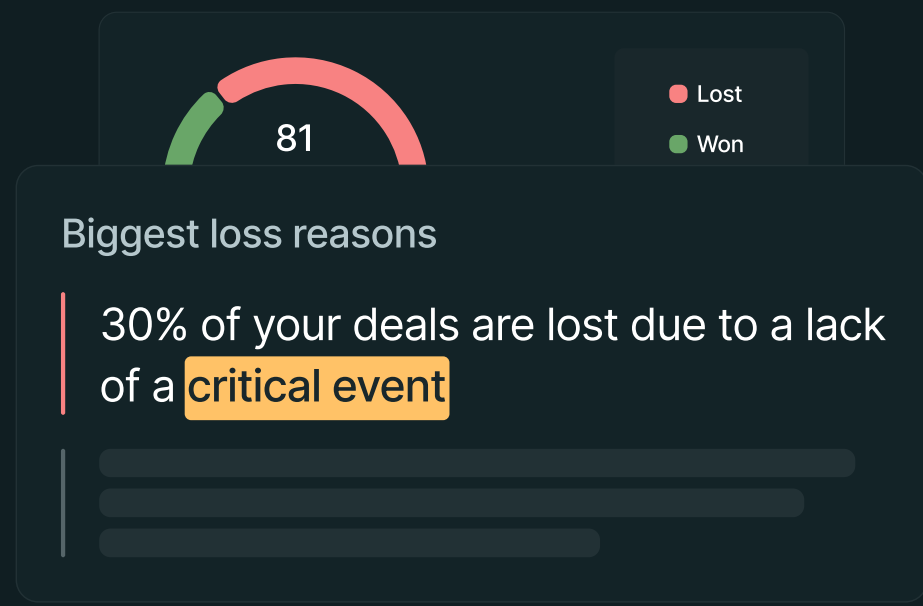
Sales teams generate a wealth of untapped data on a daily bases - CRM records, call transcripts, and countless emails. The challenge? Turning this data into revenue-driving insights.

By analyzing vast pools of unstructured data, AI uncovers winning strategies that might otherwise go unnoticed. It identifies which sales tactics, pitches, and approaches correlate with successful outcomes. For instance, your analysis might reveal that discussing implementation timelines early in the sales process significantly increases close rates for enterprise clients.

Analyzing data at scale allows AI to keep on top of emerging market trends and blind spots that traditional analysis might miss. These insights help sales teams continuously refine their winning strategies, ensuring they remain focused on actual competitive threats rather than outdated assumptions.



Step 1



Identify strategic insights

Spot patterns across your sales team to understand how you can improve your win rate.

STEP 1 Discover winning Strategies

Encouraging Winning Behaviors

Once winning strategies are identified, the next challenge is ensuring their adoption across your sales team. Traditional sales playbooks often gather dust, and one-size-fits-all training fails to address individual rep needs. The Strategic Revenue Flywheel tackles this by transforming winning strategies into personalized coaching delivered at the right moment.

Research shows that bite-sized content delivered just in time can lead to habit formation, this way AI can deeply embed winning habits into your sales team. Instead of overwhelming reps with lengthy playbooks, they receive contextual guidance when they need it most.

EXAMPLE

Before a call with a prospect in a specific industry, a rep might receive an AI-generated prompt:

"Remember, for companies in the communications sector highlighting ease of implementation has shown a 30% higher close rate."

This approach also solves the challenge of maintaining consistent practices across geographically dispersed teams. With sales professionals increasingly working from various locations, many leaders struggle to ensure uniform implementation of winning tactics. AI-driven coaching bridges this gap by ensuring everyone stays aligned with best strategies, regardless of location, manager, or experience level.

Monitor and validate



Step 2

Prep sheet for your next call



Remember to identify a **critical event** on this call

In their last email the customer discussed that they are looking to purchase quickly but did not give a clear date.



Rep coaching

Coaching and behavioural nudge tools help reps improve their pitch



STEP 2

Encourage winning behaviour

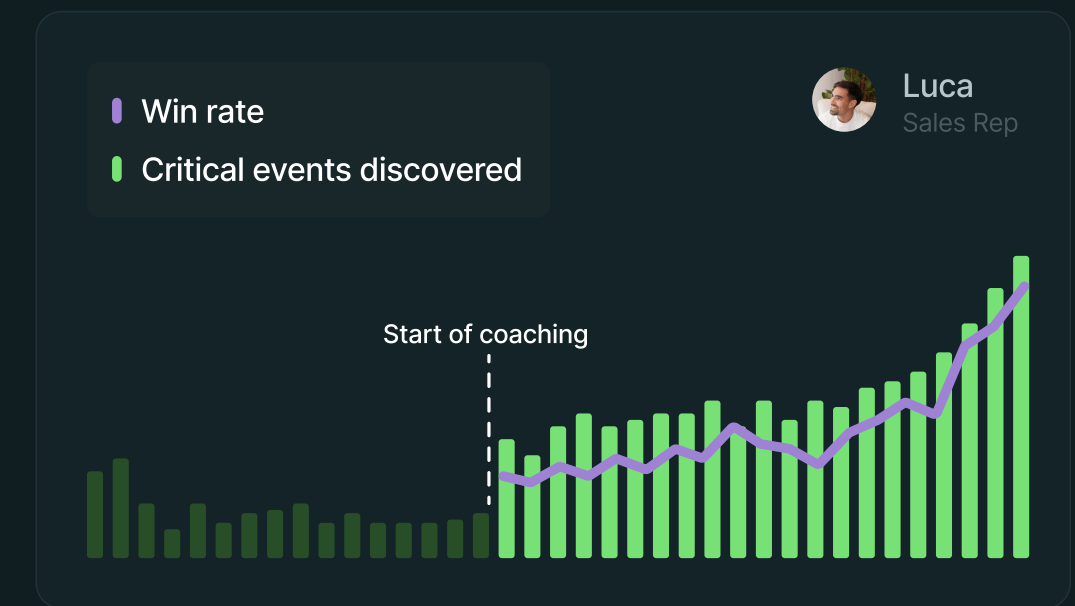
Monitoring and Validating Strategies

The final component of the flywheel involves tracking whether new strategies are being adopted and if they're actually improving results. With traditional sales coaching, a leader might provide feedback or introduce a new strategy, but understanding whether it truly improves performance across varying market conditions is extremely difficult.

AI addresses this challenge by enhancing visibility into your unstructured sales data. By correlating adoption with outcomes, leaders can see in real-time whether new approaches are leading to better results. This level of insight allows you to quickly validate effective strategies and pivot away from those that aren't working. The system might reveal that a particular strategy works exceptionally well for enterprise deals but falls flat in the SMB market. Or it could show that a specific rep excels with one approach while struggling with another, allowing for more personalized coaching.

Don't be the CRO that thinks, "We'll roll out a new strategy and hope for the best." Now, you can see in real-time if they're working. If they're not, you can pivot quickly. If AI isn't transforming the way you coach and quality control your team, you're missing out on better, quicker, more modern enablement opportunities.

STEP 3
Monitor and validate



 **Observe performance**

Understand how your strategies are performing to help identify more opportunities

The Flywheel in Action

The power of the Strategic Revenue Flywheel lies in its continuous, data-driven cycle of improvement. Here's a practical example of how it works:

EXAMPLE

1. Discover

AI analyzes your sales data and identifies deals where pricing is discussed in the first half of the sales cycle close **30% faster** than those where it's brought up later.

2. Prompt

Based on this insight, your AI-powered coaching tool starts prompting reps to discuss pricing earlier in appropriate situations. Reps receive this guidance contextually, before calls with prospects who match the profile where this strategy has been successful.

