The Impact of AI-driven Strategy on Salespeople Training and Performance

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ABSTRACT

AI-driven strategies are changing training and performance within the ever-changing sales environment. Our quantitatively-based empirical research in Pakistan explores the impact of AI upon salespersons. Data was collected using Simple random sampling from 178 pharma representatives along with managers via email, telephone, and physical questionnaires. SEM-PLS was the analytical instrument we used. The findings provide important new information. Training solutions with AI-driven techniques provide customized instructional methods by evaluating the efficiency information for particular sales representatives. On the basis of one's abilities and areas for development, particular training materials, programs, and activities are suggested. Sales representatives can quickly adjust approaches with immediate reaction. AI adapts training materials constantly according to achievement, preserving a rigorous and fruitful educational setting. Role-playing exercises are made easier by AI-generated authentic selling situations. Representatives acquire meaningful expertise above typical scenarios by practicing managing difficult clients and negotiating complex scenarios. AI improves creating strategies and making decisions by analyzing sales encounter information. Strategies that work and those that could use better are made clear. Irrespective of staff size, based on artificial intelligence training scalable effortlessly to provide identical standards throughout sales departments. Organizations need to implement these game-changing strategies as AI proceeds to alter sales in order to survive in a cutthroat industry. Lastly, this paper provide practical implications for different stakeholders and future research directions related to this study.

Keywords: Artificial Intelligence, Sales, Training, Practices, Performance
JEL Classifications: M

1. INTRODUCTION

The AI-driven strategies is causing a huge shift within the discipline of sales training and instruction. Sales personnel may now improve their abilities as adjust from the market conditions thanks to such developments. AI-driven sales training courses examine the performance information of particular sales representatives. These instruments make recommendations for specific approaches to learning based on areas of potential for enhancement (Zoltners et al., 2021). When that it's recommending particular materials, courses, or workouts, the emphasis is on individualised development (Oberoi, 2023). Sales representatives can instantly modify their methods since AI provides them using accurate input (Mikalef et al., 2021). The efficiency instructional resources continually modify to provide a demanding and productive atmosphere for learning (Huang and Rust, 2021). For act out exercises, apps using AI generate genuine sales situations (Fountaine et al., 2023). Representatives

can get practice with difficult clients and negotiating difficult circumstances (Campbell et al., 2020). As opposed to conventional simulations, AI customizes these situations according to each participant's demands and performance (Newlands, 2021). Artificial intelligence (AI) examines sales interaction information to provide conclusions about both successful and underperforming techniques. Using an information-driven method to sales training helps firms make decisions and formulate strategies. Massive sales staffs can be accommodated with ease using AI-powered training (Jeon, 2022). It enables possible to provide consistent, excellent training irrespective of the dimension of the squad (Maity, 2019).

AI-driven sales training solutions examine performance information from particular sales representatives and customize learning approaches to meet their unique requirements (Petrescu and Krishen, 2023). According to recognized skills and opportunities for development, these instruments suggest pertinent books, courses, and workouts (Li and Xu, 2022). Sales representatives may instantly adjust and improve their methods with AI's accurate input (Kaliuta, 2023). Furthermore, in order to preserve a demanding and effective educational setting, the training materials constantly modify in immediate time depending on every representative's achievement (Inyang and Jaramillo, 2020). During simulate exercises, AI-powered applications generate authentic sales circumstances (Haleem et al., 2022). In a secure setting, sales representatives may utilize managing difficult clients and maneuvering through intricate circumstances. In contrast to conventional simulations, AI customizes these situations according to each participant's needs and performance (Davenport et al., 2020). Artificial Intelligence (AI) examines sales customer interactions to provide insightful analysis of both successful and underperforming techniques. This data-driven method has a considerable positive impact on sales training taking decisions and developing strategies (Chen et al., 2023). Training courses driven by AI can easily expand to handle huge sales staff. Particularly with the quick integration of newcomers to the team, consistent and excellent training is still possible, irrespective of the size of the squad (Noranee and Bin Othman, 2023). Many training procedures may be automated with AI-powered sales instruments. This reduces the amount of time and money required for sales training (Latinovic and Chatterjee, 2022). Thus rendering it a financially sensible and permanent choice.

Systems powered by AI are made to continuously evolve and adjust to modifications in approach and sales methods. This characteristic makes certain this, despite changing economic conditions and sales patterns, the training curriculum is current and applicable (Papagiannidis et al., 2023). AI-driven or statistics-driven instruments, as their name suggests, rely mainly on data. This may contain sales tactics and confidential client data (Pappas et al., 2023). To avoid abuse of incidents, organizations need to establish robust safeguards for data processes. While AI can offer insightful recommendations, it shouldn't use the place of human judgment (Petrescu and Krishen, 2023). A human-focused profession, sales requires building connections and grasping subtleties that a computerized person can't fully get (Soni, 2023). An excessive reliance upon AI could leave salespeople incapable of coming to spontaneous choices or using judgment effectively (Senyapar,

2024). Because AI technologies are educated on information, they're possible that they can unintentionally reinforce or replicate existing prejudices in the information they collect. This could result in unjust or ineffective instruction and coaching methods if it is not sufficiently assessed and corrected (Akter et al., 2021). AI tools can experience adaptation issues or technical problems when they aren't routinely upgraded to incorporate the newest techniques and information sources. This may affect how efficient training initiatives are (Chatterjee et al., 2021).

