# AI and personal engagement combine to reshape post-pandemic sales strategies



The rapid acceleration of digitalization following the COVID-19 pandemic has arguably reinvented sales strategies across myriad sectors. With a renewed demand for field sales teams, particularly evident in finance, fintech, and energy industries, artificial intelligence (AI) is now emerging as a cornerstone in modern sales operations. Experts like Ogün Rıfat Sanbay, Business Development and Process Manager at Coorbiz, highlight the ongoing evolution of the sales landscape, underscoring several pivotal trends emerging for the near future.

Sanbay notes a resurgence of one-on-one customer interaction, which remains essential, especially in sectors that thrive on trust and relationship management. He posits, “Customer behaviour has shifted significantly towards digital channels prioritizing speed and convenience.” However, Sanbay emphasizes that personal engagement is irreplaceable in complex fields such as banking and insurance, where understanding client needs and building rapport are vital. Interestingly, while digital channels have dominated e-commerce and subscription-based models, the human touch still commands respect in traditional sectors.

Artificial intelligence is not just a supplementary tool; it is transforming field sales altogether. Sanbay explains that AI provides invaluable support in identifying target customers, optimising routes, and predicting sales outcomes. This synergy between human expertise and machine intelligence is shaping a novel approach to sales, shifting the landscape towards a collaborative model where technology enhances, rather than replaces, personal engagement. According to industry reports, AI has already proved influential in sales strategies worldwide, accounting for substantial growth in online retail sectors, where AI-driven recommendations have dramatically improved sales figures and customer experience.

As companies grapple with fluctuating market demands, a significant trend is the rising appeal of outsourced sales teams. Sanbay indicates an unprecedented surge in demand within fintech and insurance sectors for outsourced solutions, aimed at cost reduction and operational flexibility. The allure lies in allowing businesses to concentrate on their core activities while leveraging external expertise for field sales and call centres. This trend mirrors a broader shift within the industry where companies are increasingly recognising the benefits of agile resource management in today’s economic climate.

However, underlying these advancements is a serious concern: employee retention within the sales sector in Türkiye. Sanbay pointed out that inadequate salary structures and unclear career progression hinder the industry's ability to keep skilled professionals. Given the rising cost of living, the pressure on companies to create attractive working environments has intensified. In a climate where employee loyalty is fragile, the companies that develop sustainable and supportive workplace models may stand out as leaders in a competitive field.

Alongside these industry developments, broader trends highlight the significant role of AI in transforming digital advertising and marketing landscapes. A recent survey indicated that nearly 90% of marketing professionals in North America and Europe believe AI will radically change digital advertising in the near future. The implications for sales strategies are profound, as organisations continue to harness AI's capabilities—ranging from customer analysis to content generation—advancing their marketing efficiency and effectiveness.

As firms increasingly integrate AI into their sales and marketing arsenals, the sector stands on the brink of a major transformation. With predictions estimating the AI market in marketing alone to reach around $220 billion by 2030, the fusion of AI with human talent appears not only beneficial but essential for future success. The subtle interplay of personal engagement and technological advancement continues to define sales strategies, revealing a landscape ripe for innovation and growth.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://raillynews.com/2025/06/dijital-satista-yapay-zeka-donemi/), [[4]](https://www.statista.com/statistics/1404796/ai-potential-transform-digital-advertising/)
* Paragraph 2 – [[1]](https://raillynews.com/2025/06/dijital-satista-yapay-zeka-donemi/), [[2]](https://www.reuters.com/markets/us/us-online-holiday-sales-rise-nearly-9-mobile-shopping-boom-report-shows-2025-01-07/), [[3]](https://www.reuters.com/business/retail-consumer/ai-influenced-shopping-boosts-online-holiday-sales-salesforce-data-shows-2025-01-06/)
* Paragraph 3 – [[1]](https://raillynews.com/2025/06/dijital-satista-yapay-zeka-donemi/), [[5]](https://www.digitalcommerce360.com/2024/01/03/ai-played-a-role-in-2023-holiday-sales/), [[6]](https://www.globenewswire.com/news-release/2024/11/21/2985336/28124/en/Artificial-Intelligence-AI-in-Marketing-Industry-Research-Report-2024-2030-Focus-on-Search-Advertising-Social-Media-Advertising-Dynamic-Pricing-Virtual-Assistant-Sales-Marketing-Au.html)
* Paragraph 4 – [[1]](https://raillynews.com/2025/06/dijital-satista-yapay-zeka-donemi/), [[7]](https://www.digitalmarketingcommunity.com/articles/digital-marketing-trends-3/)
* Paragraph 5 – [[6]](https://www.globenewswire.com/news-release/2024/11/21/2985336/28124/en/Artificial-Intelligence-AI-in-Marketing-Industry-Research-Report-2024-2030-Focus-on-Search-Advertising-Social-Media-Advertising-Dynamic-Pricing-Virtual-Assistant-Sales-Marketing-Au.html), [[4]](https://www.statista.com/statistics/1404796/ai-potential-transform-digital-advertising/)

