

Chapter 12

Role of Smart Technology in Product Marketing Process and Future Perspective

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Abstract

The article examines artificial intelligence's (AI) place in sales and marketing, with an emphasis on satisfying customer needs and matching their requests. The difficulties faced by sales managers are emphasised, as is the growing reliance on digitalisation and artificial intelligence (AI) as a means of streamlining sales processes, enhancing customer satisfaction, and encouraging repeat business. The study also looks at how AI affects sales success and how appealing it is to younger generations.

Keywords: Artificial Intelligence, Product Marketing, Digitalization, Customers, Product

Introduction

Artificial Intelligence's position in sales marketing is entirely dependent on customer happiness and wants. The difficulties faced by sales managers include deadline pressure, leadership, management, and a competitive sales environment. Sales will experience ups and downs, entirely dependent on the state of the market and the demands of the clientele. Why is it that everyone believes working in sales is stressful? There is a tonne of variables. Inadequate data and a lack of interaction are two major causes ^[1]. In sales, we use different types of strategies to sell our product and digitalization is playing a key role in terms of sales. Customer engagement and customer satisfaction are very important in that. If our customers are satisfied with our product, they will show interest and buy again and again. Digitalization, such as developing technologies and data & analytics, is being used to simplify sales management. We may observe that the B2B market is more demanding in the market. Social media has a profound effect on both purchasing and selling goods; it nearly completely alters the sales pattern ^[2]. The process of engaging with a consumer directly, indirectly, over the phone, or in person is known as sales. Our relationships with customers are maintained when they are happy with our product or service, increasing our sales value. Only when we can satisfy our customers can businesses reach

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