AI integration in Professional training necessitates a substantial financial commitment as well as a particular level of technological know-how (Priya et al., 2023). It could be difficult for small companies or companies with inadequate funding to implement artificial intelligence (AI) sales training sessions. Even though AI can mimic practical sales situations, it could fail to be able to accurately replicate the communication abilities and emotional awareness that are essential in actual situations sales (Soni, 2023). Use AI selling messaging engines, such as chatgpt in sales, to improve the efficiency of sales with customized messaging (Chen and Zhou, 2022). Adopting AI-driven strategies (AIT) has become more advantageous in modern changing online marketplace; it's increasingly required (Bolander et al., 2020). Although relationships with others, instinct, and knowledge are still important in sales, the potential of AI opens up new possibilities for speed and development (Parashar and Rana, 2021). AI analyzes enormous volumes of data to provide insightful and personalized responses. Sales representatives gain from deliberately honing their abilities through targeted training (Sharma et al., 2023). AI mimics actual sales situations, giving representatives training and improvement opportunities. It increases training effectiveness by streamlining it (Basri, 2020). AI improves training, but it ought to completely take the role that humans play judgment. In sales contacts, the vital a personal touch still matters (Petrescu and Krishen, 2023).

Organizations need to handle possible prejudices in data processing and AI protection. Equitable and productive instruction is ensured by adequate leadership (Ullal et al., 2020). Artificial intelligence (AI)-powered sales training solutions transform the way salespeople develop their skills, boosting their competitiveness as well as efficiency in ever-changing corporate environments (Wamba-Taguimdje et al., 2020). AI-driven strategies are changing both efficiency and education in the ever-changing sales environment. Our quantitatively-based empirical investigation in Pakistan explores the impact of AI on sales professionals. Convenient sampling approaches were used to gather data from 178 pharmaceutical representatives from Karachi, Pakistan along with managers via telephone, e-mail, and physical questionnaires. SEM-PLS was the analytic instrument we used.

2. LITERATURE REVIEW

2.1. Salespeople Training
The first step in sales training (ST) is to provide fundamental information regarding the business, its offerings, plus the sector. Considering the good's value argument, target market, or the marketplace are all part of this (Wamba-Taguimdje et al., 2020).

Representatives must possess extensive product understanding. This entails being aware of the attributes, advantages, applications, and ways in which the item alleviates problems for users. Sales representatives are trained to recognize clients, or possible clients, to establish connections with them. Recognizing possibilities who are unlikely to become clients (Alnakhli et al., 2021). Creating captivating talks and proposals to pique consumers' interest (Alavi and Habel, 2021). Recognizing and responding to arguments from prospective customers, techniques for completing transactions, cultivating prospects, including preserving relations with clients (Rapp and Beeler, 2021). Efficient expressing themselves, careful comprehension, and precise pronunciation are examples of interpersonal abilities (Revathy et al., 2023). Not Speaking Successful methods to influence SP include communication through writing, facial expressions, hand motions, and the creation of engaging emails, suggestions, and subsequent messages. Recognizing the various phases that the selling procedure, such as qualifying, suggestion, negotiations, and closure, among others. Monitoring inquiries, possibilities, or agreements, as well as monitoring a sales funnel (Sharma et al., 2023). Sales representatives ought to perform simulating actual conversations with prospective consumers (Yaiprasert and Hidayanto, 2023).

Practicing simulation games improves bargaining, objection-handling, and interpersonal skills (Zoltners et al., 2021). Utilizing cutting-edge technologies and having experience with CRM software (Sharma et al., 2023). Their achievement is enhanced by developing the ability to utilize analytics systems, email layouts, or automated sales technologies efficiently (Parashar and Rana, 2021). Since selling constitutes a continuous field, representatives should stay current on market developments, product improvements, and client demands. Frequent classes and instruction sessions maintain abilities current (Sham et al., 2018). Developing interpersonal abilities aids in comprehending the feelings or difficulties of customers (Sardjono et al., 2023). Overcoming obstacles and rejections. Generating initial approaches for customers (Ranayarajan et al., 2020). ST is essential to assisting businesses in achieving their objectives. Increasing sales was every company's ultimate objective (Rathore, 2016). Sales representatives are given the tools by ST for enhancing their efficiency (Latinovic and Chatterjee, 2022). Reps receive training regarding how to recognize and evaluate inquiries, cultivate solid connections among customers, successfully overcome challenges, complete agreements, and properly maintain customers (Singh et al., 2019). Enhancing sales abilities result in greater completion of agreements, which raises income in the end. ST makes certain sales representatives are fully informed about the products and solutions that are promoting (Amarasinghe, 2023). Their profound understanding renders employees better delegates representing the organization (Bolander et al., 2020). Sales representatives feeling less vulnerable throughout interactions because they have an expertise in the organization's offers (Alnakhli et al., 2021). More confidence among consumers and enhanced communication with prospective are directly correlated with assurance (Davenport et al., 2020). Well-informed salespeople can customize their message by emphasizing qualities that are pertinent to every prospect's demands (Fountaine et al., 2019). Competent sales representatives may rapidly ascertain the demands of customers

and align products appropriately (Gurram et al., 2023). Since of their effectiveness, sales representatives close deals more quickly since, through the correct instruction, they gain the confidence of potential customers (Inyang and Jaramillo, 2020).

