

Five AI myths that are holding your revenue team back

Introduction

At many of our in-person events this year, Von CEO Sahil Aggarwal has given a presentation that starts with the admission that he's about to be "deeply unpopular." He then spends the next 20 minutes sharing five things that many people on revenue teams believe to be true, though he'd argue most of them are wrong. Some of what he says makes vendors feel uncomfortable or combative. Some of it makes buyers check their egos or worry they've been "doing it wrong." The reaction we hear most often is some version of "you're making me rethink how I've been going about this."

As we bring Von to market, these aren't new ideas for us. We say these things in customer conversations, in internal meetings, at dinners we host. We lay out the full perspective and watch how people react. Sometimes it's head nods. Sometimes it's pushback and questions, which we like even more.

Keep reading and see how you react. Do you agree? Do you push back? Either way, we hope you find these ideas worth sitting with.

MYTH 1

Our data isn't clean enough for AI

Every time we talk to a prospect about Von, someone says some version of “our CRM is a mess, our data hygiene isn't there yet.” They don't want to add AI and then deal with “garbage in, garbage out.”

This isn't true anymore. It's outdated thinking.

As an industry, we've taken decades to reach 80% data hygiene at best. We might never get to 100%. And the way AI is moving, we can't afford to spend two or three more years trying to get there. The AI models have gotten smart enough that you give them access to the raw data, and they figure it out. If an email came in at 2:47 pm and a meeting happened at 3:00 pm and a note was entered at 3:35 pm, the model will look at the context of each, match them to the right account and opportunity, and stitch the story together. It doesn't need you to have tagged everything correctly in the CRM first.

The data you need is already there. Your emails are in Outlook or Gmail. Your calls are being recorded, or your sellers can take rough notes after meetings. You don't need structured, field-level perfection. You need your unstructured data to exist somewhere accessible to AI. The right AI platform will do the rest.

You're stuck in this myth if:

- ☐ A data cleanup project is sitting on your roadmap and blocking AI projects
- ☐ Your team spends time updating CRM records
- ☐ You've told a vendor your data isn't ready for AI

“Most GTM tooling assumes you already have clean data. In my seat, that assumption breaks on contact. Von changed the input. It summarizes calls directly, so I now see objection themes, deal risks, and customer signals from what was actually said, not from what got logged.”

Sonia Sartor Kozlowski
Senior Manager of GTM Operations, Oyster

MYTH 2

If we just tell sellers what to do, they'll do it

There's a persistent belief that if we build the right dashboard, surface the right next-best-actions, and serve up the right recommendations, sellers will follow them.

They won't.

We've all seen recommendations work on YouTube, TikTok, and Instagram. Those platforms have spent billions of dollars and have an almost incomprehensible amount of data on each individual user. The recommendations are deeply personalized. But in revenue, we take a generic algorithm we think will work and give the same recommendation to every seller on the team. It never works as well as we think it should.

Consider two enterprise sellers: one has won their last three deals because a champion switched jobs and brought them in. The other has won deals because they spotted spikes in website traffic and timed their outreach perfectly. These two sellers have completely different worldviews about what makes a good deal. Give them the same recommendation, and at least one of them will reject it, because it violates how they see their world.

What works instead is to build a base model of what good looks like, then let sellers layer in their own preferences. One seller might weigh job changes heavily. Another might care more about website activity or product usage signals. That middle ground between top-down recommendations and individual preferences is where adoption happens.

You're stuck in this myth if:

- ☐ Fewer than one in five reps use your next-best-action prompts
- ☐ Top performers ignore recommendations that don't match how they sell
- ☐ You keep tuning the algorithm instead of questioning the model

MYTH 3

We need to hire more AEs to increase revenue

When a CRO needs to add \$10 million in new ARR next year, the reflexive move is to hire ten more AEs. There's an assumption that one AE equals roughly \$1M in revenue.

Take a look at companies like Perplexity. Rumor has it that earlier this year they hit a nine-figure revenue run rate with five sellers. Although they're currently an outlier, the math from the old model isn't accurate for AI-forward teams. They can handle more when AI is supporting them well.

This connects directly to an argument we wrote about previously: the right AI platform will dramatically expand what a good seller can handle. A seller can only hold so many deals, so many relationships, so many competitive details in their head at once. When AI holds that context for them, the capacity equation changes completely.

Junior sellers and underperformers will have a harder time in this world. When quotas go from \$1 million to \$5 million or \$10 million per rep, the bar for what "good" looks like goes way up. But top sellers with the right AI support will be able to handle dramatically more.

You're stuck in this myth if:

- ☐ Your headcount plan still assumes \$1M in quota per AEs
- ☐ You hire junior reps instead of arming your best ones
- ☐ Cost per AE keeps climbing while attainment stays flat

"The real eye opener for us was realizing Von is not only an extension of our team, it's as if I've 3x'd my team. Every individual on a lean revenue operations team now has the ability to force multiply themselves and their productivity. We think of it as a capacity gain for our entire team in a world where we're being asked to do more with less."

Kieran Snaith

SVP of Revenue Operations, Qualified

MYTH 4

We need an agent for everything

The current market narrative is that you need AI tools and agents for every function. For example, one to update the CRM, one to build decks, one for account planning, one for content creation, one for CRM administration, and so on.