3. Monitor

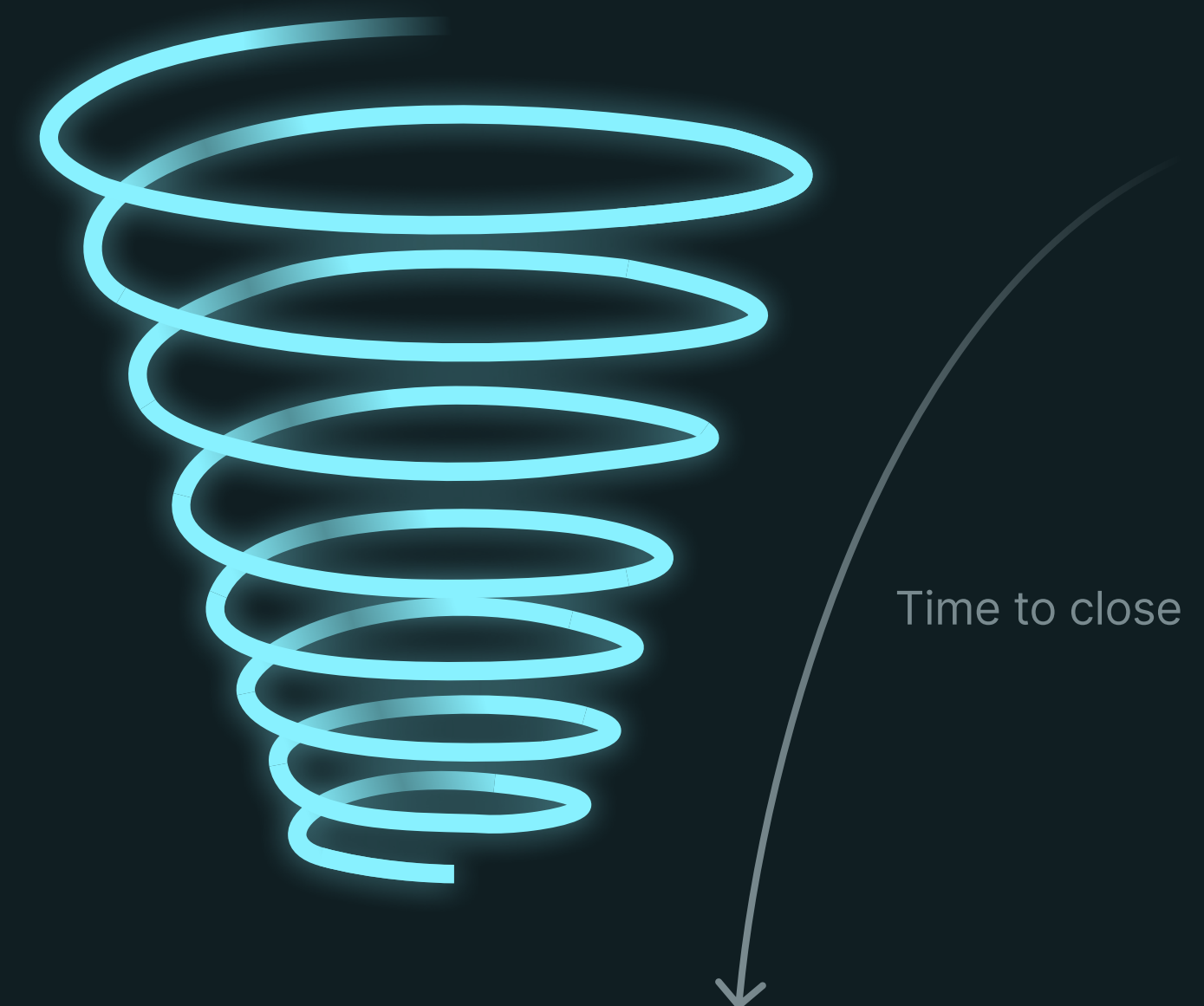
As reps begin implementing this new approach, AI tracks its adoption and impact. It might show that the approach is particularly effective in certain industries but less so in others.

Repeat

This data then feeds back into the discovery phase. Perhaps it's now discovered that discussing pricing early works best for tech companies with smaller teams, but for enterprise clients, it's better to focus on ROI first.

This continuous cycle of improvement ensures your sales strategies are always optimized based on real-world data, not guesswork or outdated assumptions.

By implementing the Strategic Revenue Flywheel, you're not just adopting a new tool – you're creating a self-improving system that continually optimizes your sales process, coaches your team, and drives revenue growth. It's a paradigm shift in sales leadership, moving from periodic, manual strategy adjustments to a dynamic, data-driven approach that keeps you ahead of market changes and competition.



Leveraging Behavioral Data for Revenue Insights



Turning Customer Interactions into Actionable Insights

To kick start your Strategic Revenue Flywheel's momentum the ability to extract meaningful insights from behavioral data is crucial.

While traditional CRM systems have long been the backbone of sales operations, they often fall short in capturing the nuanced interactions and behaviors that truly drive revenue.

Your CRM Only Tells Half the Story

CRMs have long been the backbone of sales operations, but they capture just a fraction of the customer journey.

Every day, your team generates a gold mine of unstructured data that holds crucial clues about customer needs, preferences, and behaviors - via call recordings, emails, chat logs, and more. AI can now automatically process and structure this information, ensuring that no critical insight goes unnoticed.

Strategic thinking CROs have historically tried to incentivize their sales teams to manually enter more data into CRM systems. However, this approach has often backfired, leading to unhappy reps and incomplete data. The fundamental limitation was clear: business systems were only as good as the data manually fed into them.

Generative AI transforms this paradigm by creating structured, actionable data directly from conversations, eliminating the dependency on manual entry while dramatically expanding the depth and quality of available insights.

THE PAST

The 'THE PAST' interface shows a call transcript from Zoom on Feb 17, lasting 1hr 7min. Below it, a 'New Deal' card is visible, but the 'Headcount' and 'Industry' fields are empty, indicating that data is manually entered into the CRM.

THE FUTURE

The 'THE FUTURE' interface shows the same call transcript. Below it, a 'Budget not discussed' alert is displayed with a 'Send an email' button. A 'People' list includes Sophie (COO) and Elena (Head of Sales). A graph shows 'Start of coaching' with a rising trend line. A notification states 'Luca (COO) has been invited but not invited to this meeting'.

The Voice of Your Customer

Analyzing Conversations

Understanding what your customers are really saying is essential for refining your sales approach. AI-powered tools can analyze thousands of call recordings and email exchanges to identify recurring themes and customer concerns.

EXAMPLE

One of Glyphic's customers discovered that **21%** of lost deals were tied to unresolved security questions - a pattern in their conversational data that could easily remain hidden.

By surfacing these common pain points, AI enables you to proactively adjust your sales scripts and product messaging. Instead of reacting to customer issues after the fact, you can embed these insights into your sales process, and power a key piece of the Strategic Revenue Flywheel.

This not only improves your chances of closing deals but also builds a deeper connection with your customers by addressing their concerns head on.



Jamie: Yeah, thanks for setting this up. We've been growing fast, and honestly, payments have become a bigger focus. We're trying to improve both how we manage subscriptions and how quickly finance can reconcile everything.

Ryan: That makes sense. I hear that a lot from scaling teams—especially when you start layering in more currencies, payment methods, and customer segments. What's been the biggest friction point lately?

Jamie: Invoicing has been tough. We've had issues with delayed payments, and our finance team is spending too much time manually chasing customers. Also, some of our enterprise customers have been asking for more flexible billing options.

Ryan: Got it. So ideally, you'd want a more automated system to handle invoicing and collections, while still giving customers flexibility?

Jamie: Exactly. But there's also another piece I wanted to bring up—our security and IT team has been pushing us to standardize authentication across all the tools we use.

Ryan: Interesting. Is that mainly for compliance reasons, or is it more about managing user access?

Jamie: A bit of both. We've had a few incidents where former employees still had access to certain tools after leaving. IT wants to make sure everything is controlled through a central identity provider.

Ryan: That makes a lot of sense. Are you using Okta, Azure AD, or something else for identity management?

Jamie: We're on Okta. IT is really pushing for any new tool to support SSO—otherwise, they're going to make it a pain to get approval.

