Abstract

In my sales internship at Amazon Web Services (AWS), I have surveyed five managers, five Inside Sales Reps, and 10 Demand Generation Reps (DGRs) across the United States in AWS Sales. According to my surveys, 30-50% of piped-in Salesforce data by DGRs is incredulous. The result can be attributed to a few factors: 1) DGRs not receiving the right training; and 2) DGRs focusing too much on hitting metrics rather than insisting on higher standards - a major leadership principle at AWS.

The purpose of this paper is to improve Salesforce hygiene in AWS sales by targeting current pain points for managers when their sales team pipes in data. The paper suggests introducing an an AI coach based on anomaly detection metrics (outside of Salesforce) to support Demand Generation Reps (DGRs). A study by Gartner found that most organizations surveyed estimate that they lose 14.2 million dollars annually. Furthermore, a LeadJen (https://www.leadjen.com/wp-content/uploads/2016/10/data-ROI-report-cost-of-not-validating-data-whitepaper.pdf) study showed that Sales Development Representatives wasted an average of 27% of potential selling time due to poor quality data, resulting in a loss of more than $20,000 in productive sales time per year for each SDR. AWS must insist on higher standards in internal sales hygiene to optimize company productivity and cut costs. An AI coach will guide and improve the sellers' ability to pipe in correct data, internal anomaly detection tool in Salesforce will be a second wall for managers to spot any anomalies in internal data. The chatbot will be AWS' own proprietary platform but it can be described by a math recommendation system.

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