Discussions with customers who score greater typically lead to greater-value transactions (Kaliuta, 2023). Sales representatives, nevertheless, may find these conversations frightening. Representatives with sufficient training are more confident and can converse with higher-ranking officials more skillfully (Akter et al., 2021). Great sales expertise and understanding offer businesses an unfair advantage within a congested marketplace (Pappas et al., 2023). Organizations with proper training surpass rivals, win new customers, and increase revenues (Parashar and Rana, 2021). Training guarantees the sales representatives convey an even fundamental message throughout talks (Alnakhli et al., 2021). Consistency in a company's image fosters trust and faith among potential customers, which improves company results. ST gives salespeople the tools they need to interact to clients and candidates successfully and develop long-term connections (Basri, 2020). Tailored sales presentations foster a closer relationship with clients. Sales representatives may develop client devotion and raise value over time through placing the needs of their customers first and offering ongoing assistance (Chen and Zhou, 2022). Good consumer interactions encounters recurring company and product recommendations, which boost income (Ullal et al., 2020). Artificial intelligence-powered ST technology adjusts to each person's unique skills and shortcomings, in contrast with conventional lectures in classes (Yaiprasert and Hidayanto, 2023). The program evaluates SP and finds opportunities for development (Rapp and Beeler, 2021). Representatives obtain tailored training materials and comments. When an advertiser encounters challenges, the app recommends useful answers (Priya et al., 2023). Customized coaching makes salesperson most productive and advances quicker.

Personal training of sales executives becomes unfeasible as firms grow (Maity, 2019). For objects of any dimension, ST programming enables adaptable, customized scenarios and mentoring (Chen et al., 2023). AI-powered coaching is more affordable because it might be given to numerous individuals at once (Inyang and Jaramillo, 2020). Conventional techniques focus on going over documented reasons.Cakks causing input to be postponed (Noranee and Bin Othman, 2023). Actual interaction assessment is provided by driven by AI programs, which also offers immediate ideas towards improvements (Newlands, 2021). Sellers may improve trust and quickly fix errors. Patiently awaiting hours enable an answer makes it simpler for bad habits to take hold (Petrescu and Krishen, 2023). Reps are encouraged to train and make quick adjustments by powered by AI coaching. As they observe the outcomes following their modifications, optimism increases (Oberoi, 2023). ST system offers trustworthy data analysis. AI systems point out knowledge shortages and suggest opportunities for development (Chen et al., 2023). Supervisors and sales support staff may modify training according to insights from data (Rapp and Beeler, 2021). Current ST system provides uniform growth in abilities throughout sales personnel, improves efficiency, and simplifies training (Chen and Zhou, 2022).

Representatives are required to abide by the law and ethical norms. Data protection, diary procedures, plus anti-bribery regulations are all covered in coaching. A vast array of abilities, know-how, and real-world experience are included in ST (Alnakhli et al., 2022). Representatives are equipped to succeed in a cutthroat industry through this ongoing process (Alavi and Habel, 2021).

H1: Salespeople's performance is positively impacted by salespeople training.

2.2. Artificial Intelligence Tactics

Artificial intelligence (AI) describes computer programs that can do operations that traditionally needed cognitive ability, like speech recognition, decision-making, or pattern identification (Chen et al., 2023). Artificial Intelligence (AI) encompasses multiple technologies like as image recognition, chatgpt, processing natural languages (NLP), neural networks, and algorithmic learning (Yaiprasert and Hidayanto, 2023). Artificial Intelligence (AI) includes recognizing speech, robotics thinking, recognizing objects, image categorization, and recognizing faces (Wamba-Taguimdje et al., 2020). AI gives machines and other gadgets the ability to comprehend information, establish, and evaluate data (Soni, 2023). Artificial Intelligence is the capacity of techniques or machines to mimic human intelligence. Many innovations containing this characteristic are included within it (Soni, 2023). Creating networks integrating AI entails giving them the capacity to deduce significance, make generalizations, or draw lessons for past events. The creation of sophisticated beings or networks is the goal (Petrescu and Krishen, 2023). Artificial Intelligence (AI) is a wide range technological advances that enable machines to carry out activities that are conventionally linked to being intelligent (Oberoi, 2023). AI is still changing our environment, through neural networks to voice identification. Applying machine-driven techniques and procedures for enhancing and maximizing sales activities is known as artificial intelligence (AI) in selling (Li and Xu, 2022). Fundamentally, artificial intelligence (AI) scans enormous volumes of information for trends, forecasts, and suggestions (Soni, 2022). AI includes techniques such as NLP, forecasting, and neural networks. AI examines data about customers to comprehend purchasing habits, behavior, and personal choices (Li and Xu, 2022). Computers rank offers according to how likely they are to convert and provide priority to high-potential candidates (Zoltners et al., 2021).