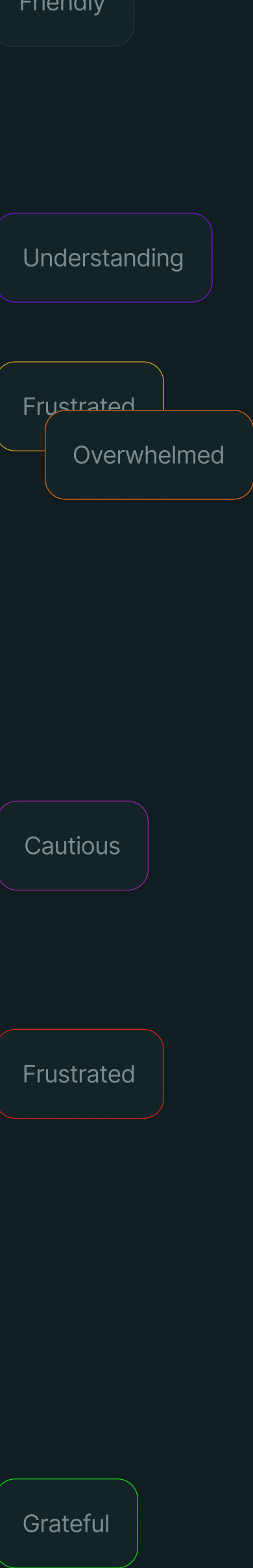
Ryan: Got it. Stripe does support SSO with Okta, and we also allow for automated user provisioning through SCIM. That way, when someone joins or leaves your team, access is managed directly through your identity provider, without manual updates.

Jamie: That's great. That would definitely make IT happy. They also want to enforce MFA across everything—would that work through your SSO setup?

Ryan: Yep, that would be handled through Okta. As long as you have MFA policies configured there, Stripe will inherit those rules.

Jamie: That's helpful. Assuming IT is good with the security setup, I think our biggest priority is improving invoicing and collections. How does Stripe handle that?

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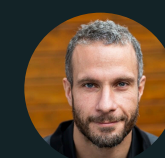
Sentiment Analysis

The Emotional Pulse of Your Customers

Beyond identifying what is being said in calls with a simple transcript, it's critical to understand the emotional tone behind customer interactions. Sentiment analysis tools scan conversations for indicators of satisfaction, frustration, or enthusiasm. Imagine having the ability to gauge the emotional pulse of every call in real time—this insight can alert you to potential issues before they escalate.

For instance, a company using sentiment analysis might notice that prospects frequently express confusion or concern during specific parts of the sales conversation. Armed with this information, sales leaders can adjust the dialogue, offer clarifications, or even tailor follow-up communications to address those emotional cues. By monitoring sentiment, you create an early warning system that not only helps prevent customer churn but also fine-tunes your approach to better resonate with your audience.

"AI can quickly analyze hundreds of emails and dozens of calls to give you a 90% accurate picture of deal health and customer sentiment."



Frederic Aouad
Chief Commercial Officer | stay22

From Information Overload to Actionable Insights

One of the greatest challenges in today's data-rich environment is transforming information overload into clear, actionable insights. Advanced AI systems can sift through vast amounts of unstructured data, filtering out the noise to highlight what truly matters, and surface it in a digestible format. This process involves not only detecting patterns but also contextualizing them within the broader framework of your sales strategy.

EXAMPLE

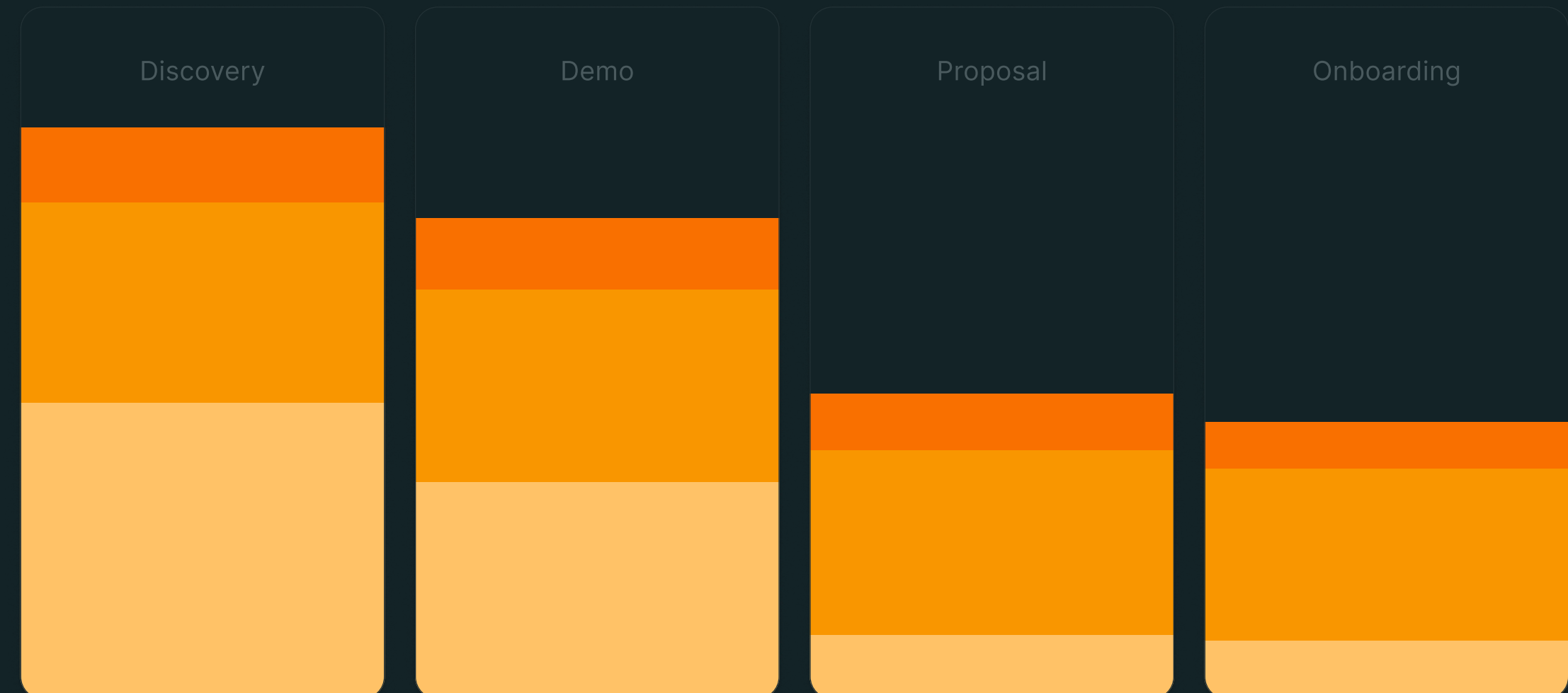
AI might reveal that prospects who ask about a specific feature are less likely to convert, prompting a deeper investigation into whether that feature needs refinement or better positioning in your pitch. Such insights empower your product and marketing teams to work more closely together, aligning on strategies that are directly informed by customer behavior.

In this way, AI doesn't just offer data—it offers a pathway to continuous, data-driven improvement.

How the prospect's desired feature impact deal progression

Primary Feature

- Online store builder
- Shopping Cart & Checkout
- Inventory Management





Predicting the Future

Churn Prevention and Upsell Opportunities

One of the most transformative aspects of leveraging behavioral data is the ability to predict future outcomes.

AI models can analyze historical interactions and current engagement patterns to forecast which customers are at risk of churning long before conventional metrics would indicate a problem. This predictive capability enables proactive intervention—whether through targeted outreach, special offers, or personalized coaching.

In parallel, AI can identify signals that indicate when a customer might be receptive to an upsell or cross-sell opportunity. By monitoring subtle shifts in behavior—such as increased engagement with product demos or repeated inquiries about advanced features—AI pinpoints the optimal moment for your sales team to step in. This proactive approach not only boosts revenue but also deepens customer loyalty by ensuring that clients receive the right solution at the right time.

Putting It All Together

A 360° View of Your Sales Process

While each of these AI-powered approaches is powerful on its own, the true magic happens when you integrate them into a comprehensive behavioral analytics strategy. By combining insights from call recordings, sentiment analysis, email interactions, and predictive models, you create a 360-degree view of your customers and your sales process.

This integrated approach allows you to not only understand what's happening in your sales process but why it's happening and what's likely to happen next. It empowers you to make data-driven decisions at every level, from individual sales interactions to high-level strategy.

Consider how this might work in practice

The result is a sales process that's continuously improving, based on real-time data and insights, as described in the Strategic Revenue Flywheel.

