

Artificial Intelligence and Sales Force Job Performance in The FMCG Beverage Industry: A Systematic Literature Review and ABCD Analysis

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Abstract—Artificial Intelligence (AI) has emerged as a transformative technology that has had a substantial impact on sales management. This is achieved through the implementation of predictive analytics, intelligent forecasting, route optimization, and decision support systems. The FMCG beverage industry, characterized by intense competition and rapidly changing consumer demand, has increasingly adopted AI to improve sales efficiency and customer engagement. Despite the growing implementation of AI technologies, research focusing specifically on their influence on sales force job performance remains fragmented, particularly in emerging economies such as India. This study presents a systematic literature review to synthesize existing knowledge on AI applications in sales management and their impact on sales force performance within the FMCG beverage industry. The review identifies major research themes, theoretical perspectives, implementation challenges, and research gaps. In addition, an ABCD (Advantages, Benefits, Constraints, and Disadvantages) analysis is proposed to provide a balanced evaluation of AI adoption in sales organizations. Finally, a conceptual framework is developed to guide future empirical research, particularly in the context of the Indian FMCG beverage sector.

Index Terms—Artificial Intelligence, Sales Force, Job Performance, FMCG, Beverage Industry, Digital Transformation, CRM, Predictive Analytics, Literature Review, ABCD Analysis

I. INTRODUCTION

One of the most significant digital technologies that is changing organizational decision-making and

corporate performance is artificial intelligence (AI). Organizations may now automate repetitive operations, analyze massive datasets, increase forecasting accuracy, and improve customer interactions thanks to developments in machine learning, natural language processing, predictive analytics, and generative AI. As a result, AI is now seen as a strategic capacity that fosters organizational creativity and competitive advantage rather than just an automated tool. AI-enabled sales solutions are growing quickly, according to recent assessments, and they can help with forecasting, customer relationship management, and sales decision-making.

The Fast-Moving Consumer Goods (FMCG) beverage industry operates in a highly dynamic environment characterized by short product life cycles, extensive distribution networks, changing consumer preferences, and intense market competition. To respond effectively to these challenges, beverage companies are increasingly integrating AI into demand forecasting, inventory planning, route optimization, customer relationship management, sales analytics, and promotional planning. These technologies help organizations improve operational efficiency while supporting data-driven decision-making.

Sales professionals play a critical role in achieving organizational objectives within the FMCG beverage sector. They act as the primary interface between manufacturers, distributors, retailers, and consumers. AI-enabled tools assist sales representatives by identifying potential customers, analysing buying behaviour, recommending products, optimizing travel

routes, monitoring sales performance, and providing real-time business insights. Such capabilities have the potential to improve productivity, decision quality, customer satisfaction, and overall job performance.

While the application of AI has spread quickly across industries, most of the research that has been done so far has been on supply chain optimization, marketing analytics, organizational performance, and consumer behavior. Comparatively few research has looked at how AI affects field sales employees' performance, especially in the FMCG beverage sector. Furthermore, despite the growing use of AI by beverage firms and sales teams, there is still a dearth of empirical data from India.

By combining recent research on AI and sales force job performance, identifying key research themes, analyzing what is already known, and emphasizing potential areas for further study, this review fills this knowledge vacuum. Additionally, the study offers a conceptual framework that can facilitate further empirical research in the Indian FMCG beverage industry as well as an original ABCD analysis.

II. OBJECTIVES OF THE STUDY

The objectives of this review are to:

1. Examine the current state of research on Artificial Intelligence in sales management.
2. Review AI applications within the FMCG beverage industry.
3. Examine how AI deployment affects sales force productivity.
4. Determine the main research gaps in the body of current literature.
5. Create an ABCD study on the use of AI in sales firms.
6. Offer a conceptual framework for next empirical studies.

