**Cognism The RevOps Review Podcast – guest**

**Darren Fay**

**Podcast Script: How AI Is Transforming Revenue Operations**

**[Intro Music]**

**Host:
Hello and welcome to *this episode of The RevOps Review*, the podcast where we dive deep into the strategies, tools and innovations shaping the world of revenue operations. I’m [Host Name], and today we’re delving into: *How AI is Transforming Revenue Operations*.**

To help us demystify this fascinating subject, I’m thrilled to welcome a true expert in the field, Darren Fay, Senior Director of Revenue Operations at Henry Schein ONE.

Darren, it’s an absolute pleasure to have you on the show.

**Darren:**Thanks so much for having me. I’m excited to be here and to chat to you as always.

**Host:
Darren, before we dive into AI, I’d love for you to tell our listeners a little more about your background. You’ve had an incredible career in revenue operations, spanning early-stage startups to large public companies. Can you share some highlights of your journey?**

**Darren:**Of course. I’ve been fortunate to work in RevOps for over eight years now, with more than 11 years of leadership experience. Currently, at Henry Schein ONE, I focus on aligning people, processes and systems to drive revenue growth and operational efficiency.

Prior to this, I was with Instructure, where I developed and optimised revenue systems and go-to-market strategies.

Across my career, I’ve had the opportunity to scale RevOps departments, tackle complex operational challenges and work with incredibly talented teams.

**Host:
That’s such an impressive trajectory, Darren. With your wealth of experience, you’ve probably seen a lot of changes in the RevOps space?**

**Darren:**Over the last few years, RevOps has become one of the most talked about game changers in the B2B space. It’s absolutely essential for companies looking to outstrip their competitors to align their Sales, Marketing and Customer Success processes not only to achieve faster growth and more profitability but also greater customer experience.

**Host:
And part of aligning those processes is building a robust tech stack and implementing tools for success. So let’s dive into today’s topic: *AI in Revenue Operations*. How do you see AI already shaping the RevOps landscape?**

**Darren:**AI is already having a massive impact on RevOps and will continue to shape the future in transformative ways. At its core, Revenue Operations is about enabling teams to work smarter, not harder, and AI is the perfect tool for that.

It’s not only crunching the numbers to give us meaningful data, it’s helping us to automate repetitive tasks, provide predictive insights and uncover hidden opportunities that would have been nearly impossible to identify manually. From lead scoring and forecasting to pipeline management and churn prediction, AI is making RevOps more efficient and data-driven than ever before.

**Host:
So what kinds of AI tools are available to RevOps teams and which ones should they explore first?**

**Darren:**There are three main types of AI: general AI Large Language Models known as LLMs, built-in AI solutions and plug-ins.

General AI tools such as HuggingFace’s custom LLMs, OpenAI’s GPT APIs and Meta’s LLAMA are generic data tools which can be customised for your business.

Built-in AI solutions such as OpenAI’s ChatGPT, Google’s Bard and Salesforce’s Einstein are trained on generic data with context to work only within a specific environment.

Plug-ins or plug-and-play AI products such as Gong, Marketo and Zoom and are trained on more specific data and context with the aim to automate tasks, reduce manual work and increase efficiency. These are the tools RevOps teams should explore first.

**Host:
It’s incredible how AI is realising opportunities and automation is simplifying everyday tasks. Here, at Cognism, we’ve developed an AI tool that speeds up prospecting by filtering prospects using a simple search query. It’s like having a lightning-fast sales lead assistant at your fingertips. Could you share an example of how AI has specifically transformed a RevOps process you’ve worked on?**

**Darren:**Sure. One example that stands out is AI-driven forecasting. At Henry Schein ONE, we’ve integrated AI tools to analyse historical data, market trends and current pipeline metrics to provide much more accurate revenue forecasts. In the past, forecasting involved a lot of manual data crunching and, honestly, a fair bit of guesswork. AI eliminates that guesswork by identifying patterns and anomalies we wouldn’t have noticed otherwise.

This not only improved the accuracy of our projections but also helped leadership make faster, more confident decisions about resource allocation, hiring and investments.

**Host:
That’s a game-changer for sure. Beyond forecasting, what other areas of RevOps do you think benefit the most from AI?**

**Darren:**There are quite a few but I would say lead scoring and pipeline management are two big ones. AI can analyse behaviour, demographics and other data points to identify which leads are most likely to convert. This means sales teams can focus their efforts on the opportunities with the highest potential, rather than spreading themselves thin across less promising leads.

For pipeline management, AI helps identify bottlenecks and inefficiencies in real time. If a deal is stuck in a particular stage for longer than usual, AI tools can flag it and even suggest actions to move it forward.

**Host:
It’s amazing how AI is not just directing team efforts but also offering actionable insights in real time. With all these advantages, what would you say are the biggest challenges RevOps leaders face when implementing AI?**

**Darren:**One of the biggest challenges is data quality. AI is only as good as the data it has access to, so if your organisation’s data isn’t clean, accurate or well-structured, your AI insights won’t be reliable. There’s the old adage ‘garbage in, garbage out’, right?

Another challenge is change management. AI adoption often requires a shift in how teams work and there can sometimes be resistance to that. Some people might worry about losing their job.

Lastly, there’s the need for proper training. RevOps teams need to understand how to use these tools effectively and how to interpret the insights AI provides. Without this knowledge, you won’t get the full value of your investment in AI.

**Host:
These challenges are real, for sure, but can be overcome by utilising quality, clean data, building a strong comms framework and providing in-depth training – all of which require trusted partners and a desire to future proof your processes.**

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**Host:
Darren, what advice would you give to RevOps leaders who are starting to explore AI tools but need a bit of direction?**

**Darren:**Start small and build from there. Focus on one or two areas where AI can have the biggest immediate impact, like forecasting or lead scoring. Invest in cleaning and structuring your data – it’s the foundation for any successful AI initiative.

And remember, AI is a tool to assist your team, not replace it. Involve your teams early, provide training and make sure they understand how AI can make their jobs easier and more effective.

**Host:
That’s sound advice, Darren. As we wrap up, what excites you most about the future of AI in RevOps?**

**Darren:**What excites me most is the potential for AI to make RevOps more proactive. We’re moving from a reactive approach, where we fix problems after they arise, to a proactive one where AI helps us predict and prevent issues before they happen and identify hidden market trends. That’s a huge leap forward for driving revenue growth and operational efficiency.

**Host:
All of which will become the cornerstone of operational excellence. Darren, thank you so much for sharing your insights and recommendations with us today. It’s been an absolute pleasure having you on the podcast.**

**Darren:**Thank you, it’s been a pleasure being here.

**Host:
If our listeners want to learn more about the innovative work you do, where would you point them?**

**Darren:**They can find me on LinkedIn at forward slash Darren hyphen Fay where I run RevOps Mastery Conferences and post snippets of The Ops Drop episodes and at revopsroundtable.com.

**Host:**Great, thanks Darren. And thank you to our listeners for tuning in to this episode of *The RevOps Review*. Don’t forget to subscribe for more insights and strategies from industry leaders. Until next time.

**[Outro Music]**