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## **GAMECHANGER IN SALES COMPETITION: HOW AI IS REWRITING THE RULES IN B2B COMPETITION**

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### **ABSTRACT**

Business-to-business (B2B) sales are facing significant challenges that are characterized by the increasing complexity of markets, increasing competition and the rapid development of digital technologies. Artificial intelligence (AI) offers promising solutions by automating up to 40% of sales activities, enabling efficiency gains. At the same time, AI-powered systems use predictive analytics to accurately predict customer behavior and sales opportunities, allowing companies to increase competitiveness. This study sheds light on the requirements and expectations of sales staff for AI-based assistance systems. A quantitative survey identified key challenges such as inefficient data maintenance, inadequate assessment of sales opportunities and difficulties in identifying decision-makers. In addition, the results show that sales reps particularly appreciate features such as automating repetitive tasks, risk identification, and personalized recommendations for action. The study highlights that AI is a valuable tool for increasing efficiency, but cannot replace human skills in complex interactions. Future research should focus on developing hybrid models that promote optimal collaboration between humans and machines. This balance is crucial to ensure efficiency, customer satisfaction and innovation in B2B sales in the long term.

**Keywords:** B2B sales, artificial intelligence, predictive analytics, digitalization, sales competition.