III. REVIEW METHODOLOGY

A Systematic Literature Review (SLR) methodology is used in this investigation. Major academic databases such as Scopus, Web of Science, 11 ScienceDirect, Emerald Insight, SpringerLink, and Wiley Online Library are used to find pertinent peer-reviewed publications. Keywords like Artificial Intelligence, Sales Management, Sales Force Performance, FMCG, Beverage Industry, CRM, Predictive Analytics, and

Digital Transformation are all included in the search strategy.

Only peer-reviewed, English-language journal publications published primarily after 2015 are taken into account (39). Publications irrelevant to AI or sales success, conference abstracts, and duplicate studies are not included. Thematic synthesis is used to analyze the chosen papers in order to find recurrent ideas, theoretical stances, methodological techniques, research gaps, and future prospects.

IV. THEMATIC LITERATURE REVIEW

4.1. Artificial Intelligence in Sales Management

Traditional sales management has changed from experience-based decision-making to data-driven, predictive, and customer-centric procedures thanks to artificial intelligence (AI). Organizations may analyze consumer behavior, estimate demand, find sales opportunities, and automate repetitive sales tasks with the help of modern AI technologies like machine learning, natural language processing, predictive analytics, and generative AI. With less administrative work, these solutions enable salespeople to concentrate more on strategic selling and customer engagement.

Predictive sales analytics is one of AI's most important contributions. AI helps businesses generate more accurate sales projections than traditional statistical methods by analyzing past sales data, market trends, consumer purchasing patterns, and external business factors. In the end, accurate forecasting enhances organizational performance by supporting pricing decisions, production scheduling, inventory planning, and resource allocation. Additionally, recent research emphasizes the significance of governance, explainable AI, and data quality in maintaining the dependability and credibility of prediction models.

AI has also strengthened Customer Relationship Management (CRM). Traditional CRM systems mainly stored customer information, whereas AI-enabled CRM platforms analyse customer interactions in real time, identify buying preferences, recommend products, predict customer churn, and personalize communication. As a result, organizations can improve customer satisfaction, increase sales conversion rates, and strengthen long-term customer relationships.

Generative AI has further expanded the role of AI in sales management. AI-powered assistants can draft customer emails, prepare meeting summaries, generate sales proposals, answer product-related questions, and provide real-time recommendations to sales representatives. These applications reduce routine administrative work, allowing sales professionals to dedicate more time to building customer relationships and closing sales. Industry evidence indicates that organizations are rapidly adopting generative AI while recognizing that trusted organizational data and clear governance policies are essential for realizing its full value.

Although AI provides substantial operational benefits, successful implementation depends on organizational readiness, employee skills, management support, and ethical governance. Organizations that invest in employee training and digital capabilities are more likely to achieve positive outcomes from AI adoption than those focusing solely on technological investment.

4.2. AI Adoption Theories

Several theoretical models explain why employees adopt or resist AI technologies in the workplace.

According to the Technology Acceptance Model (TAM), the two main criteria influencing technology acceptance are perceived usefulness (PU) and perceived ease of use (PEOU). AI systems are more likely to be implemented in sales settings when salespeople believe the technology increases output, streamlines tasks, and facilitates better decision-making.

This viewpoint is expanded upon by the Unified Theory of Acceptance and Use of Technology (UTAUT), which takes into account social impact, performance expectancy, effort expectancy, and facilitating factors. According to this concept, employees' propensity to adopt AI is greatly influenced by peer pressure, organizational support, infrastructure, and managerial encouragement.

According to recent study, trust in AI systems, data quality, algorithm openness, corporate culture, and employees' digital competencies all have an impact on the adoption of AI. With the quick development of generative AI and AI-assisted decision-making, these elements have grown in significance.

4.3. AI Applications in the FMCG Beverage Industry
The FMCG beverage industry operates in an environment characterized by high sales volumes, rapidly changing consumer preferences, seasonal demand, extensive distribution networks, and intense market competition. These characteristics make AI particularly valuable for improving operational efficiency and decision-making.

