



Google Workspace

Gemini for Google Workspace: Powerful tools for driving sales success

How generative AI can help Sales
teams take back time for connecting
with customers



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Executive summary

Generative AI is shaping a new era of work that the world is rapidly shifting to embrace. This type of artificial intelligence can help teams take their productivity, collaboration, and creativity to new heights by instantly generating text and images from just a few clicks and prompts.

Google Workspace is committed to developing truly innovative AI-first products that improve how work gets done. The launch of Gemini for Workspace is a major milestone in that journey, introducing the power of generative AI right where most professionals spend their days — in Gmail, Google Docs, Google Slides, and other Workspace apps. Gemini for Workspace can help streamline sales activities — like personalizing outreach, organizing customer information, and drafting proposals — so teams can act on opportunities more quickly. With less time spent on administrative tasks, sellers have more time for strategizing, building relationships, and winning business.

Gemini was built strictly following Google's [privacy commitments](#) and [AI Principles](#). It's designed to support productivity and be helpful and responsible while keeping your organization's data private and secure. When you use Gemini for Workspace, your data remains your data. Prompts and generated responses stay within your organization and are not used to train Gemini or other generative AI models. It also adheres to our structurally safer approach to security and automatically applies your existing security controls and data handling processes. Google keeps more people safe online than anyone else, and our top priority is to protect the confidentiality and privacy of your data.

Read this guide to learn how Sales teams can get even more value from Workspace and do their best work with Gemini.



Google's AI Principles

1. Be socially beneficial
2. Avoid creating or reinforcing unfair bias
3. Be built and tested for safety
4. Be accountable to people
5. Incorporate privacy design principles
6. Uphold high standards of scientific excellence
7. Be made available for uses that accord with these principles

Read more about [Google's AI Principles](#).


Gemini for Google Workspace: A productivity powerhouse for Sales teams


Strong customer relationships are the foundation of success for Sales teams. But time-consuming administrative tasks, like writing emails, creating documentation, and preparing content for sales calls, make it difficult to give customers the attention they deserve. The on-the-go nature of sales also leaves fewer opportunities for connecting with customers.


Generative AI is a transformative technology that can help Sales teams accomplish everyday tasks with more efficiency and impact. McKinsey research identified sales and marketing as one of four key business functions that collectively account for about 75% of generative AI's total value.¹ From reaching out to prospects to tracking revenue, AI tools can streamline workflows at every stage of the sales cycle. These improvements free up time for the relationship building and strategy setting that can help teams win new business and close deals. In the competitive world of sales, generative AI can help teams streamline routine workflows while also acting as a co-creator and source of inspiration across their work.


Gemini for Workspace works alongside sellers in familiar Workspace apps, such as Gmail, Docs, Slides, and Sheets. With simple language prompts and just a few clicks, Sales teams can personalize sales materials, write emails and proposals from scratch, organize performance metrics, and more. Gemini makes powerful new ways of working possible so sellers can focus on what they do best — building relationships and closing deals.


Transform work for the better with Gemini

 Instantly draft and refine sales materials and customer outreach emails

 Build custom no-code apps that streamline sales tasks

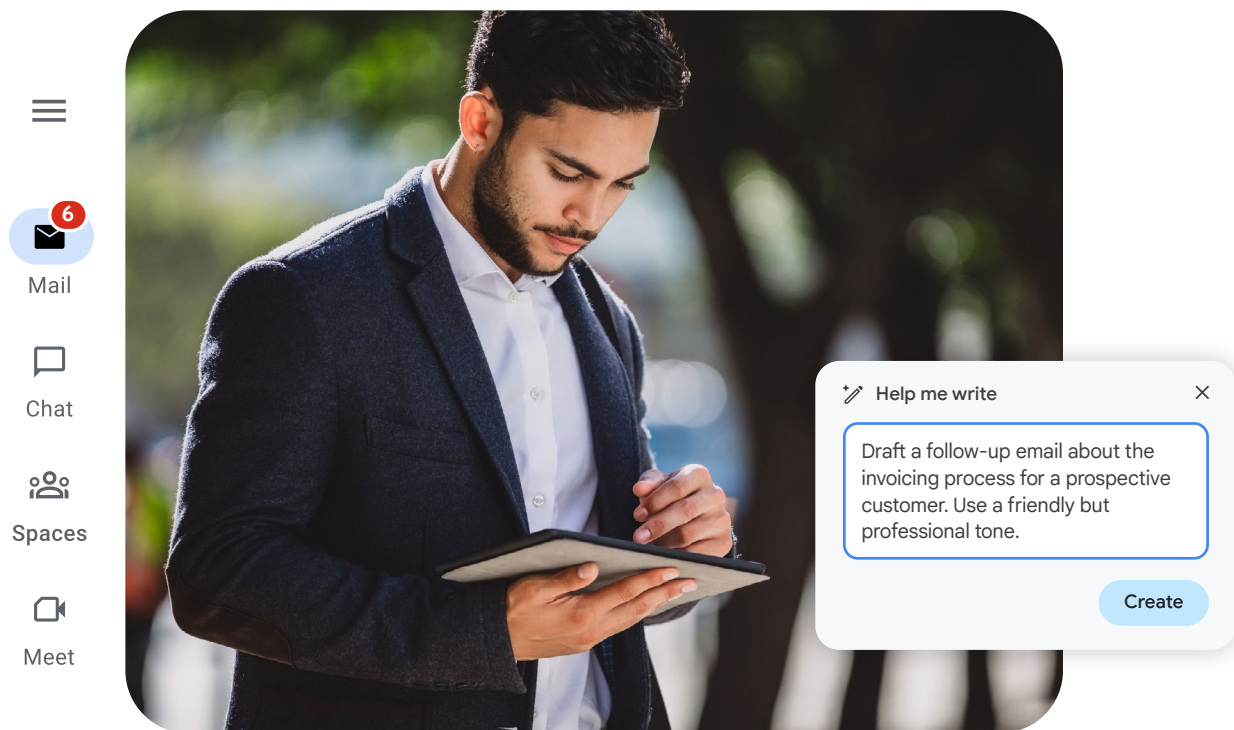
 Enhance audio and video quality during customer meetings