This end-to-end integration transforms isolated pieces of information into a cohesive narrative. Sales teams can use these insights to refine their pitches, tailor their follow-up strategies, and even inform product development. The result is a continuously evolving strategy that adapts in real time to the dynamic landscape of customer needs and market trends.

By adopting a holistic approach to behavioral analytics, you ensure that every customer interaction is not just recorded but actively contributes to a cycle of continuous improvement. This 360° view empowers revenue leaders to make decisions that are both data-driven and strategically aligned with long-term growth objectives.

Call Analysis

AI reviews thousands of sales calls to identify key objections and frequently asked questions.

Sentiment Analysis

It then assesses the emotional tone of these interactions, flagging moments where customer frustration peaks.

Predictive Modeling

Finally, the system correlates these insights with historical data to forecast which leads are most likely to convert or churn.

Cross-Functional Alignment for Accelerated Growth

Eliminating Silos for Scalable Growth

Silos between departments have long hindered innovation and revenue growth.

By leveraging AI to create an objective, unified data foundation, organizations can align all teams around shared goals and strategic insights, accelerating both customer satisfaction and revenue generation.



“Sales reps often work on anecdotes, but AI helps us get to the truth through data.”

What seems like a major competitor issue could actually only appear in 2% of calls.”



Samir Smajic

CEO |  GetAccept

Creating an Objective Source of Truth

Disagreements and misaligned priorities often stem from teams relying on disparate data sources. AI-powered analytics eliminate this ambiguity by aggregating vast amounts of customer interaction data—from calls, emails, support tickets, and more—into a single, reliable source. This objective foundation helps remove personal biases and departmental turf wars, enabling every team member to base decisions on the same set of facts.

This unified data approach doesn't just streamline decision-making; it fundamentally transforms collaboration. When every department operates from the same insights, discussions become constructive rather than confrontational. Teams can focus on strategic solutions instead of debating whose data is more accurate.

AI can deliver insights directly from the customer's voice, providing structured feedback that all teams can trust, consume and act upon.

The 360° Customer Journey View

Perhaps the most transformative impact of AI-powered alignment is the ability to construct a complete, end-to-end view of the customer journey. Traditional approaches fragment this journey across departments—marketing tracks early engagement, sales manages the buying process, and customer success oversees retention. AI integration breaks down these artificial divisions.

By analyzing patterns across the entire customer lifecycle, organizations can identify critical correlations that would otherwise remain hidden.

EXAMPLE

AI could reveal that customers who ask specific questions during demos are significantly more likely to churn within six months, or that certain objections during the sales process predict future support needs.

This comprehensive journey visibility enables proactive intervention at every stage. Product teams can address usability issues before they impact retention, marketing can refine messaging based on actual customer language, and sales can adjust qualification criteria based on long-term success patterns rather than just short-term conversion metrics.

With a 360° customer view, organizations can identify critical correlations between early sales conversations and long-term success. AI analysis reveals how specific concerns in sales calls might predict future churn risk or how certain onboarding approaches impact retention. This allows teams to coordinate their efforts—sales flags potential issues, customer success tailors onboarding, and product develops targeted solutions—typically resulting in significant improvements to retention and customer lifetime value.

optimize your payment workflows, and I'd love to hear more about what's working and where things could be smoother for your team.

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Jamie: Yeah, that'd be helpful. Our CFO is going to want to see a clear ROI case before we move forward.

Missing feature

The customer appears to require a SSO feature

78% of past customer with this requirement churn within 90 days

“Product and commercial teams need to be tightly aligned on what we're building, why we're building it, and what we're optimizing for.

Product is a huge stakeholder in the optimization process—from incorporating customer feedback to driving unit economics and efficiency. When it comes to creating a high NRR base, product plays a crucial role.”



Joe McNeill

Chief Revenue Officer | [INFLU2](#)

Cross-Departmental Collaboration in Practice

AI doesn't just provide insights—it facilitates practical alignment across traditionally siloed functions:

Product Development Prioritization

How many times has a sales team tried to convince the product team to implement a feature that prospects desperately want? AI-powered insights change this dynamic by delivering concrete, data-backed evidence of customer pain points and feature requests.

Campaign Optimization

When marketing and sales share access to AI-analyzed conversation data, both functions benefit. Marketing can examine which messaging elements resonate most strongly with high-value prospects, while sales gains visibility into which campaign-sourced leads convert most effectively and why.

Revenue Operations Alignment

Finance and operations teams benefit equally from this unified view, gaining unprecedented visibility into how operational metrics impact revenue outcomes. This enables more accurate forecasting and resource allocation based on genuine customer signals rather than departmental assumptions.

Building Sustained Alignment

Implementing a shared data foundation is just the beginning. Sustaining cross-functional alignment requires systematic practices:

1. Regular Cross-Functional Reviews:

Schedule recurring meetings where all departments examine the same AI-generated insights and collaboratively develop action plans.

2. Shared Performance Metrics:

Establish common KPIs that transcend departmental boundaries, ensuring everyone optimizes for holistic business outcomes rather than siloed metrics.

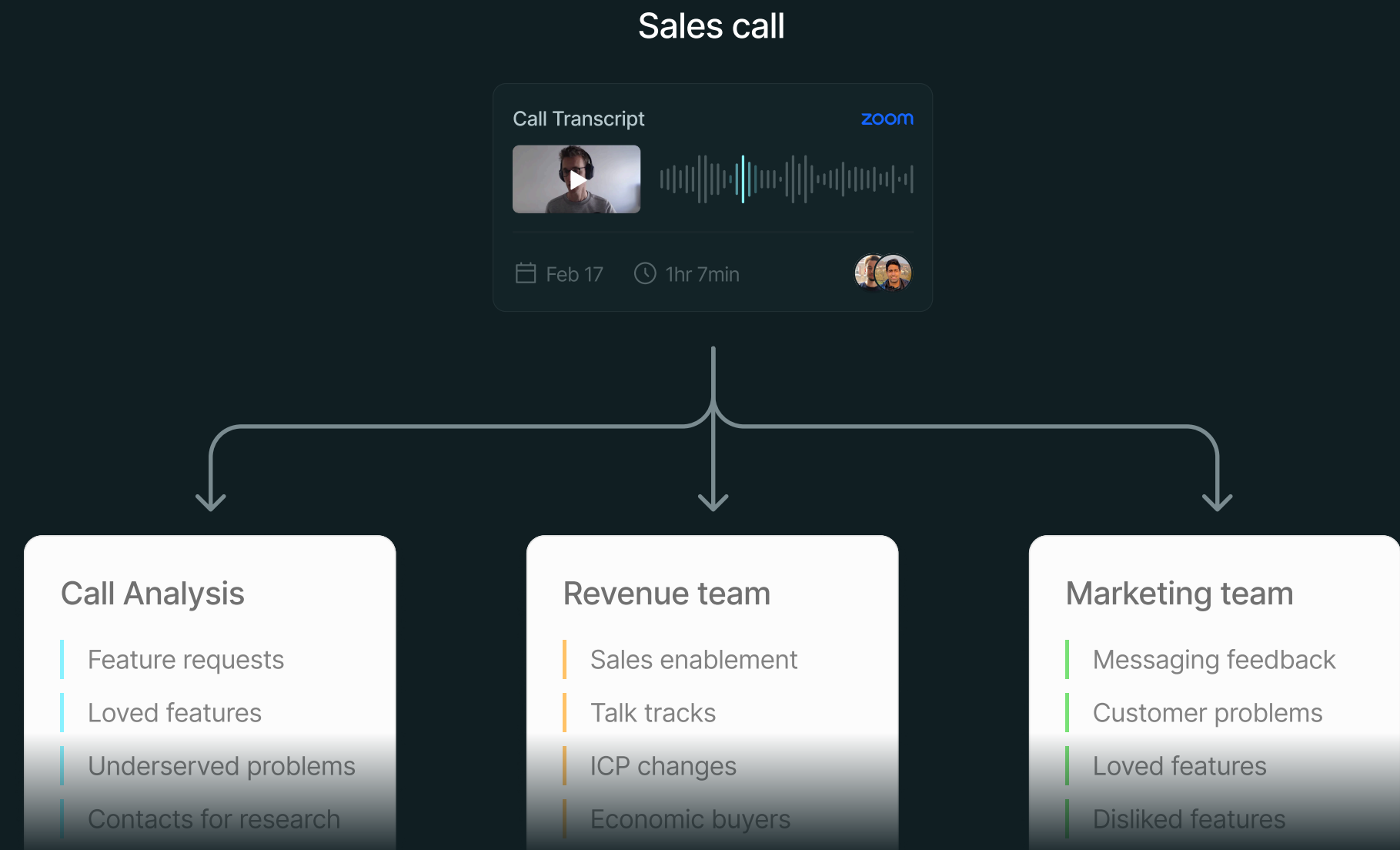
3. Continuous Feedback Mechanisms:

Deploy real-time dashboards that alert relevant teams when important patterns emerge, rather than waiting for quarterly review cycles.