This is no longer true. The AI strategy that wins is when you have one super agent that can serve your entire revenue team.

Think about Cursor, Codex (OpenAI's coding agent), and Claude Code (Anthropic's coding agent). They are not a collection of specialized agents. They are single agents that deploy their own sub-agents as needed, but for the user, it's one interface with context that can do any engineering task.

When you buy separate AI tools or create an army of separate agents for every function and for separate tasks, you create chaos by building in misalignment, repetitiveness with different answers to the same question, and often a graveyard of agents that aren't working as planned or expected. That's not intelligence.

You may be thinking, "What does a graveyard of agents mean?" We predict that separate agents and AI tools for each function will play out the same way dashboards have. Companies will build agents. Those agents will break. Someone will need to fix them. If that person has left the company, the agent is dead. Instead of maintaining them, people will ping the ops team for help, exactly like they do today with dashboards.

What revenue teams need is a single intelligence layer across all go-to-market data. One agent who understands the business, remembers past interactions, and can handle anything from building a pipeline report to creating Salesforce flows to calculating commissions.

You're stuck in this myth if:

- ☐ Your AI tools don't share context with each other
- ☐ You already predict which automation breaks when its builder leaves
- ☐ Your AI strategy is a growing list of point solutions

"I used to spend hours flipping between various applications based on the desired use case. Now I live inside Von 24/7."

Evan Briere

Global Director, New Business, DemandScience

MYTH 5

We have too much AI

Earlier this year we heard a prospect say, “I already have too much AI. I don’t need more AI.” Our response was to suggest that AI is like electricity. Look around your living room. You have a TV, a Roomba, a digital photo frame, a speaker, a refrigerator, a washing machine, an oven, etc. Every single one runs on electricity. Do you ever walk into your home and say, “Do I have too much electricity?” No. Because electricity isn’t the problem. AI isn’t the problem either.

You might have too many appliances. One is a refrigerator, an essential you can’t live without. One might be a Roomba, nice but still not quite a must-have. And one is a digital photo frame. If it breaks, you might not even notice.

The same is true for AI tools. The problem isn’t that there’s too much AI. The problem is that some of the tools you’re buying are digital photo frames. The job is to identify which AI applications are essential and invest in them.

You’re stuck in this myth if:

- ☐ You’ve frozen AI spending without checking what’s delivering ROI
- ☐ Your team treats AI fatigue and bad tool selection as the same problem
- ☐ You can’t say which tool is the refrigerator and which is the photo frame

“Last year we had another GTM AI tool that had low adoption. That taught me we don’t want new UIs people have to learn. Getting burned last year didn’t stop us from testing. We test fast and kill fast, then we find a diamond in the pile.”

Alper Gondiken

Director, Global GTM & AI Architecture, Bloomreach

Which of these myths is holding your team back?

Check every statement that sounds like your organization. Be honest. Nobody's grading this but you.

The "We're Not Ready" Trap (Myth 1)

- ☐ We're waiting on a data cleanup initiative to finish before moving forward with AI
- ☐ We treat outdated or incomplete CRM fields as a blocker rather than something AI can work around

The Adoption Problem (Myth 2)

- ☐ We've invested in tools that tell reps what to do next, and most reps work around them or ignore them
- ☐ Our best sellers have a different theory of what makes a good deal than what our systems recommend

The Headcount Reflex (Myth 3)

- ☐ When leadership asks how to add revenue, the first answer is always to hire more reps
- ☐ We haven't seriously modeled what would happen if each rep could carry two or three times their current book

The Agent Graveyard (Myth 4)

- ☐ We're buying or building separate AI tools for separate tasks, and each one operates in its own silo with no shared context
- ☐ We already have an AI automation or workflow that nobody fully understands or wants to maintain

The Freeze Response (Myth 5)

- ☐ Someone on leadership has said we have too much AI or called for no more new tools in the last six months
- ☐ We haven't ranked our current AI tools by which ones we'd miss if they disappeared tomorrow

Want to talk through which myth matters most for your team?

Book time for a strategic discussion with us at: **vonlabs.ai**

Scoring guidance

- ☐ 0–2 checks: You've avoided the most common traps. You're thinking about AI more clearly than most revenue teams.
- ☐ 3–5 checks: You're running into friction that compounds over time. The myths in this paper point to where it's coming from.
- ☐ 6+ checks: These myths are shaping your strategy whether you realize it or not. Pick the one that showed up most and start there.

Why this matters for RevOps

Von customers are excited about what Von can do, because it means they can stop drowning in ad hoc requests that eat 50% of their day.

When sales leaders and managers can self-serve on dashboards, reports, account plans, and pipeline analysis, RevOps can get to work on more strategic projects, like why deals stall at stage two or what operational change would move conversion rates. That kind of thinking used to take weeks because the execution ate all the time. Now it takes a few minutes or a few hours at most.

Von is the AI GTM intelligence platform that knows your business and lets every revenue function self-serve, so the people who should be doing strategic work can do it.

We're offering free trials with enough credits to run through enough use cases to see it for yourself. If any of this resonated, give Von a try.

[Start your free trial at vonlabs.ai](https://vonlabs.ai)