



BETTER, FASTER, STRONGER: REINVENTING SALES AT ACCENTURE

VIDEO TRANSCRIPT

How Accenture is transforming our sales organization to drive growth.

Sara Porter:

Our sales journey began with a bold vision, to evolve our sales and sales enablement functions into a highly efficient, data-driven, and client-centric powerhouse. With the foundation of our digital core and key technologies like Salesforce and Agentforce, we're turning that vision into a reality..

Sara Porter:

Our goal was clear, to unify and streamline our sales at Accenture on the Salesforce platform. Previously, our sales functions were decentralized. Operating in silos, but through a strategic reinvention, we've revolutionized how we approach sales.

Hi, I'm Sara Porter, Global Sales Excellence Lead at Accenture, and I'm delighted to be joined today by Chief Sales Officer, Steve Ferneyhough.

Steve Ferneyhough:

Thanks for the intro, Sara. As further context, Accenture operates in a complex global sales environment, offering a broad range of services across industries, including digital transformation, technology, consulting, and operations. Sales processes and accounts are supported by global and local teams and functions.

I'm excited to share that last year we closed nearly 165,000 deals, securing \$81 billion in new bookings, powered by our Sales Excellence Engine.

Today, we have an amazing results:

- Over 55,000 Manage My Sales users
- 8,000 account teams collaborating across global and local clients
- 2,000 leaders across 50 countries with real-time analytics access

Sara Porter:

So how did we get here? It all came down to three key steps: unify, scale, and reinvent.

Copyright © 2025 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.



Sara Porter:

The first step was unifying our digital core with Salesforce. We brought together disconnected systems and centralized them into a seamless integrated platform, eliminating inefficiencies and enhancing collaboration.

And as for the people, this was a fundamental shift in how we were organized. We brought together Sales Excellence, operations, and analytics, 32 proposal centers, pricing, competitive intelligence, and our enablement function to a single core group.

These 2,500 professionals now have better tools, insights, and time to make sure that our people are focusing on client relationships. The impact, the first year we saw as we ran a centralized account planning process, a 3X increase in our pipeline growth. This really did show the power of focusing on a new sales and sales enablement approach.

Sara Porter:

For the second step, we scaled our operations through strategic outsourcing, essentially outsourcing to ourselves, to ensure we maintained an efficient cost structure while still being able to expand our reach across the enterprise.

By automating key sales processes, we significantly reduced the administrative burden on our sales teams, allowing them to focus on what they do best, building relationships and closing deals.

I'll pass it to my colleague to share the rest.

Lee Balan:

The third key step in our transformation was empowering humans, leveraging automation and AI with three core Salesforce-powered AI tools. With our Proposal Builder, the New Business Coach, and the Automated Insights Tool, we've unlocked unprecedented sales efficiency.

Back to Steve and Sara to dive into each tool.

Steve Ferneyhough:

We're using the New Business Coach, an AI-powered tool that streamlines key sales activities within our Salesforce environment.

At any time, there are tens of thousands of pursuits active in Accenture across various service lines and industries, making it impossible to find the advice that's most relevant.

To overcome this challenge, we are using a large language model to bring together key information on all pursuits.

Our New Business Coach draws on information from relevant deals to generate strategic advice and provide proactive help and support of new business preparations.

Think of the New Business Coach as an intelligent assistant offering data-driven insights and recommendations. Whether it's guiding sales reps through client meetings, assisting with RFP responses, or optimizing sales strategies and approvals, this tool empowers teams to make informed decisions by transforming the information gathering phase into a guided experience.

**Sara Porter:**

Additionally, our Pursuit Services team has already saved 20,000 hours thanks to our automated Proposal Builder.

Also using a large language model, we're bringing together proposals from all across Accenture. Through a GEN.AI tool, teams can access information from other relevant proposals to help them generate their own first draft in less than a minute, reducing the time spent getting to this first draft by an average of four hours.

As well as the benefit of speed, the tool is improving the quality and consistency of the proposals with built-in features to help the teams refine and perfect that first draft. Not only does it give the team valuable insights, but the customization of client content has never been easier.

Steve Ferneyhough:

Lastly, our Automated Insights Tool delivers real-time market intelligence directly to sales teams. By leveraging Salesforce AI-driven analytics, teams gain a deeper understanding of market trends, customer needs, and competitive landscapes, giving them a crucial edge in negotiations and strategy.

Lee Balan:

The numbers speak for themselves:

- 97% accuracy in our win probability predictor
 - 35% productivity improvement by automating standardized sales processes
 - 50% increase in productivity by leveraging GEN.AI to generate proposals in half the time
- My colleague, RP, will share what this means for the future of business.

Rajendra Prasad:

The future of business is agentic.

At Accenture, we see agentic architecture as the next evolution in business technology.

Organizations will leverage AI agents that anticipate needs and drive real business outcomes.

This is a paradigm shift, not just an upgrade. That's why our partnership with Salesforce and the integration of Agentforce is central to our sales reinvention.

At the core of this next phase of reinvention is the Agentforce Sales Coach—a real-time AI-driven advisor that personalizes coaching, optimizes sales strategies, and accelerates deal velocity by delivering actionable insights when they matter most.

The companies that build an agentic foundation today will be the ones leading tomorrow.



Kaylin Voss:

Sellers today spend more time managing tasks than actually selling. They're bogged down by quote creation, approvals, data entry, and other manual work.

It's all digital exhaust. But what if we could turn this digital exhaust into fuel?

Agentforce is that breakthrough. Intelligent digital agents give sellers time back, accelerate deal cycles, and unlock a new level of speed, intelligence, and autonomy.

It's a major shift in how organizations operate, where agents don't just assist—they actually drive outcomes, tapping into a company's long-term memory, empowering a truly limitless workforce.

Steve Ferneyhough:

By unifying, scaling, and reinventing our sales solutions, we've turned our sales organization into a more efficient, data-driven, and client-focused entity.

Sara Porter:

And we're just getting started. Discover how we can help your business reinvent with cutting-edge tools, innovation, and strategies that drive client satisfaction and business value.

Let's shape the future together.

Fade to black with Accenture logo