AI is creating a shared understanding of customer need and market trends, which can bring all of your departments together on objective data so that they can make decisions which ultimately lead to revenue growth and happier customers.

This approach is what creates the Strategic Revenue Flywheel's self-reinforcing effect. As teams collaborate more effectively, they generate better customer outcomes, which in turn produce richer data for further optimization. Organizations that successfully implement this model don't just align their departments—they fundamentally transform how they understand and serve their customers.

The result is an organization that moves beyond departmental competition toward genuine collaboration, united by a shared understanding of customer needs and market dynamics. In a business environment where customer experience increasingly determines competitive advantage, this alignment capability may ultimately prove more valuable than any individual technology innovation.



"Even though we're using AI in impactful ways in pockets across marketing, sales and CS, the million-dollar question is how to tie these initiatives together to make an actual impact across all revenue functions."



Catie Ivy
Chief Revenue Officer | **walnut.**

Winning Deals with Data

The Best Strategy Wins. Data and AI Informs the Best Strategy.

In an increasingly competitive sales environment, relying on intuition alone is no longer enough to secure deals. Data-driven insights provide a clear pathway to replicating success and continuously improving performance.

By leveraging AI and advanced analytics, organizations can identify what sets top performers apart, reinforce winning behaviors, and create a culture of continuous learning—all while ensuring every sales interaction drives strategic outcomes.

Identifying What Sets Your Top Performers Apart

The first critical step in data-driven sales excellence is understanding precisely what distinguishes your highest-performing salespeople from the rest. Advanced AI analytics can now dissect thousands of customer interactions across multiple channels—from call recordings and email threads to CRM data and meeting transcripts—to identify specific behaviors and patterns that correlate with higher win rates.

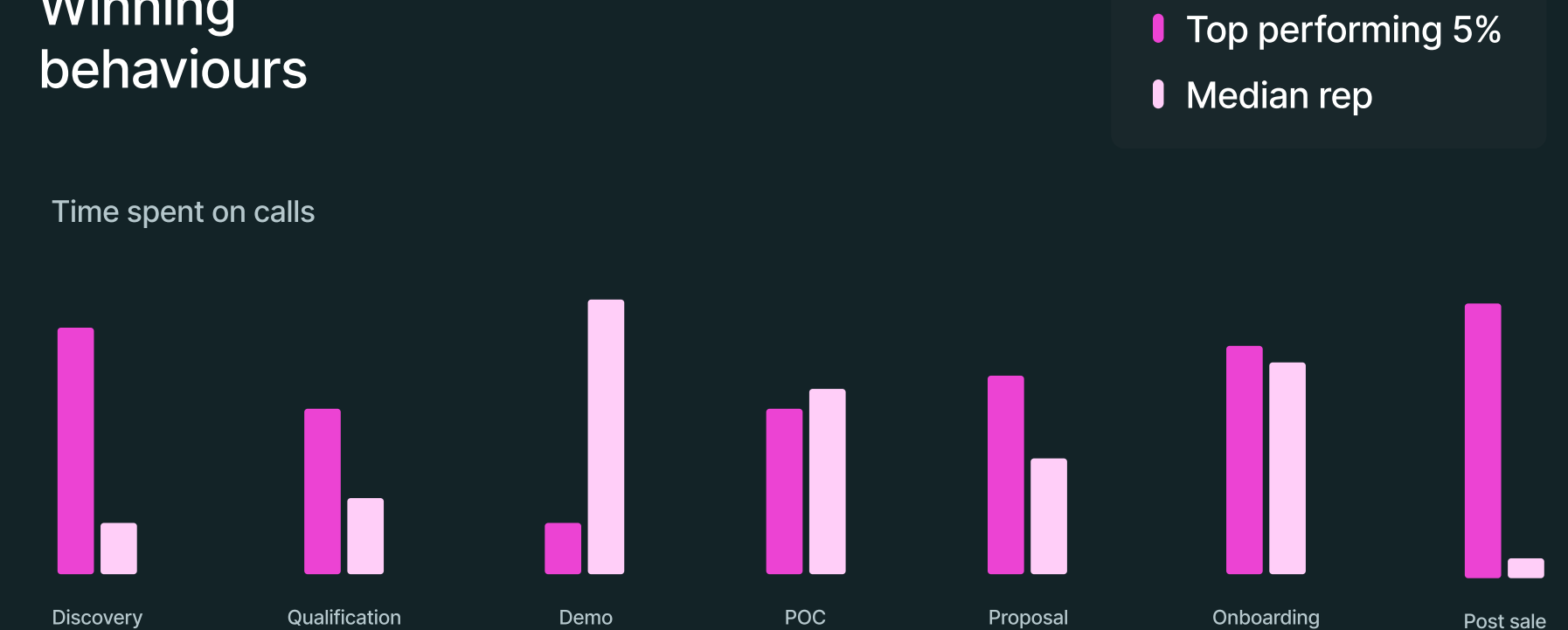
This analysis goes far beyond traditional metrics like activity levels or pipeline size. AI can uncover nuanced patterns in several key areas:

- **Conversation Structure:** How top performers organize their discovery calls, including time allocation and question sequencing
- **Language Patterns:** Specific phrases, stories, or analogies that consistently resonate with prospects
- **Timing Dynamics:** Optimal moments for discussing pricing, sharing demos, or following up
- **Customer Engagement:** Key indicators in prospect responses that signal higher likelihood of success
- **Playbook adherence and gaps:** How closely reps follow your playbook and where top performers deviate—revealing opportunities to refine and improve your guidelines

EXAMPLE

Analysis might reveal that top performers spend 40% more time in discovery, asking specific questions about current processes before moving to solution discussion, or that successful reps share relevant customer success stories early in demos, leading to higher engagement rates.

Winning behaviours



"Your top 1% performer globally will be able to probably win no matter what. That does not make a winning sales organization. You need these deep insights to create the playbooks, the process, the structure, the pricing where everyone can win."



Steve Hult
SVP, Revenue | FERMANT

Reinforcing Winning Behaviors Across the Team

Once winning behaviors are identified, the challenge becomes systematically reinforcing these practices across the entire sales organization. Rather than relying on conventional training methods—quarterly kickoffs, role-playing sessions, or static playbooks—organizations can now implement a continuous, adaptive learning system.