AI frees up sales representatives to concentrate on important projects by automating repetitive duties (Rathore, 2016). Making decisions with AI-driven intelligence is made possible by useful information. AI customizes material and suggested changes for each individual prospective (Rathore, 2016). Anticipating consumer demand is aided by forecasting techniques. Agents may function more efficiently and quickly because to AI's streamline procedures (Li and Xu, 2022). Improved choices are made as a result of insights generated by data. Customized conversations with possibilities are made possible by AI (Chen et al., 2023). Recognizing market trends and client demands. Operational expenses are decreased with scalable techniques (Chen and Zhou, 2022). Securing important consumer data necessitates strong security protocols. It may prove difficult to integrate artificial intelligence instruments into present-day structures (Alnakhli et al., 2021). Guaranteeing the reliability and accuracy of AI outputs. Answering worries that people's jobs may be replaced by technology (Chen et al., 2023). Although AI increases productivity, human perception is still necessary. Salespeople oversee artificial intelligence (AI) verify results, plus uphold moral principles (Alnakhli et al., 2021). Deployment of AI ought to put cooperation over mechanization (Zoltners et al., 2021). The checkpoints made use of AI.

Hundreds of selling professionals are being quickly onboarded by ST using innovative communications and functionality (Rapp and Beeler, 2021). Sales representatives took an improved proactive role. Productivity improved with AI-enhanced training (Rathore, 2016). Current information made it easier to monitor personal development. Similar outcomes were required by Zoom's globally distributed sales crew, which had various degrees of expertise. They attained 100% staff engagement in sales. Significant advancements regarding every representative's proficiency with sales communication (Sardjono et al., 2023). SAP used AI to increase sales training and dialogues. The prior strategy, which involved recorded conversations and personally practicing notes, was not very scalable. 20% higher efficacy ratings through the initial through the final appointment (Revathy et al., 2023). AI-driven ST technology is a valuable tool for companies looking to improve SP since it provides flexibility, tailored studying, with immediate feedback (Noranee and Bin Othman, 2023). The AI ST technology allows the sales supervisor a minute to have genuine games companions at all times moment, leaving them up to handle additional responsibilities (Inyang and Jaramillo, 2020). Sales representatives can engage in whenever it's convenient for them, without having to worry about time constraints. Vendors are encouraged to attend additional workshops via augmented aspects (Maity, 2019). Representatives can practice sales talks in an atmosphere that's free from criticism because of the program (Syam and Sharma, 2018). AI provides instantaneous response. Encouraging reps to quickly fix errors and improve points of weakness increases their trust in their abilities (Li and Xu, 2022). Forecasting models assist in predicting market developments, and artificial intelligence tools improve a number in areas related to sales (Mikalef et al., 2023). AI customizes material for each potential customer, enhances targeted through analyzing data, Chatbots and intelligent assistants simplify conversations, discover high-potential prospects, and recommend the best charging methods (Haleem et al., 2022). AI also increases possibilities for earnings and productivity benefits via automating. In fact, powered by AI ST program has a surprising influence that outperforms conventional coaching techniques (Singh et al., 2019).

AI offers more individualized, promptly accurate information than human-led tutoring could (Syam and Sharma, 2018). ST technology can be accessed around-the-clock. Whenever it's practical, representatives may try calling strangers or resolving objections (Rapp and Beeler, 2021). Reps may create errors in a secure environment free from the threat of being judged by powered by AI systems (Li and Xu, 2022). It must be done for

persuading company management to purchase ST technology. When used in conjunction using suitable applications, successful ST produces a competent, self-assured sales team that can close deals, have profitable discussions, and increase income (Gurram et al., 2023). In alongside instruction, AI evaluates consumer behavior, finds possible prospects, and improves sales tactics (Grewal et al., 2021). Automating routine operations frees up salespeople to concentrate on developing partnerships. AI transforms ST, enabling salespeople to flourish that propel company's achievement (Haleem et al., 2022). Though AI is full of promise, it is not without constraints, especially when it comes to simulating real-world human interactions (Maity, 2019). While making choices about purchases, consumers frequently look for an intimate relationship because they value compassion, comprehension, plus the interpersonal contact (Newlands, 2021). In an economic downturn, cooperation gets further important. Although AI technology provides insights and suggestions, it is not able to precisely imitate the richness of human conversation (Latinovic and Chatterjee, 2022). Furthermore, there are worries regarding the improper application of AI, including dishonest "counterfeits." Laws requiring artificial intelligence systems be properly and clearly labeled could deter people from using them instead of traditional salespeople entirely (Pappas et al., 2023). Present-day artificial intelligence components, including ibm generative Previously trained Transformers (GPT), mimic virtual assistants while offering prompt suggestions by utilizing current information (Priya et al., 2023). By using AI, this technique closes the gap among sales targets with actual achievement, improving efficiency (Revathy et al., 2023). Salespeople obtain tailored, lucid counsel, and AI facilitates prompt, well-informed decision-making (Soni, 2023). Self-directed salespeople gain from AI support provided by the company.