AI applications in the beverage industry include:

- Demand forecasting
- Route optimization
- Retail execution monitoring
- Intelligent CRM
- Dynamic pricing
- Inventory optimization
- Promotion effectiveness analysis
- Sales performance dashboards

AI-powered route optimization helps field sales representatives identify the most efficient travel routes, reducing travel time and transportation costs while increasing the number of customer visits. Predictive demand forecasting enables organizations to minimize stock-outs and excess inventory by analysing historical sales patterns, weather conditions, festivals, and retailer purchasing behaviour.

Computer vision technologies are also increasingly used to monitor shelf availability, product placement, pricing compliance, and promotional execution. By analysing retail shelf images, organizations can identify merchandising issues in real time and improve in-store execution. Reviews of AI adoption in FMCG similarly emphasize that AI creates value through operational excellence, digital integration, and performance optimization, while noting ongoing implementation challenges related to organizational adaptation and workforce capabilities.

4.4. Artificial Intelligence and Sales Force Job Performance

Sales force job performance is a critical determinant of organizational success in the Fast-Moving Consumer Goods (FMCG) beverage industry. Sales professionals are responsible for customer acquisition, retailer relationship management, order generation, merchandising, market intelligence, promotional execution, and achieving sales targets. Their performance directly influences revenue growth, customer satisfaction, market share, and competitive

advantage. With the increasing adoption of Artificial Intelligence (AI), organizations are transforming the way sales representatives perform these activities by integrating intelligent technologies into everyday sales operations.

AI improves sales force performance primarily by enhancing decision-making. Traditional sales decisions often depended on personal experience and historical sales records. AI systems analyse large volumes of customer, market, and transactional data in real time to generate actionable insights. These insights help sales representatives identify high-potential customers, predict purchasing behaviour, recommend suitable products, and prioritize customer visits. Consequently, sales professionals can make faster and more informed decisions while reducing uncertainty.

Another major contribution of AI is the improvement of sales productivity. A considerable portion of a salesperson's working time is spent on administrative tasks such as preparing reports, updating customer records, planning travel routes, and generating sales forecasts. AI automates many of these routine activities, allowing sales representatives to devote more time to customer interaction and revenue-generating activities. Industry surveys in India indicate that AI adoption among sales teams has become widespread, with organizations reporting improvements in data quality, productivity, and decision support, although concerns about security and trust remain.

Customer Relationship Management (CRM) has also undergone significant transformation through AI. Intelligent CRM platforms continuously analyse customer purchase history, order frequency, product preferences, payment behaviour, and communication patterns. Based on these analyses, AI recommends personalized selling strategies, identifies opportunities for cross-selling and upselling, predicts customer churn, and supports proactive customer engagement. These capabilities strengthen retailer relationships and contribute to higher customer satisfaction and repeat business.

Field sales efficiency is another area where AI has demonstrated considerable potential. AI-powered route optimization systems evaluate retailer locations, traffic conditions, delivery schedules, travel distance, and customer priority to recommend efficient travel

plans. Optimized routing enables sales representatives to visit more retailers within the same working hours while reducing travel time and operational costs. AI-supported territory management further assists organizations in balancing workloads and improving market coverage. Practical industry reports on FMCG field-force optimization describe gains in sales efficiency, customer retention, and conversion rates while emphasizing the importance of data quality and employee training.

AI also contributes to improving forecasting accuracy. Machine learning algorithms process historical sales data together with external variables such as seasonal demand, promotional campaigns, weather conditions, and local events. More accurate forecasts help sales teams maintain product availability, reduce stock-outs, and improve inventory planning. Better forecasting enables sales representatives to provide retailers with reliable information regarding product availability and future demand.

The emergence of generative AI has further expanded the capabilities available to sales professionals. AI assistants can prepare customer emails, summarize meetings, generate product presentations, answer product-related questions, and recommend suitable sales strategies based on customer profiles. These applications reduce repetitive administrative work and improve the overall efficiency of sales teams. Broader workplace studies similarly suggest that organizations are increasing AI investment to unlock productivity gains, while recognizing that workforce capabilities and organizational maturity remain important determinants of successful implementation.

