

Agentic AI can help enterprises drive higher growth by reimagining sales execution across new and existing customers

Sales and commercial teams are being pushed to absorb growing complexity across buyers, channels, and offerings, without an execution model built to scale.

As buyer expectations for personalization and speed continue to rise, fragmented and reactive sales execution can lead to:

THE PROBLEM

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Unconverted demand becomes unrealized revenue leakage exposure
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Revenue execution breaks under pricing, approval, and contracting complexity
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Churn and missed expansion from untimely, non-personalized engagement

WHY AGENTIC AI AND WHY NOW?

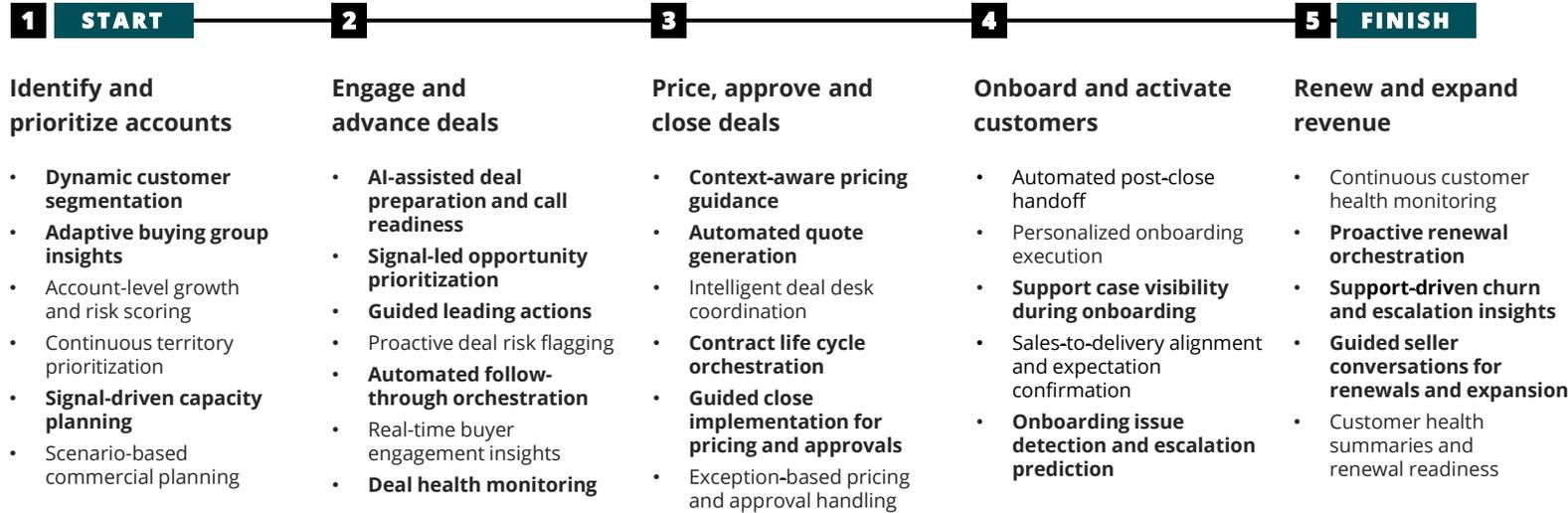


DELOITTE'S ENGAGEMENT MODEL

Deloitte's structured, end-to-end engagement model helps clients move seamlessly from vision to value



KEY SALES PROCESSES REIMAGINED WITH GEMINI AND AGENTIC AI



OUR SOLUTION, GTM 360

GTM 360 is Deloitte's marquee go-to-market command center that sits on top of sales and CRM systems to provide a single pane of glass with insights and suggested actions that matter most including sales performance, pipeline health, deal velocity, account meeting insights, etc., enabling CROs and sales leaders to make faster, insight-driven revenue decisions and manage customer relationships proactively.

Transform fragmented sales management into *unified, real-time intelligence* that *accelerates decisions* and *strengthens predictability*



CURRENT STATE

Revenue data and customer insights are fragmented across CRM systems and reports, creating **blind spots in pipeline health, forecast accuracy, and deal velocity**. Leaders spend time reconciling data **slowing decisions and growth**.



GTM 360™ unifies data and activates AI-driven decision intelligence

FUTURE STATE

Unified, real-time visibility into 360 degree customer relationship from a single, trusted source of truth, enabling **faster decisions, stronger predictability, and scalable growth**, while maintaining governance and control

Built to institutionalize *unified sales performance visibility* and *proactive decision-making at scale*

LET'S TRANSFORM TOGETHER

Deloitte is ready to help you move from strategy to scale, with demonstration sessions, discovery labs, rapid prototyping, and solution deployment. Deloitte can also help you with general enterprise AI readiness through the services of the Agentic Innovation Studio, a modular "agent factory" that helps clients industrialize and continuously evolve AI-driven processes.

LEARN MORE



Discover how Deloitte can help you with your AI-led transformation journey

Scan or click to engage our team and accelerate your path to enterprise-wide value

LET'S TALK

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