Three key reinforcement mechanisms unlocked by AI are:

1. Real-Time Guidance

A. Pre-call intelligence highlighting successful tactics for similar situations

B. Post-call analysis showing alignment with best practices

C. Immediate feedback on specific behaviors and their impact

2. Personalized Development

A. Individual gap analysis comparing each rep's approach to proven success patterns

B. Custom learning paths focused on highest-impact behavior changes

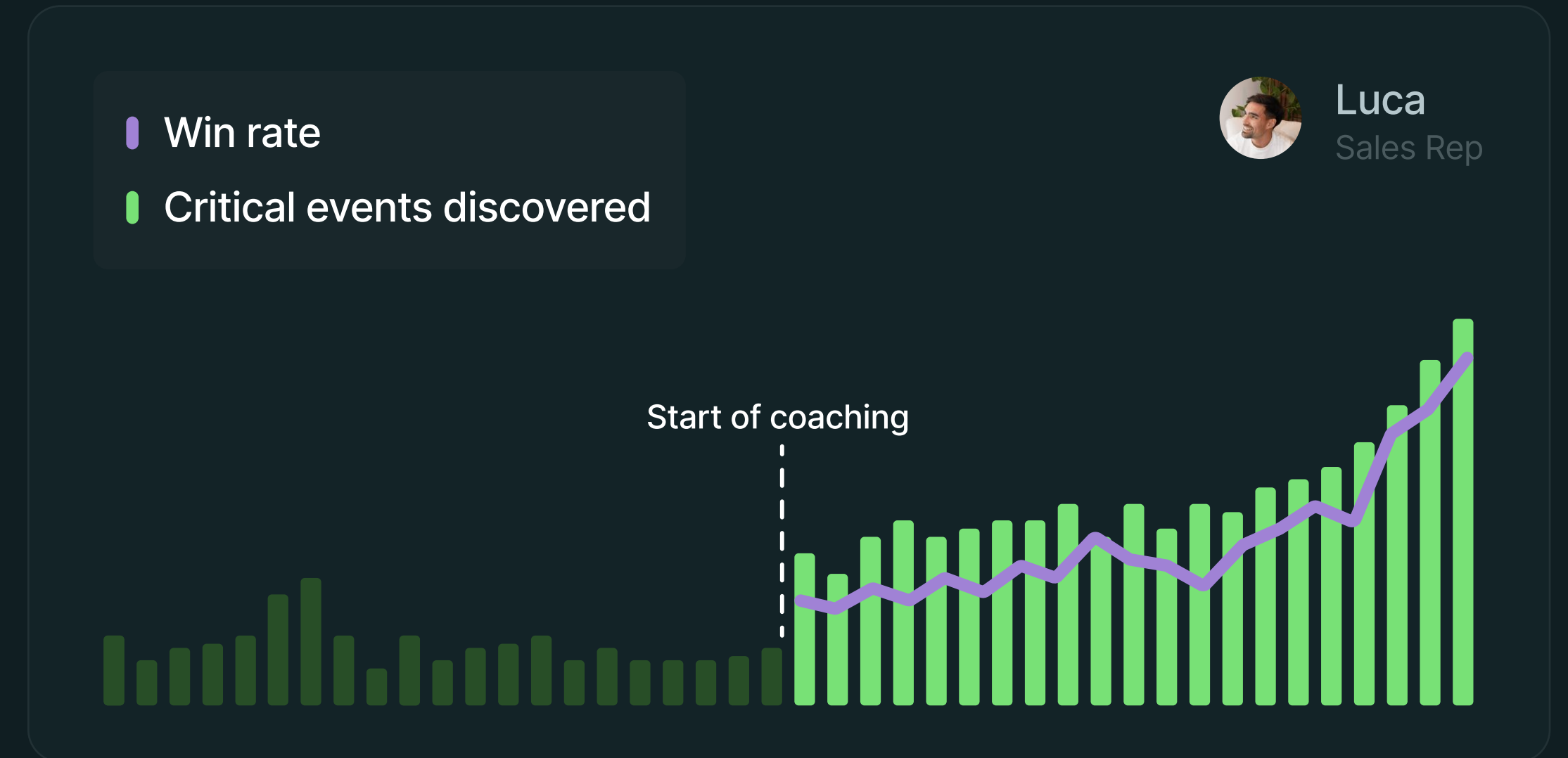
C. Progressive skill building that prevents overwhelm while ensuring improvement

3. Visibility for leadership

A. AI-powered alerts identifying critical moments requiring leadership involvement

B. Early warning system for deals or reps that need immediate coaching attention

C. Clear correlation between behavior changes and improved outcomes to validate interventions



These approaches create a virtuous cycle where winning behaviors are identified, communicated, implemented, and refined continuously. For instance if data shows that successful reps consistently use ROI calculations in their proposals, the system can prompt others to incorporate this practice, provide relevant templates, and track the impact on win rates.

The result is a sales organization that evolves continuously, with best practices spreading organically through the team, supported by data-driven insights and real-time reinforcement. This accelerates the adoption of successful practices while creating a more engaging and effective learning environment for sales professionals at all levels.

Data-Driven Coaching for Success

Traditional coaching methods often rely on subjective observations and infrequent performance reviews. In contrast, data-driven coaching harnesses real-time insights to deliver personalized, actionable feedback.

Imagine a scenario where a rep receives an alert immediately after a call: “Your objection handling could be improved by addressing price concerns earlier in the conversation.” Such timely, specific, bite-sized feedback helps the rep adjust their approach on the fly, leading to better outcomes in subsequent interactions.

With AI tracking performance over time, sales managers can observe how individual reps evolve and where persistent gaps remain. This continuous feedback loop enables managers to design coaching interventions that are both timely and precisely targeted. Rather than waiting for quarterly reviews, coaching becomes an integral, ongoing part of every rep’s workflow.

Data-driven coaching demystifies success. When reps see concrete metrics—such as improved call-to-close ratios or higher customer engagement scores—they gain a clearer understanding of what works. This transparency not only boosts confidence but also motivates reps to experiment and adopt new techniques, knowing that every change is measured and validated by data.

John Moore		Intro	Call control	Rapport	Pitch	Qualification	Discovery & Pain	Value propositions	Objection handling
Meeting	Company								
Figma intro	Figma	4	2	4	4	2	4	4	2
Airbnb <> Glyphic	Airbnb	3	2	4	5	3	5	3	5
Anthropic Solutions catch up	Anthropic	2	1	5	5	3	2	3	4
Superhuman	Superhuman	4	2	4	3	1	4	4	2
Glyphic + Loom	Loom	2	4	5	5	2	3	5	5
Security review	Stripe	5	2	5	4	2	4	4	1
CTO introduction	Github	5	4	5	2	4	5	3	2
Github + Glyphic	Github	5	5	4	2	2	5	3	2
Google check in	Google	4	5	3	4	3	5	4	2
Glyphic & Open AI	Open AI	4	2	4	1	3	4	4	2
Slack	Slack	4	3	2	4	2	4	3	3
Glyphic + Amazon	Amazon	3	1	1	1	1	5	3	1

Measuring Impact and Refining Strategies

One of the most powerful aspects of the Strategic Revenue Flywheel is the ability to measure impact in real time. Advanced analytics track key performance indicators (KPIs) like pipeline velocity, win rates, and average deal size, linking these metrics to specific sales behaviors and strategies. This granular visibility helps sales leaders understand not only what is working, but why it is working.

EXAMPLE

A new sales tactic is introduced across the team. Instead of waiting for monthly reports, AI-driven dashboards provide immediate insights into how the tactic affects conversion rates, average deal size, and overall revenue. This real-time measurement enables leaders to quickly pivot if the new approach isn't yielding the expected results, minimizing wasted time and resources.

