



# Leading Sales and Marketing in the AI Era

A New Go-to-Market Playbook for B2B Growth

B2B sales and marketing are entering their most significant transformation since the rise of digital. AI is no longer an efficiency layer or an experimental add-on; it's becoming the primary interface between buyers and brands.

What's changing isn't just how teams execute, but **where** demand is created, **how** decisions are influenced, and who controls discovery.

Leading analysts are already clear on this direction. In its recent work on AI agents in B2B sales, **Boston Consulting Group** outlines a future where AI doesn't just support sales teams – it actively runs workflows, orchestrates engagement, and connects signals across the revenue engine. The implication is clear: B2B leaders must rethink their entire go-to-market model, not just adopt new tools.

At DemandGen, we see this shift every day. The brands winning in this new environment are those redesigning their strategies around **AI-mediated buyer behaviour**, not legacy funnels.

# The Buyer Has Moved Beyond Google

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For years, B2B demand generation was built on a simple assumption: buyers search, click, compare, and convert. That assumption no longer holds.

Today, buyers increasingly start their journey inside **AI systems** – asking tools like ChatGPT to summarise vendors, recommend solutions, or explain complex categories. These systems don't present ten links; they present **one synthesised answer**.

This creates a fundamental shift:

Discovery is no longer driven by rankings, but by **AI references**

Traffic is no longer the primary signal of influence

Brand perception is shaped before a buyer ever reaches your website  
In this world, traditional SEO alone is not enough.

## How leading teams are responding

Forward-looking B2B organisations are actively optimising for **AI visibility**, not just search visibility. At DemandGen, we support this shift using **GeoScore** – a platform that measures how often and how prominently brands appear in AI-generated answers across commercially relevant prompts.

Instead of asking “Are we ranking?”, the better question becomes:

**“When buyers ask AI about our category,  
are we part of the answer?”**

This is the new front line of demand generation.



# AI Agents Are Becoming the Revenue Workforce

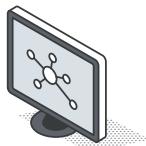
One of the most important ideas emerging from analyst research is the rise of AI agents – systems that don't just automate tasks, but take ownership of outcomes.

BCG describes a future in which AI agents qualify leads, personalise outreach, recommend next actions, and continuously optimise performance throughout the sales cycle. In practice, this is already happening.

But the highest-performing organisations aren't handing control to AI – they're **designing workflows where AI augments human judgement**.

## From tools to systems

At DemandGen, we architect AI-enabled revenue workflows that connect:



Intent and behaviour signals



Automated prospecting and outreach



Human-led sales engagement

Platforms like **Lemlist**, CRM systems, and purpose-built AI agents are combined to accelerate speed and relevance – while keeping humans responsible for context, nuance, and relationships.

The goal isn't automation for its own sake. The goal is shorter time-to-revenue with higher signal quality.



# Metrics Must Evolve with Buyer Behaviour

As discovery shifts into AI systems, measurement must evolve with it.

Clicks, sessions, and even MQLs still matter – but they no longer tell the full story. Many buying decisions are now influenced by **off-site**, inside AI interfaces you don't control.

That's why leading B2B teams are expanding their metrics to include:



AI brand references



Share of voice across AI-generated answers



Visibility on high-intent commercial prompts

Using GeoScore, DemandGen tracks these signals alongside traditional performance metrics to give a more accurate view of **brand influence in an AI-driven market**.

**If your brand isn't visible where AI is shaping decisions, you're invisible earlier than you think.**



# Automation Without Empathy Is a Dead End

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As AI accelerates execution, one truth remains unchanged:  
**B2B buying is still built on trust.**

AI can generate content, optimise targeting, and surface insights – but it can't replace empathy, credibility, or long-term relationships. The organisations succeeding with AI are those investing just as heavily in **people, training, and best practices** as they are in technology. A

At DemandGen, we actively train our teams to use AI tools to:



Increase speed and efficiency



Improve relevance and personalisation



Maintain human tone and judgement

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AI becomes a force multiplier – not a substitute for experience.

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# From Experimentation to Measurable Impact

The difference between AI hype and AI leadership is results.

For one B2B client, DemandGen augmented existing demand generation and paid media strategies with advanced AI-driven audience modelling – including deeper, more strategic use of **Meta** and **LinkedIn's** AI audience capabilities.

By combining:



AI-powered targeting  
and optimisation



Human-led messaging  
and positioning



Proven demand  
generation fundamentals

**The campaign delivered a 100% increase in sign-ups, demonstrating what happens when AI is applied strategically – not superficially.**

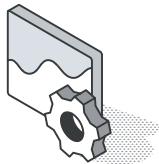


# What B2B Leaders Should Do Now

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**The AI era doesn't require incremental change**  
- it requires **structural rethinking**.

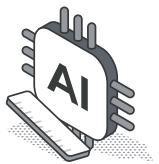
For sales and marketing leaders, the priorities are clear:



**Redesign discovery strategies** for AI-driven search and recommendations



**Architect AI workflows** that connect signals to revenue



**Adopt new metrics** that reflect AI-mediated influence



**Upskill teams** to use AI responsibly and effectively



**Protect the human layer** that builds trust and differentiation

# Final Thought

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**AI isn't just changing how B2B teams operate – it's redefining how buyers decide.**

The organisations that win won't be the ones using the most tools, but the ones with the **clearest strategy for combining AI, data, and human insight into a single revenue system.**

For demand generation leaders, this shift isn't coming.  
**It's already here.**

And those who act now will define the next decade of B2B growth.

## Why Choose DemandGen?



**Deep understanding** of AI-driven buyer behaviour



**Clear connection** between AI visibility and revenue



**Proven balance** of automation and human expertise



**Proprietary AI** measurement capability



**Focus on systems**, not one-off campaigns

Ready to make sure you are seen in a Post Google World with **Effective, Personalised and Scalable Campaigns?**



[demandgen.co.uk](http://demandgen.co.uk)