AI tackles contemporary issues to enhance sales procedures (Rathore, 2016). AI acts as an intricately customized interactive instructor that meets business goals and particular industry requirements. AI during ST meets the needs of today's workers in a time when technologies adjusts to their personal tastes (Sharma et al., 2023). Increasing worker efficiency was a major ST worry. Income is directly impacted by keeping the sales the team's effectiveness (Zoltners et al., 2021). AI-driven technology helps to combat that through supporting aggressive sales practices (Ullal et al., 2020). AI, in contrast to conventional techniques, makes it possible to teach to be continual and flexible, turning the selling procedure onto a continual chance for development centered around individual achievement or actual time environment (Basri, 2020). Sales operations are going to get quicker and predictive thanks to AI. Immersion techniques and distant interactions are expected to be important (Chatterjee et al., 2021). AI-driven instruments are going to require sales positions to change. Making AI compliant given moral principles (Chen et al., 2023). AIT uses automated procedures, machine learning, and statistical analytics to raise client satisfaction, boost productivity, and optimize selling procedures (Bolander et al., 2020).

H_2: AI-driven tactics positively effect on Salespeople performance.
H_3: AI-driven tactics strengthens the relationship between Salespoeple training and performance.

2.3. Dynamic Capabilities

The capacity of the company to combine, create, and reorganize both inside and outside talents in reaction to quickly shifting circumstances is referred to as dynamic capabilities (DC). They enable organizations to effectively adjust, allocate materials, effectively react to changes in the environment (Chen and Zhou, 2022). These concentrate upon an organization's ability to generate capacities or alter activities in response, going above its operational strengths, which are specific to present activities (Alavi and Habel, 2021). Adapting to shifts within the business setting, fusing inside and outside skills to create worth, or modifying organizational methods and frameworks as required (Alnakhli et al., 2021). DC assists businesses to organize for foreseeable shifts and preparing for drastic, unforeseen shifts by putting an emphasis on internal competencies over outside influences and maximizing their present assets (Chen and Zhou, 2022).With DC, organizations can effectively adapt their procedures and capital to prosper in evolving marketplaces. DC entails adapting to changes in the advertisement landscape. Generating value by integrating both internal and exterior capabilities (Basri, 2020). The DC addresses the challenge of survival under rapidly evolving settings, whereas the RBV concentrates on permanent advantages (Bolander et al., 2020). The RBV stresses sustained competitive advantages. While operational strengths relate to a particular organization's present activities, DC refers to the ability to modify these processes and create capacities (Bolander et al., 2020). Administrators make the most of their present assets and make plans to make subsequent adjustments. Effective ST protection, DC, plus AIT combine to build knowledgeable, flexible sales personnel.

3. RESEARCH METHODOLOGY

The purpose for this investigation was to look into how AIT affects ST and efficiency within pharmaceutical companies. The questionnaire was used to gather information, and it was sent via telephone, e-mail, and printed questionnaire to 557 administrators and salespeople in the pharmaceutical industry. 178 surveys that satisfied the analytic requirements were gathered over a period of 3 months (Aboalganam et al., 2024; Abu-Allan and Alghizzawi, 2024; Al Shibly and Alghizzawi, 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alhanatleh et al., 2024; Alqurashi et al., 2024; Habes et al., 2024; Omeish et al., 2024; Omeish et al., 2024). Eight categories were used to evaluate ST. Cronbach's alpha is 0.868, indicating strong dependability. AIT was calculated via eight categories (Chen et al., 2023). Cronbach's alpha = 0.865 indicates strong dependability. Market shares, development, overall profit with comparison to competition during the past 3 years were among the seven criteria used for assessing SP (Cronbach's alpha = 0.821). Across any measurements, a 5-point Likert scale spanning 1 = disagree to 5 = agree was utilized.The PLS-SEM were utilized. While structural model assessment looked at causal connections among factors along with verified assumptions, the measurement approach assessment guaranteed concept reliability and dependability. The selection of PLS-SEM centered on its capacity to handle tiny collection numbers. The relationship among ST, AIT, with SP during the pharmaceutical sector was investigated during the present research framwork in figure 1. The approach made use of exacting statistical approaches to provide insightful results.

4. DATA ANALYSIS

The demographics of the participants is displayed in the Table 1. Males make up 59.0% of the population and females, 41.0%. 20-30 years old make up 25.3% of the age group, followed by 31-40 years old (36.5%), 41-50 years old (22.5%), and 51 years and over (15.7%). Fewer than 50,000 PKR represents 16.9% of the income category; 50,000 to 75,000 PKR 25.3%, 30.9% for 75,000-100,000 PKR, and 27.0% for 100,000 PKR. Less than a year 11.2%, 1-5 years 33.7%, 6-10 years 25.3%, and 11+ years comprise 29.8% of experience in ST. 52.3% of the participants said no, while 47.8% said yes when asked if AI was used in the ST class. These revelations offer a thorough understanding on the research subjects and their traits.

