



Mia, AI for smarter selling by Accenture SynOps for DIS Video transcript

Let me tell you a story about buyers and sellers. Once upon a time, buyers were besieged by a Blizzard of hype. Sellers bombarded them with the latest technologies, platforms, solutions, services. Which ones would really solve their business needs was anybody's guess.

Yet this was all sellers could do, call buyers up out of the blue, not knowing who they were or what they really needed. This was a dark time for the sales function. But things brightened up when I came along.

Let me introduce myself. I'm MIA, and I'm a storytelling AI. I help your team create deeper bonds with your buyers, helping you empathize with their needs and deliver on your promises. It all starts with understanding your audience. So I look for interesting facts about their needs, industries and past experiences, helping you find the right story that will resonate. Next, I put all the detail at your fingertips so your sellers can paint a compelling picture of your products and services in real time.

Then I help you simplify the complex, I gather data from all your interactions and fill in the blanks. I capture your calls and analyze them so that you can learn and improve. After every interaction, I keep the conversation going.

I surface follow up information that truly matters to the buyer. Now every story should tell you something new, so I make links between every previous conversation, improving your knowledge of the buyers' journey across industries, functions and geographies. My goal is to turn everyone on your team into an expert storyteller.

I take everything I've learned from the best sellers and share it with all your people so they can make every buyer interaction more meaningful and more human - ushering in a new era for buyers and sellers across the world.

So that's my story.

Now it's time.

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