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## Bibliography

1. <https://raillynews.com/2025/06/dijital-satista-yapay-zeka-donemi/> - Please view link - unable to able to access data
2. <https://www.reuters.com/markets/us/us-online-holiday-sales-rise-nearly-9-mobile-shopping-boom-report-shows-2025-01-07/> - During the 2024 holiday season, U.S. online spending increased by nearly 9%, reaching approximately $241.4 billion. This surge was driven by a significant rise in mobile shopping, with 54.5% of online transactions conducted via smartphones. Retailers like Walmart and Target enhanced their advertising efforts and offered early discounts, leveraging artificial intelligence to attract customers. Additionally, the use of AI-powered chatbots for product recommendations and shopping assistance led to a 1,300% increase in customer traffic to retail sites. Flexible payment options, such as buy-now-pay-later services, also contributed to the growth, accounting for $18.2 billion in online spend, up 9.6% from the previous season.
3. <https://www.reuters.com/business/retail-consumer/ai-influenced-shopping-boosts-online-holiday-sales-salesforce-data-shows-2025-01-06/> - Artificial intelligence-powered chatbots played a significant role in boosting U.S. online sales during the 2024 holiday season, contributing to a nearly 4% year-over-year increase. Shoppers utilized AI-based chatbot services 42% more than the previous year, leading to a rise in AI-influenced sales to $229 billion globally. However, a high rate of product returns, at 28% compared to 20% in 2023, posed challenges for retailers. Mobile devices were prominent for last-minute shopping, with 79% of orders placed through smartphones. Social media platforms like TikTok and Instagram also drove 14% of all traffic to e-commerce sites.
4. <https://www.statista.com/statistics/1404796/ai-potential-transform-digital-advertising/> - A survey conducted in July 2023 among marketing and advertising professionals across North and South America and Europe revealed that nearly 90% believed artificial intelligence would radically transform digital advertising within the next three to five years. The study highlighted that generative AI applications in advertising and marketing primarily involved drafting content, brainstorming, and conducting research.
5. <https://www.digitalcommerce360.com/2024/01/03/ai-played-a-role-in-2023-holiday-sales/> - Artificial intelligence significantly influenced the 2023 holiday sales, with AI accounting for $194 billion in sales over the season. AI-powered product recommendations were the most common use case, enhancing the accuracy of suggestions to consumers. Retailers like Amazon and Walmart integrated AI into their fulfillment and logistics networks, using it to forecast product demand and optimize inventory management, thereby improving operational efficiency.
6. <https://www.globenewswire.com/news-release/2024/11/21/2985336/28124/en/Artificial-Intelligence-AI-in-Marketing-Industry-Research-Report-2024-2030-Focus-on-Search-Advertising-Social-Media-Advertising-Dynamic-Pricing-Virtual-Assistant-Sales-Marketing-Au.html> - The global market for Artificial Intelligence (AI) in marketing was valued at $41.9 billion in 2023 and is projected to reach $220.1 billion by 2030, growing at a compound annual growth rate (CAGR) of 26.7% from 2023 to 2030. This growth is driven by advancements in data analytics, rising consumer demand for personalization, and the need for more efficient, data-driven marketing practices. AI-powered solutions are increasingly used to process and interpret vast amounts of digital data, enabling marketers to extract actionable insights that inform strategies.
7. <https://www.digitalmarketingcommunity.com/articles/digital-marketing-trends-3/> - The artificial intelligence (AI) market is projected to grow nearly twentyfold by 2030, reaching almost $2 trillion. Digital marketers are increasingly adopting AI tools, such as ChatGPT, to analyze customer data more accurately. These tools assist in identifying customer demographics, needs, behaviors, and buying experiences, leading to more effective sales and marketing campaigns. AI marketing strategies include AI-based prompts for marketing copies, gamification marketing, retargeting, and paid ads. Experts predict that AI marketing will dominate various business niches and industries, enhancing lead acquisition, engagement, and sales.