# MiaRec to host a webinar on AI's role in optimising sales processes



In a rapidly advancing technological landscape, businesses are increasingly turning to artificial intelligence (AI) to enhance their sales processes and drive growth. Acknowledging the critical need for optimisation in sales contact centres, MiaRec, a provider of AI-powered solutions, is set to conduct a webinar aimed at addressing common challenges faced by Chief Revenue Officers and Directors of Revenue.

Scheduled for Thursday, 3rd March 2025, at 7am PST (10am EST), this event will showcase how cutting-edge AI technologies can transform data into tangible revenue. The virtual seminar will delve into several key topics surrounding AI's role in sales efficiency.

Missed sales opportunities are a significant concern for many organisations. According to MiaRec, this webinar will focus on strategies to recover such opportunities, demonstrating how AI can help identify gaps within the sales process. Often, inefficiencies stem from limited visibility into customer interactions, a challenge that many contact centres encounter.

Additionally, the session promises to equip participants with insights on how to convert contact centre data into actionable strategies that effectively spur sales growth. Optimising sales performance will also be a topic of discussion; attendees can expect to learn about streamlining workflows, enhancing agent performance, and ultimately increasing conversion rates through AI integrations.

The webinar aims to provide valuable information and trends related to the ongoing evolution of AI automation for businesses, particularly within sales-focused environments. As organisations prepare to leverage these technologies, insights from MiaRec are anticipated to be beneficial for leaders within the industry, offering them tools to navigate the complexities of modern sales dynamics.

For those interested in participating, registration is open, and attendees are encouraged to seize this opportunity to explore the potential of AI in revitalising their sales strategies.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.miarec.com> - Provides an overview of MiaRec's AI-powered solutions for contact centers, including automated quality management and conversation intelligence, which are relevant to enhancing sales processes and driving growth.
* <https://blog.miarec.com/how-sales-contact-centers-can-use-ai-insights-to-increase-efficiency-and-profitability> - Details how AI insights can be used to increase efficiency and profitability in sales contact centers, including identifying gaps in the sales process and converting contact center data into actionable strategies.
* <https://www.miarec.com/custom-ai-insights> - Explains MiaRec's Custom AI Insights, which offer advanced data analysis and targeted coaching, helping to optimize sales performance and enhance agent performance.
* <https://www.miarec.com/miarec-events> - Lists upcoming webinars and events by MiaRec, including those focused on AI's role in sales efficiency and contact center optimization, although the specific webinar mentioned in the article is not listed here.
* <https://www.miarec.com> - Mentions MiaRec's ability to help businesses recover missed sales opportunities by identifying gaps within the sales process using AI technologies.
* <https://blog.miarec.com/how-sales-contact-centers-can-use-ai-insights-to-increase-efficiency-and-profitability> - Discusses how AI can help in customer journey mapping and tracking leads through every stage of their journey, which is crucial for optimizing sales workflows.
* <https://www.miarec.com/custom-ai-insights> - Highlights the capability of MiaRec's AI Assistant to suggest areas for improvement after each interaction, which aligns with enhancing agent performance and increasing conversion rates.
* <https://www.miarec.com> - Describes how MiaRec's solutions can streamline workflows and enhance agent performance, contributing to increased conversion rates through AI integrations.
* <https://blog.miarec.com/how-sales-contact-centers-can-use-ai-insights-to-increase-efficiency-and-profitability> - Provides examples of how AI insights can be used to prioritize high-value prospects and manage potential obstacles, which is essential for sales growth.