Despite these advantages, AI adoption also presents several challenges that may influence sales force performance. Employees may resist AI because of concerns regarding job security, increased monitoring, lack of digital skills, or uncertainty about new technologies. Organizations may also encounter implementation barriers related to data quality, integration with existing systems, infrastructure limitations, privacy concerns, and the need for continuous employee training. Without appropriate organizational support, the expected benefits of AI may not be fully realized.

Overall, the literature indicates that AI has a positive influence on sales force job performance through improved productivity, better decision-making,

enhanced customer relationship management, more accurate forecasting, and optimized field operations. However, the extent of these benefits depends on organizational readiness, employee acceptance, digital competencies, data quality, and responsible AI

governance. These findings highlight the need for further empirical research, particularly within the Indian FMCG beverage industry, where evidence on field sales personnel remains comparatively limited.

4.5. Summary of Key Literature

Author(s) & Year	Area of Study	Key Findings	Relevance to Present Study
Davis (1989)	Technology Acceptance Model	Perceived usefulness and perceived ease of use influence technology acceptance.	Supports PU and PEOU as important AI adoption factors.
Venkatesh et al. (2003)	UTAUT model	Performance expectancy, effort expectancy, social influence, and facilitating conditions affect technology use.	Helps explain AI adoption among sales employees.
Davenport & Ronanki (2018)	AI in business	AI creates value when applied to practical business problems and decision-making.	Supports AI as a business performance tool.
Huang & Rust (2021)	AI in marketing	AI supports marketing research, segmentation, targeting, positioning, personalization, and customer engagement.	Links AI with sales and customer relationship outcomes.
Dwivedi et al. (2021)	AI multidisciplinary review	AI offers opportunities for business transformation but also raises ethical, governance, and adoption challenges.	Supports discussion on both benefits and limitations of AI.
Verma et al. (2021)	AI in marketing	AI research in marketing is growing, but future studies should examine practical implementation and performance outcomes.	Shows need for industry-specific research.
Jain (2024)	AI in marketing review	AI marketing research is still developing and requires deeper empirical investigation.	Supports the need for further study in FMCG sales.
Dianti (2024)	AI in marketing systematic review	AI improves marketing efficiency, business performance, and customer interaction.	Useful for linking AI with sales effectiveness.
Mogaji et al. (2024)	AI-based CRM review	AI-powered CRM improves customer relationship management and personalization.	Directly supports CRM as a sales performance outcome.
Yoo et al. (2024)	AI-enabled CRM	AI-enabled CRM can strengthen competitive advantage through better customer insights.	Supports the link between AI, CRM, and performance.
ACR Journal Review (2025)	AI in sales management	AI-in-sales research is growing, especially in CRM, forecasting, and B2B sales processes.	Establishes sales management as a growing AI research area.
Rodriguez (2025)	Generative AI in B2B sales	Generative AI use in sales is influenced by management support and technology self-efficacy and may improve sales outcomes.	Supports AI self-efficacy and organizational support variables.

Rangarajan et al. (2026)	AI in sales organizations	Trust in AI is important for sales managers when using AI for forecasting, coaching, and performance monitoring.	Supports trust and organizational support in AI adoption.
Recent AI-powered marketing review (2026)	AI marketing strategy	AI strengthens customer engagement, personalization, and marketing decision-making.	Supports AI's role in improving sales-related performance.

Critical Synthesis of Literature

The reviewed studies show that Artificial Intelligence has become an important driver of transformation in marketing and sales management. Early technology adoption studies such as Davis (1989) and Venkatesh et al. (2003) provide the theoretical foundation for understanding why employees accept or resist new technologies. These models are highly relevant to AI adoption because sales professionals are more likely to use AI tools when they perceive them as useful, easy to use, and supported by the organization.