4.1. Measurement Model

Factor loading figures for all of them (ST, AIT, and SP) are >0.7. Larger factor loadings suggest greater links among the variables seen and their fundamental concepts (Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alhantoobi et al., 2024; Alkaabi et al., 2024; Alnaser et al., 2024; Yousef et al., 2024), which is indicative of a good degree of dependability. combined dependability An internal coherence requirement of more than 0.7 (Chen and Zhou, 2022) is applied. Good dependability is indicated by the combined reliability for every method, which is over 0.7. The test of convergence validity determines if a construct's elements assess an identical fundamental idea. When using the AVE value, a threshold of >0.5 is applied. Each concept in Table 3 has an AVE value more than 0.5, meeting the requirements for convergence validity (Abu-Dabaseh et al., 2024; Al-Gasawneh et al., 2024; Albloush et al., 2024; Alghizzawi, 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alghizzawi et al., 2024; Alhanatleh et al., 2024; Ghaith et al., 2024; Youssef et al., 2023). In the following Table 4, diagonal components (strong amounts) indicate the average variation or square roots

of AVE. These amounts are bigger compared to the off-diagonal relationship measurements, confirming that discrimination is valid. The measurement approach shows accuracy, convergent validity, and discriminant accuracy, offering a basis for further examination. Discriminant accuracy investigates if distinct variation of square shape of AVE must be bigger compared to correlation coefficients among elements as mention in table 2.

Table 1: Demographic profile

Demographic variables	Number of respondents	Percentage
Gender		
Male	105	59.0
Female	73	41.0
Age		
20-30 years	45	25.3
31-40 years	65	36.5
41-50 years	40	22.5
51+years	28	15.7
Income		
Less than 50,000 PKR	30	16.9
50,000-75,000 PKR	45	25.3
75,000-100,000 PKR	55	30.9
100,000+PKR	48	27.0
Experience in sales training		
<1 years	20	11.2
1-5 years	60	33.7
6-10 years	45	25.3
11+years	53	29.8
AI usage in ST		
Yes	85	47.8
No	93	52.2

AI: Artificial intelligence, ST: Salespeoples training

Table 2: Measurements

Constructs and items	Cronbach's alpha
Salespeoples training (ST)	
ST programs provide comprehensive guidance on product knowledge and features.	0.867
Training sessions emphasize effective communication skills to engage with diverse customer segments.	
Salespeople are trained extensively in negotiation techniques to handle various client objections.	
Training modules incorporate the latest market trends and competitor analysis to enhance sales strategies.	
ST programs prioritise building strong customer relationships and fostering loyalty.	
Salespeople receive continuous coaching and feedback to improve their SP.	
Training sessions focus on utilizing technology tools effectively to streamline sales processes.	
ST programs emphasize the importance of adaptability and resilience in dynamic market environments.	
AI-driven tactics (AIT)	
AIT are integrated into sales Processes to analyze customer data and preferences.	0.866
Automated lead generation tools are utilized to identify potential prospects and opportunities.	
AI algorithms assist in personalising sales pitches and content based on individual customer profiles.	
Predictive analytics help sales teams forecast market trends and anticipate customer needs.	
AI-powered chatbots are deployed to provide immediate assistance and support to customers.	
Machine learning algorithms analyze SP data to identify areas for improvement.	
AI-driven recommendation engines suggest cross-selling and upselling opportunities to Salespeople.	
Virtual assistants equipped with AI capabilities enhance productivity by automating routine tasks.	
Salespeoples performance (SP)	
Salespeople consistently meet or exceed sales targets set by the company.	0.821
Customer satisfaction ratings for sales interactions with salespeople remain consistently high.	
Salespeople demonstrate strong product knowledge and are able to effectively address customer queries.	
Sales conversion rates demonstrate steady improvement overtime.	
Salespeople exhibit proactive behaviour in identifying and pursuing new sales opportunities.	
Feedback from customers and colleagues reflects positively on the professionalism and expertise of Salespeople.	
Salespeople demonstrate resilience and adaptability in overcoming challenges and objections during sales interactions.	

Table 3: Evaluation of measurement model

Construct	Items	Factor loadings	Composite reliability	AVE
Salespeople training (ST)	ST1	0.887	0.917	0.654
	ST2	0.757		
	ST3	0.883		
	ST4	0.776		
	ST5	0.746		
	ST6	0.747		
	ST7	0.781		
	ST8	0.721		
AI-driven tactics (AIT)	AIT1	0.619	0.913	0.719
	AIT2	0.916		
	AIT3	0.931		
	AIT4	0.886		
	AIT5	0.883		
	AIT6	0.837		
	AIT7	0.892		
	AIT8	0.832		
Salespeople performance (SP)	SP1	0.957	0.897	0.747
	SP2	0.924		
	SP3	0.687		
	SP4	0.877		
	SP5	0.843		
	SP6	0.832		
	SP7	0.732		