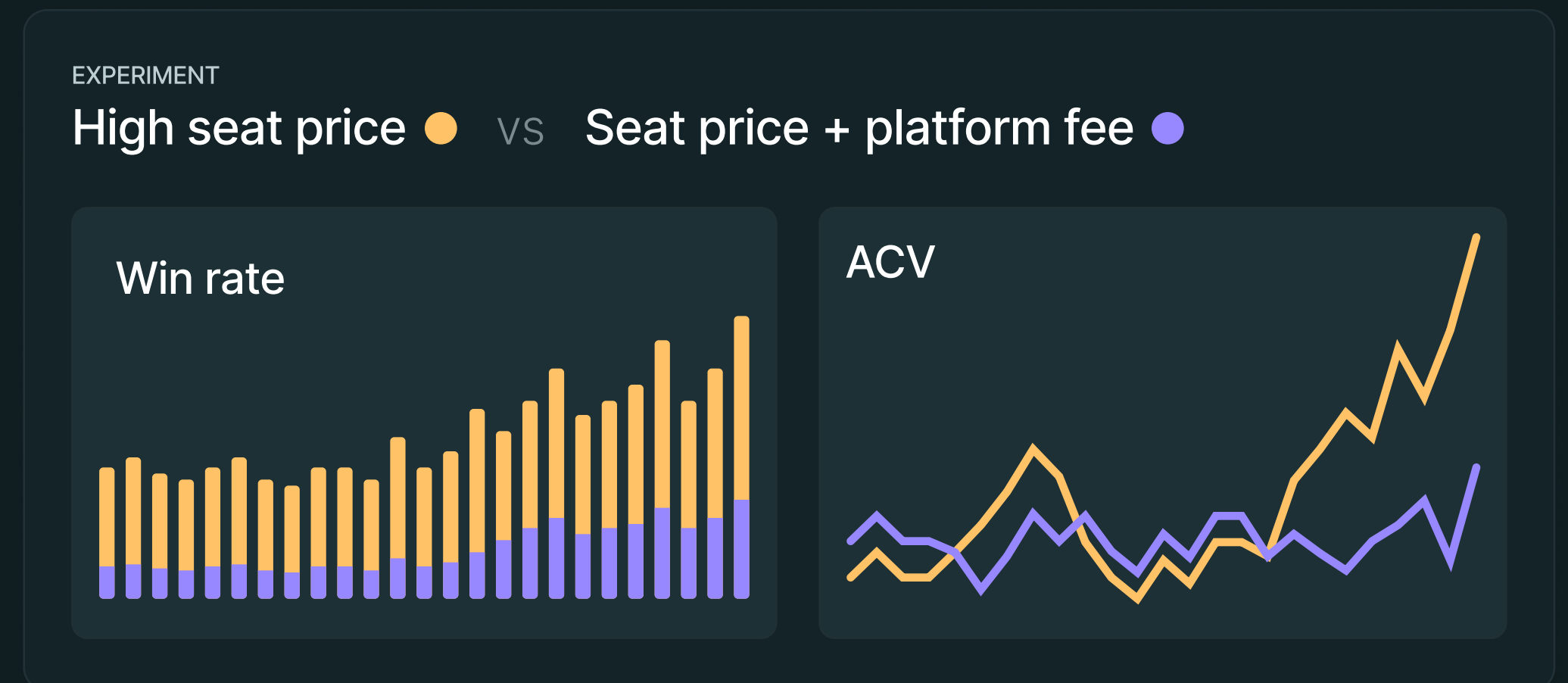
This data-driven approach to reinforcing behaviors can potentially eliminate the need for traditional sales tool like SPIFFs (Sales Performance Incentive Funds).

SPIFFs date back to the 19th century and are increasingly seen as an outdated practice. They often lead to short-term behavior changes that don't necessarily align with a company's long-term strategic goals. With AI-driven insights, you can instead focus on reinforcing behaviors that are proven to drive sustainable success, by showing reps how changes to their process can help both them and the organization as a whole.

Traditional revenue analysis suffers from too many variables and unclear causation. Teams often struggle to determine the true drivers behind quarterly performance improvements—whether it's new feature releases, increased outreach efforts, or refined closing techniques. Without clear attribution, leaders, reps, and RevOps are left guessing which strategies actually moved the needle.

With AI-powered analytics, this guesswork is eliminated. Organizations can now pinpoint and correlate exactly which factors are driving success, at a granularity that was not possible before.

The ability to perform A/B testing is another critical advantage. Sales teams can experiment with different pitches or objection-handling techniques, using data to determine which method delivers better outcomes. These controlled experiments allow for rapid iteration and fine-tuning of strategies, ensuring that the sales process remains agile and responsive to market dynamics.



Real-Time Market Intelligence for Strategic Decision Making

It'll Look Like Cheating to Your Competition

The ability to make strategic decisions based on real-time market intelligence can be the difference between leading the market and playing catch-up.

Organizations that lag in adopting these capabilities risk losing market share to more agile rivals who can swiftly capitalize on evolving trends for a competitive edge.

This is where AI-powered analytics comes into play, providing CROs and sales leaders with unprecedented insights into market dynamics, competitor activities, and customer preferences.



Tracking Competitor Sentiment

Gone are the days when competitive intelligence meant annual reports and quarterly earnings calls. Today, the pulse of your competitors can be felt in real-time across various digital channels. AI-powered tools can monitor social media, industry news, and online forums, providing you with up-to-the-minute insights on competitor activities, product launches, and market reception.

But it's not just about tracking what's being said publicly. By analyzing sales conversations, AI can identify when and how competitors are being mentioned, allowing you to track emerging trends and shifts in customer preferences.

You might discover that a competitor's new feature is gaining traction in a particular market segment, or that their pricing strategy is resonating with a specific customer type. This real-time intelligence allows you to respond swiftly, adjusting your own strategies to maintain your competitive edge.

Competitive intelligence tools can gather data on competitor pricing, product launches, and marketing campaigns. This comprehensive view of the competitive landscape enables you to make informed decisions about your own pricing, product development, and marketing strategies.



NEWS

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CHAT INSIGHTS

"The cost of selling in Asia and operating in Germany is chipping away at our profits"

"We need to get a better understanding of how much we're spending converting Pounds and Dollars to Euros"

"We were thinking of expanding to the US but I'm not sure our margins will work when transferring money"

Critical event identified in news story

Customer are worried about high transfer fees

💡 Opportunity

When selling in the EU reps should focus on our low transfer fee payment processing system

Updating Go-to-Market Strategies

Real-time market intelligence isn't just about keeping tabs on your competitors—it's about staying attuned to the ever-changing needs and preferences of your customers.

By using AI to analyze customer interactions, social media sentiment, and market trends, you can continuously refine and update your GTM strategies. This might involve adjusting your messaging to address emerging pain points, pivoting your product roadmap to meet new market demands, or reallocating resources to capitalize on newly identified opportunities.

EXAMPLE

AI analysis might reveal that customers in a particular industry are increasingly concerned about a specific issue that your product can address. Armed with this insight, you can quickly adjust your sales and marketing strategies to highlight how your solution meets this emerging need, potentially opening up a new market segment.

The ability to identify new market opportunities and emerging trends in real-time is a game-changer. Instead of relying on quarterly or annual market research, you can continuously scan the horizon for new possibilities, allowing you to stay ahead of market shifts and capitalize on emerging trends before your competitors even notice them.

Data empowers CROs

For Chief Revenue Officers, this wealth of real-time market intelligence is nothing short of transformative. It provides the tools and resources needed to stay ahead of market trends and make data-driven decisions with confidence.

By encouraging CROs to take a proactive, data-driven approach to decision-making, organizations can foster a culture of innovation and experimentation. Instead of relying on gut feelings or outdated information, CROs can test hypotheses, measure results, and iterate quickly based on real-time feedback from the market.

This approach also allows for more agile and responsive leadership. As market conditions change, CROs can quickly adjust strategies, reallocate resources, and pivot as needed. For instance, if AI analysis reveals that a particular sales approach is resonating strongly in one market segment, a CRO can quickly scale that approach across the organization, capitalizing on the opportunity before competitors catch on.

This data-driven approach can help CROs build stronger, more convincing cases for strategic initiatives. When presenting to the board or other stakeholders, CROs can back up their proposals with solid, real-time data on market trends, competitive dynamics, and customer preferences.

Biggest loss reasons

30% of your deals are lost due to a lack of a **critical event**



Live Market Intelligence is the New Normal

The impact of real-time market intelligence extends far beyond just keeping up with the competition. It enables organizations to anticipate market shifts, identify emerging opportunities, and make strategic decisions with a level of confidence and precision that was previously impossible.