The marketing literature further indicates that AI improves customer understanding, personalization, segmentation, targeting, and decision-making. Huang and Rust (2021) explain that AI supports marketing activities through automation, data processing, and customer interaction capabilities. Similarly, recent reviews on AI in marketing show that AI enhances marketing efficiency, customer engagement, and business performance. These findings are relevant to the FMCG beverage sector because sales representatives depend heavily on customer insights, demand forecasting, retailer relationships, and timely decision-making.

Studies on AI-enabled CRM highlight the role of AI in improving customer relationship management, personalization, and competitive advantage. This is important for sales force performance because CRM is one of the core responsibilities of field sales personnel. AI can help sales representatives understand customer buying patterns, identify sales opportunities, predict churn, and improve retailer engagement.

Recent studies on AI in sales management show that AI is increasingly being used for forecasting, lead prioritization, sales coaching, customer analytics, and performance monitoring. However, the literature still focuses more on organizational outcomes than

individual sales force job performance. There is limited empirical evidence on how AI affects productivity, decision quality, route efficiency, target achievement, and overall job performance of field sales employees.

Overall, the literature indicates that AI has strong potential to improve sales force job performance, but the existing research remains fragmented. Very few studies focus specifically on the FMCG beverage industry, and even fewer examine the Indian context. Therefore, future research should study how AI adoption influences sales force performance in FMCG beverage companies, especially in emerging regional markets such as Coastal Karnataka.

V. RESEARCH GAP ANALYSIS

The rapid advancement of Artificial Intelligence (AI) has generated substantial academic interest in its application across marketing, sales, supply chain management, and customer relationship management. Although the volume of research has increased considerably over the past decade, the existing literature reveals several important gaps that limit a comprehensive understanding of AI's impact on sales force job performance, particularly within the FMCG beverage industry.

5.1. Limited Research on Sales Force Job Performance

Most published studies examine the influence of AI on organizational performance, customer satisfaction, supply chain efficiency, or marketing effectiveness. Comparatively few studies investigate how AI affects the day-to-day performance of field sales personnel. Variables such as productivity, decision quality, customer relationship management, sales efficiency, and task performance have received relatively limited attention in relation to AI adoption.

5.2. Limited Evidence from the FMCG Beverage Industry

Existing AI research is concentrated in sectors such as banking, healthcare, manufacturing, e-commerce, and information technology. Although AI adoption is increasing rapidly within the FMCG sector, studies focusing specifically on beverage companies remain scarce. Consequently, there is insufficient understanding of how AI supports field sales operations in this industry.

5.3. Lack of Studies in Emerging Economies

A large proportion of empirical research has been conducted in developed economies, including the United States, the United Kingdom, Germany, China, and other European countries. Comparatively fewer studies examine AI adoption among sales professionals in developing economies such as India, where differences in digital infrastructure, organizational readiness, and market conditions may influence technology adoption and performance outcomes.

5.4. Limited Integration of Technology Adoption and Job Performance

Many studies investigate employees' intention to adopt AI using theoretical models such as the Technology

Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). However, relatively few studies connect technology adoption with actual job performance outcomes. Understanding how AI acceptance translates into improved sales performance remains an important research opportunity.

5.5. Organizational Factors Receive Limited Attention Research has primarily focused on technological characteristics such as perceived usefulness and perceived ease of use. Organizational factors including management support, employee training, digital capability, organizational culture, and AI governance have received comparatively less attention despite their importance in successful AI implementation.

5.6. Need for Industry-Specific Conceptual Models

Most existing frameworks are designed for general technology adoption across multiple industries. There is a need for conceptual models that reflect the operational characteristics of the FMCG beverage industry, including distributor networks, retailer relationships, merchandising activities, route planning, and field sales execution.