Table 4: Discriminant analysis

Constructs	SP	ST	AIT
SP	0.866		
ST	0.734	0.811	
AIT	0.492	0.441	0.847

SP: Salespeople performance, ST: Salespeople training, AIT: AI-driven tactics

Table 5: Hypothesis testing

Path	Coefficient	P-value	Results
ST>SP	0.657	0.005	Supported
AIT>SP	0.205	0.005	Supported
Interaction: ST+AIT	0.099	0.038	Supported

SP: Salespeople performance, ST: Salespeople training, AIT: AI-driven tactics

4.2. Structural Model

With an R2 score of 0.515, the predictive power (R2) paradigm exhibits a moderate degree of reliability. The dependent factor SP's prediction accuracy is indicated by the R2 value (Nawi et al., 2024; Nusairat et al., 2021; 2023). The effect size (f2) with regard to ST component is 0.248. The effect size (f2) with regard to AIT component is 0.104. These numbers show that all path within the framework has moderate impact sizes. The endogenous build SP is confirmed by the simulation's Q2 worth, kmof 0.53. Evaluating the assumption, H1: ST considerably and favorably impacts SP (B = 0.657, P < 0.05). The pharmaceutical sector may boost performance by emphasizing training. SP is impacted by AIT (H2, B = 0.205, P < 0.05). AI facilitates marketing efforts and increases revenue. H3: The impact of ST regarding performance is strengthened by AIT's moderating influence (B = 0.099, P < 0.05). Performance is improved when ST and AIT combine. AIT as well as training are both essential for improving SP within the pharmaceutical business as mention in table 4 and 5.

Each concept reflects a significant percentage of the above variation in relation to measurement errors, according to its diagonal ratio (strong). In overall, there are moderate associations among these categories. The strong association of 0.734 between SP and ST indicates significant common variance. The lesser beneficial relationship (0.492) between SP and AIT. There's apparently a moderate a beneficial relationship (0.441) between ST and AIT. The average variation, or square roots of AVE, for every concept is higher then the relationship correlations among the components, confirming discriminant validity.

5. DISCUSSION

The results of the investigation verify that SP has a substantial and beneficial effect by ST (B = 0.667, P < 0.05). Pharma businesses should anticipate greater success in their sales employees if they concentrate training programmes. Training improves client interactions, interpersonal skills, and product understanding, which produces improved outcomes. Additionally, the study shows that AIT contributes to DP (B = 0205, P < 0.05). Artificial intelligence (AI) tools improve customer interaction, improve aiming for, and help advertising campaigns. Insights based on AI help salespeople execute more effectively and generate more revenue. The investigation of the relationship among ST and AIT takes the research a step beyond. The association among training and performance is strengthened by the moderating influence of AIT (B = 0.099, P < 0.05). Salespeople perform more effectively whenever AIT is paired with training. AI enhances the effectiveness of training by offering individualised suggestions, expedient procedures, and immediate insights. Think about using a combined approach which blends AIT with ST. Sales staff should receive training on both product expertise and efficient use of AI tools. Promote cooperation among data science units and training divisions. AI enables clients to receive specific recommendations. Salespeople can customise their conversations and recommend pertinent goods and services by using AI expertise. Personalisation increases client pleasure and boosts revenue. Salespeople ought to see training to be a continuous endeavour. It's critical to provide

Figure 1: Conceptual framework
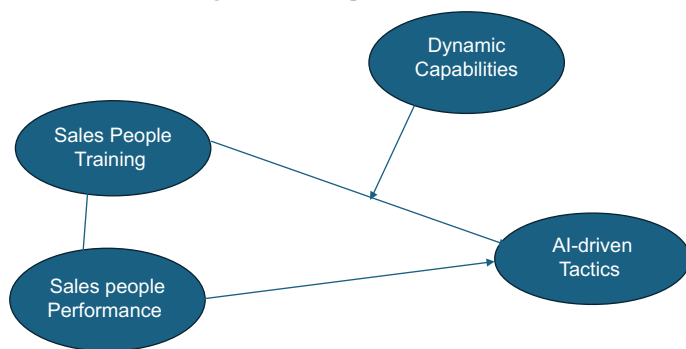
ongoing information on AI developments, industry trends, and product attributes.

Establish an atmosphere where learning never stops inside the company. Even though AI may automate obligations, ensure that it complies with moral standards. Keep the human touch in the relationships you have with customers and don't rely too much on AI. Client confidence is increased by being transparent about the use of AI. Keep an eye on SP statistics upon a regular basis. Monitor team as well as individual achievements using artificial intelligence analytics. Give helpful criticism to improve abilities and adjust tactics. Recall that savvy salespeople usually flexible, sympathetic, and receptive to adopting new technology. Companies enable their sales staff to flourish in a changing sector by merging AI and training. Pharma businesses ought to spend money on thorough sales training initiatives. Gaining a competitive edge can result from implementing artificial intelligence (AI) techniques into sales procedures. Sales staff ought to be encouraged by executives to adopt insights based on AI and keep up with technology developments. The study admits its shortcomings, including the fact that PLS-SEM works well in situations with small numbers of samples. Subsequent investigations may go into certain AI uses, such as chatbots and automated forecasting, and examine how they affect various sales indicators. Studies with longitudinal approaches may be able to evaluate the long-term impacts of AI uptake and training. The research presented here emphasises the beneficial relationship among training and AIT in increasing SP, which is a helpful perspective to the pharmaceutical business.