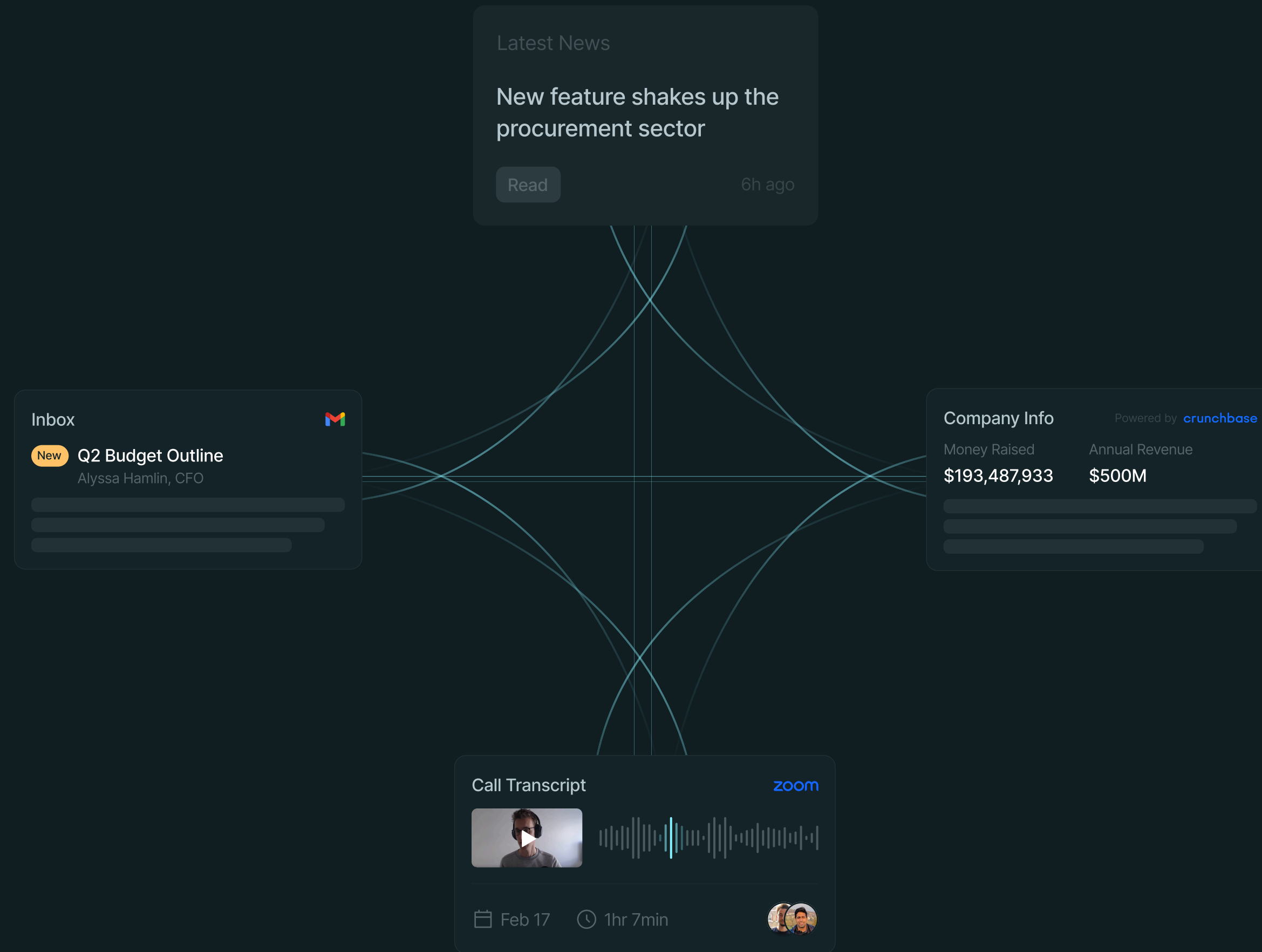
In a world where market conditions can change overnight, the ability to access and act on real-time market intelligence isn't just a competitive advantage—it's a survival skill. By embracing AI-powered analytics and fostering a culture of data-driven decision-making, CROs can ensure their organizations don't just survive in this fast-paced environment, but thrive and lead the way into the future.

“The ability to use AI across all of your conversations is making sense of thousands of hours of those calls and conversations instantly.

That's really never before been possible.”



Steve Hult
SVP, Revenue | FERMAT



The Future of Revenue Leadership

Talent + AI = The Highest Performing Revenue Team Possible

As we enter a new era of AI, forward-thinking revenue leaders are gaining unprecedented competitive advantages. That is, if they choose to adopt and embrace the opportunity ahead.

Early movers are already seeing measurable gains in market share, team performance, and revenue growth—creating gaps that lagging organizations may find increasingly difficult to close.

This widening divide between AI-enabled and traditional sales organizations presents both an imperative for revenue leaders.

Our simple message. Don't get left behind.



AI Powered Teams Outperform at a Lower Cost

The highest-performing revenue leaders aren't just adopting AI as a productivity tool - they're using it to outmaneuver the competition and capture market share by gaining strategic insights and adapting quickly.

While some organizations still view AI as a future consideration, industry leaders are already using it to transform their operations and outmaneuver competitors. By implementing AI-powered tools, these organizations are simultaneously lowering customer acquisition costs and increasing customer lifetime value through more sophisticated engagement strategies and proactive retention measures.

Modern AI systems contribute to better forecasting accuracy, uncover hidden patterns in customer behavior, identify market opportunities before competitors, and scale winning sales strategies across entire organizations.

The Strategic Revenue Flywheel exemplifies how this advantage compounds over time. By continuously gathering insights from customer conversations, identifying areas for improvement, and monitoring the effectiveness of changes in real-time, a self-reinforcing cycle of improvement that accelerates as more data is gathered and analyzed is now within reach of revenue leaders willing to take on these new tools.

“What may have taken six months of trial and error in the past to figure out, I'm now utilizing AI to do a competitive analysis and make strategic market decisions, which saves a boatload of time and money.”



Steve Davis

Chief Revenue Officer |  PROVARITY.AI

"Success with AI isn't about technical skills—it's about mindset. What you need is curiosity and openness to try new things."

You need to believe in it, put your mind around it, and then train to get better at it."



Samir Smajic

CEO |  GetAccept

Evolving Skill Sets are Required for CROs in a Data-Driven Landscape

While strong interpersonal skills remain crucial, today's revenue leaders must develop a foundational understanding of AI and data analytics. As Devang Agrawal, CTO of Glyphic points out, "Revenue leaders don't need to themselves learn to do data analysis. They need to just understand the basics and principles." This understanding is essential for determining how AI tools can integrate into and enhance their organization.

The most successful revenue leaders are those who can:

- Identify which gaps in their current processes can be strengthened using AI
- Understand the limitations of the latest AI tools and what cannot be done with them
- Evaluate AI tools based on their potential impact on revenue operations
- Translate AI-generated insights into actionable strategies while maintaining their edge in relationship building and team leadership

Whether teams are remote, hybrid, or in-person, revenue leaders must excel at using AI-powered platforms to enable consistent coaching and communication. These tools are becoming essential for maintaining high-performing teams and ensuring consistent execution of winning strategies.

The Performance Gap is Growing between AI Leaders and Laggards

The pace of AI innovation in revenue operations has created a clear divergence between organizations. Early adopters are pulling ahead, while those waiting on the sidelines risk falling into a competitive deficit that becomes increasingly difficult to overcome.

This dynamic is particularly evident in today's market, where AI is democratizing access to sophisticated sales capabilities. Smaller, AI-enabled competitors can now match or exceed the effectiveness of larger organizations that rely on traditional methods. Revenue leaders who delay AI adoption risk watching their market position erode as competitors leverage these tools to gain deeper market intelligence and optimize their sales processes with fewer resources.

Modern revenue leaders must also recognize how AI tools can create competitive advantages through improved collaboration across the entire go-to-market organization. Organizations that can rapidly share and act on customer insights across sales, marketing, and product teams are better positioned to outmaneuver competitors. This creates a flywheel effect where better alignment leads to faster market response and increased competitive advantage.

The future belongs to revenue leaders who can effectively combine technological proficiency with traditional leadership skills. Those who master this balance will not only drive sustainable growth but will also build organizations that consistently outperform their competitors. The window for gaining first-mover advantages with AI is still open, but it's closing rapidly. Revenue leaders must act now to ensure their organizations don't fall behind in an increasingly AI-driven sales landscape.

"The best CROs are going to be the best learners - able to absorb information and pattern match faster than ever."

What differentiates great CROs is being curious and interested in learning."



Catie Ivy

Chief Revenue Officer | **Walnut.**

Glyphic

Glyphic is the AI-powered conversational intelligence platform that acts as a commercial brain for your GTM organization.

By automatically capturing and analyzing patterns across all your sales conversations, Glyphic helps revenue leaders build data-driven organizations that consistently outperform through better coaching, strategic insights, and increased team productivity.

Learn how at glyphic.ai



Pavilion

Pavilion is powered by an international community of sales, marketing, RevOps, and success leaders from the world's fastest growing companies. Together, we teach new skills, forge meaningful connections, and help our companies grow.

Unlock your professional potential and level up with community-powered learning for CEOs, GTM leaders, and teams.

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