Summary of Research Gaps

Research Area	Current Status	Identified Gap	Proposed Direction
AI and Sales Management	Well researched	Focus mainly on organizational outcomes	Examine individual sales force job performance
FMCG Industry	Moderate research	Limited focus on beverage companies	Conduct industry-specific studies
Indian Context	Limited evidence	Few empirical studies involving field sales personnel	Study AI adoption in the Indian FMCG beverage sector
Technology Adoption	Extensive use of TAM and UTAUT	Limited connection with actual job performance	Integrate adoption factors with performance outcomes
Organizational Factors	Partially addressed	Limited focus on training, culture, and management support	Include organizational support as a key factor
AI Applications	CRM and forecasting widely studied	Limited evidence on integrated AI tools used by field sales teams	Investigate practical AI applications in field sales operations

Research Contribution of the Present Study

Based on the identified gaps, this review proposes a conceptual understanding of how Artificial

Intelligence influences sales force job performance within the FMCG beverage industry.

The review contributes by:

- Synthesizing current knowledge on AI adoption in sales management.
- Identifying major research trends and unresolved issues.
- Highlighting the limited evidence available for the FMCG beverage sector.
- Providing an original ABCD analysis of AI adoption.
- Proposing a conceptual framework that links AI adoption factors with sales force job performance.
- Establishing a foundation for future empirical research in the Indian context, particularly within Coastal Karnataka.

The identified gaps indicate that there is a strong need for empirical research examining how AI-enabled technologies influence the productivity, decision quality, customer relationship management, and overall job performance of field sales professionals. Addressing these gaps will contribute to both academic knowledge and managerial practice by providing evidence-based insights for organizations adopting AI in sales operations.

VI. ABCD ANALYSIS OF ARTIFICIAL INTELLIGENCE ADOPTION IN SALES FORCE JOB PERFORMANCE

The ABCD (Advantages, Benefits, Constraints, and Disadvantages) framework provides a systematic approach to evaluating the impact of Artificial Intelligence (AI) on sales force job performance in the FMCG beverage industry. It considers both the positive and negative aspects of AI implementation from organizational and employee perspectives.

6.1 Advantages

Advantages represent the inherent strengths of AI that improve sales management and organizational performance.

Advantage	Explanation
Improved decision-making	AI analyses large datasets and provides real-time recommendations for sales representatives.
Accurate sales forecasting	Machine learning models improve demand prediction and sales planning.

Route optimization	AI identifies efficient travel routes, reducing travel time and operational costs.
Customer insights	AI analyses purchasing behaviour and identifies customer preferences.
Personalized selling	Product recommendations improve customer engagement and conversion rates.
CRM enhancement	AI automates customer segmentation and relationship management.
Productivity improvement	Routine administrative tasks are automated, allowing sales personnel to focus on selling activities.
Market intelligence	AI continuously monitors competitor activities and market trends.
Inventory support	Improved demand forecasting reduces stock-outs and excess inventory.
Real-time analytics	Managers receive instant business insights for decision-making.

6.2 Benefits

Benefits refer to the outcomes experienced by organizations, employees, customers, and other stakeholders following successful AI implementation.

Benefit	Organizational Impact
Higher sales productivity	Sales representatives spend more time on customer engagement.
Better customer satisfaction	Personalized interactions improve customer experience.
Faster decision-making	Managers obtain timely business intelligence.
Improved forecasting accuracy	Better production and inventory planning.
Cost reduction	Lower travel costs and improved operational efficiency.
Increased retailer retention	Stronger customer relationships improve loyalty.
Better territory management	AI balances workloads and optimizes market coverage.

Enhanced competitiveness	Organizations respond more effectively to market changes.
Revenue growth	Improved sales effectiveness contributes to business performance.
Strategic planning	AI supports long-term business decision-making through predictive insights.

6.3 Constraints

Constraints are factors that may reduce the effectiveness of AI implementation if not managed appropriately.