6. CONCLUSION

Within this investigation, researchers investigated how ST, AIT, and SP interact within the pharmaceutical field. The results give professionals and supervisors beneficial perspectives and throw into perspective important variables influencing sales performance. Our investigation demonstrates the benefits of funding strong ST initiatives. Sales staffs with proper training performed well. The investigation demonstrates how strongly ST affects SP. Programmes with proper training improve client relations, interpersonal skills, and product understanding. Pharma firms ought to make continual training top priority in order to strengthen their sales staff. Along with product expertise, interpersonal abilities, interpersonal interaction, including managing client relations need to be covered in training. AI-driven strategies were destined for a while and are hardly speculative. Pharma

businesses need to use artificial intelligence (AI) tools. Artificial Intelligence aids sales campaigns through eliminating monotonous operations, improving making decisions, and offering real-time data. The combination of AI training and evolution is what makes the enchantment happen. Salespeople connect with greater success while they work together. Their powers are enhanced by AI, which improves performance. Create training materials that use AI technologies. Demonstrate sales teams ways to use AI to make decisions based on data and individualised customer experiences. Make sure AI is used ethically. Confidentiality and openness are crucial. AI ought to complement interaction with people, never eliminate it. Promote an environment where learning never stops. Modify training materials frequently to stay up current latest AI developments. For reasons of practicality, we utilised a modest sample size in our research. These results might be verified with bigger data sets in subsequent studies. Examine how training plus the use of AI affect things over time. Investigations of an extended duration might highlight patterns and shifts across time. AI and training together have tremendous potential to advance SP. Businesses who appreciate this partnership will do well as the pharmaceutical industry changes.

6.1. Practical Implications

Pharmaceutical firms ought to carefully deploy their finances towards ST. Develop training curricula that specifically address requirements like managing client relationships, abilities to communicate, and understanding the product. Sales staff are kept abreast of changes and patterns in the market through ongoing education. Accept powered by AI methods as a necessary component of your sales approach. Artificial intelligence (AI) applications can be used to replace tedious processes, freeing up salesmen to concentrate on high-value activity. Predictive analysis may boost segmenting consumers, optimize aiming for, and serve as a making choices aid. Utilize AI to customize customer experiences. AI systems examine information and present specific suggestions according to user behavior and interests. Customize services and communications to improve client experience.KPIs, or key performance indicators should be routinely observed. Monitor KPIs like sales conversions, new client expenses, and value over time with analytics using artificial intelligence. Adapt tactics in response to current information. Check that powered by AI strategies comply with moral standards. Preserve confidence while safeguarding client data. AI ought to encourage human activities rather than take up their spot totally. Get sales staffs ready for the use of AI. Empower salesmen with information to aid in their understanding and efficient application of AI solutions. Determine which organizational evangelists can encourage the use of AI. Businesses who effectively pair AI with learning have an upper hand. In an ever-changing sector, quick adaption to technology changes is essential. The combination of AI-driven strategies and instruction has enormous potential to improve SP.Pharmaceutical businesses may negotiate the changing market while achieving long-term development by accepting those practical consequences.

6.2. Future Research Directions

To fill up the knowledge gaps or advance the field, it is imperative to investigate potential avenues for further study pertaining to the

aforementioned topic. To evaluate the long-term consequences of ST & the implementation of AI, undertake ongoing research. Examine whether performances changed across a number of decades in light of shifting market conditions and advances in technology. Examine how various salespeople segments—such as expertise stages, product specializations, and geographical regions—are affected differently by learning and artificial intelligence. Adapt approaches to meet the demands of each unique niche. Examine the effects of online systems, networking sites, and direct contact on success in international business engagements. Recognize that AI education and instruction may improve the efficacy of global corporations. Create moral standards for the use of AI in sales. Solve problems with prejudice, confidentiality, and openness. Examine how moral AI procedures affect sales results. Examine salespeople's actions and decisions with greater detail. Recognize the effects of AI as well as instruction on resiliency, drive, and habits. Examine the effects of powered by AI strategies on client satisfaction and commitment. Analyze how technology and individualized interaction with humans are balanced. Comparing the results with those from different industries, such as the internet, banking, and retailing. Determine outstanding procedures and knowledge that are transferrable. Work together with neurologists to investigate the brain processes that underlie successful sales techniques. Examine the effects of AI as well as instruction on the brain circuits involved in persuading or making choices. Examine the group interactions that arise from implementing artificial intelligence and company instruction. Examine cooperation, information exchange, and cohesiveness within the team. Create forecasting techniques by integrating individual traits, AI consumption, and learning statistics. According to these variables, determine whichever salesmen are most probable to succeed.

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