Constraint	Explanation
High implementation cost	AI infrastructure and software require substantial investment.
Digital skill gap	Employees require training to effectively use AI systems.
Data quality issues	Poor-quality data reduces prediction accuracy.
System integration challenges	AI must integrate with existing CRM and ERP platforms.
Organizational resistance	Employees may be reluctant to adopt new technologies.
Infrastructure limitations	Smaller organizations may lack digital resources.
Continuous maintenance	AI systems require regular updates and monitoring.
Regulatory compliance	Organizations must comply with privacy and data protection regulations.
Dependence on technology	Excessive reliance on AI may reduce human judgement.
Change management	Successful implementation requires organizational commitment and leadership support.

6.4 Disadvantages

Disadvantages represent potential negative consequences associated with AI adoption.

Disadvantage	Explanation
Employee resistance	Fear of job displacement may reduce acceptance.
Privacy concerns	AI systems process large volumes of customer data, creating security risks.

Algorithmic bias	Poorly designed algorithms may produce unfair recommendations.
Ethical issues	Automated decisions require transparency and accountability.
Reduced human interaction	Excessive automation may weaken personal customer relationships.
Cybersecurity risks	Digital systems are vulnerable to cyber threats.
Overdependence on AI	Employees may rely excessively on AI-generated recommendations.
Skill obsolescence	Traditional selling skills may require continuous updating.
Initial productivity loss	Learning new systems may temporarily reduce performance.
Technology failures	System downtime may interrupt sales operations.

6.5 Overall Findings from the ABCD Analysis

The ABCD analysis indicates that Artificial Intelligence offers significant opportunities to improve sales force job performance in the FMCG beverage industry. AI contributes to enhanced productivity, improved customer relationship management, better forecasting accuracy, optimized field operations, and data-driven decision-making. These advantages support organizational competitiveness and long-term business growth.

However, successful AI implementation depends on employee acceptance, digital capability, organizational support, data quality, and responsible governance. Organizations should therefore combine technological investment with employee training, change management, ethical AI practices, and continuous monitoring to maximize the benefits of AI while minimizing its potential risks.

The findings of the ABCD analysis support the argument that AI should be viewed not as a replacement for sales professionals but as an intelligent decision-support tool that enhances human capabilities and improves overall sales performance.

VII. MANAGERIAL IMPLICATIONS

The proposed framework offers practical guidance for managers in the FMCG beverage industry by demonstrating that AI implementation should not focus solely on technology acquisition. Instead, organizations should invest equally in employee capability development, organizational readiness, and continuous digital training. AI initiatives are more likely to succeed when employees understand the value of AI, possess the skills to use it effectively, and receive consistent managerial support.

Organizations should therefore:

- Provide continuous AI training and upskilling programmes.
- Encourage a culture of digital innovation and knowledge sharing.
- Ensure high-quality data and reliable AI systems.
- Develop transparent AI governance and ethical guidelines.
- Integrate AI into existing sales processes rather than replacing human expertise.
- Monitor employee acceptance and provide technical support throughout implementation.

VIII. CONCLUSION

Artificial Intelligence has emerged as a transformative force in modern sales management, particularly within the FMCG beverage industry. The systematic review demonstrates that AI contributes to improved sales forecasting, customer relationship management, route optimization, productivity, and decision-making, thereby enhancing the overall performance of sales professionals.

Despite these advantages, successful AI adoption depends on organizational readiness, employee skills, management commitment, and responsible AI governance. Challenges such as implementation cost, privacy concerns, employee resistance, and digital skill gaps continue to influence AI adoption outcomes. Significant research gaps are also identified by the analysis, such as the dearth of empirical studies that concentrate on field salespeople in the FMCG beverage sector, especially in developing nations like India. Future empirical studies investigating the connection between AI adoption and sales force job

performance will have a theoretical basis thanks to the suggested conceptual framework.

Overall, the results indicate that rather than taking the place of human abilities, AI should be seen as an intelligent decision-support system. Businesses that successfully combine AI with organizational support and staff development are more likely to see long-term gains in competitive advantage and sales performance.

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