 Create compelling images for sales presentations that speak to customer needs and interests

 Create tables to automatically organize customer data and metrics faster

How Gemini can help Sales teams work smarter across Google Workspace

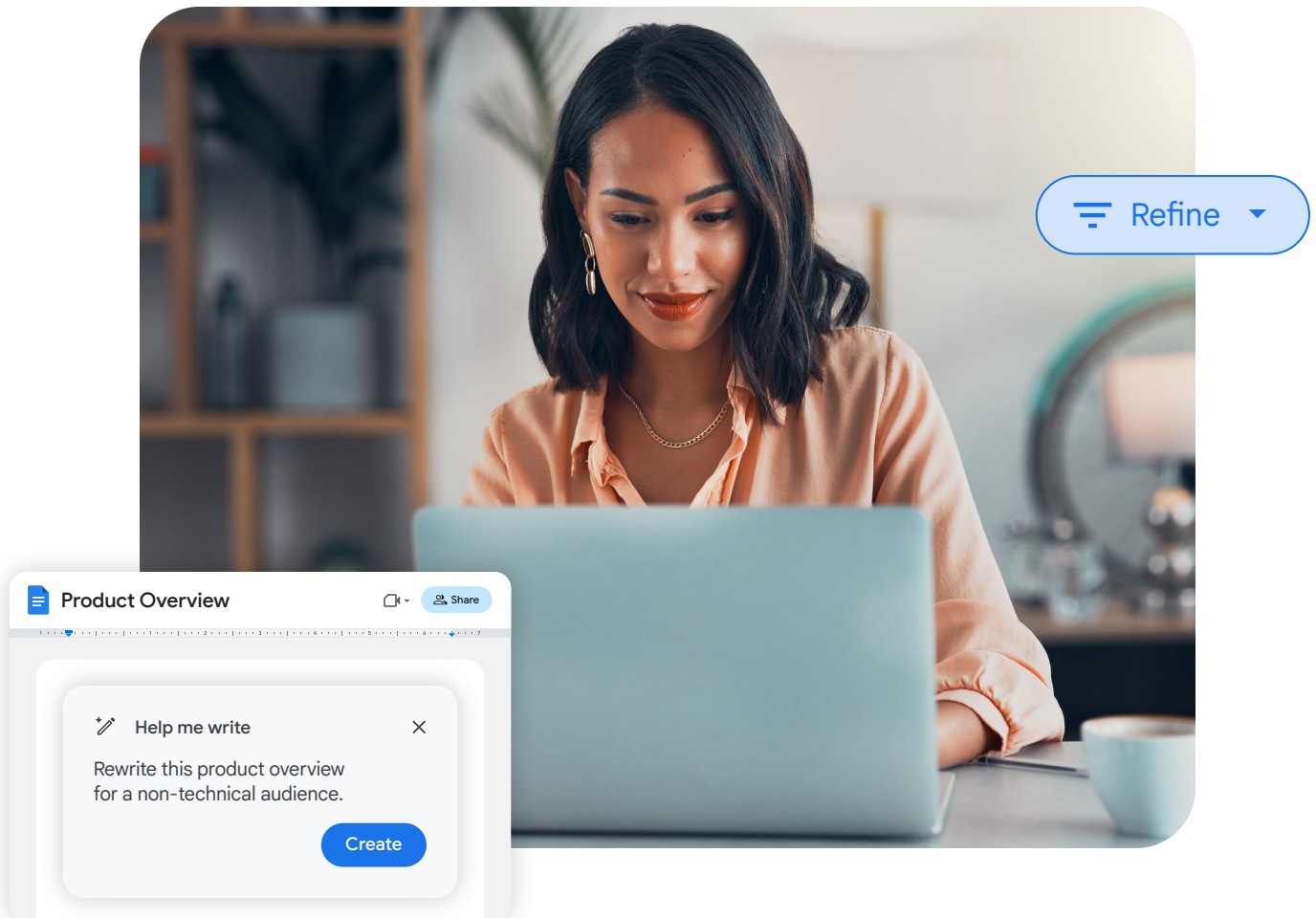
Gemini can help sellers accomplish tasks with more efficiency and impact. Below, you'll find some of the most significant ways Gemini can support daily sales workflows across Workspace.



Build stronger customer connections in Gmail

Gemini in Gmail can help you share timely, relevant information with customers. Whether you want to reach out to new prospects or strengthen relationships with key decision-makers, Gemini can help you generate messages that capture and retain attention.

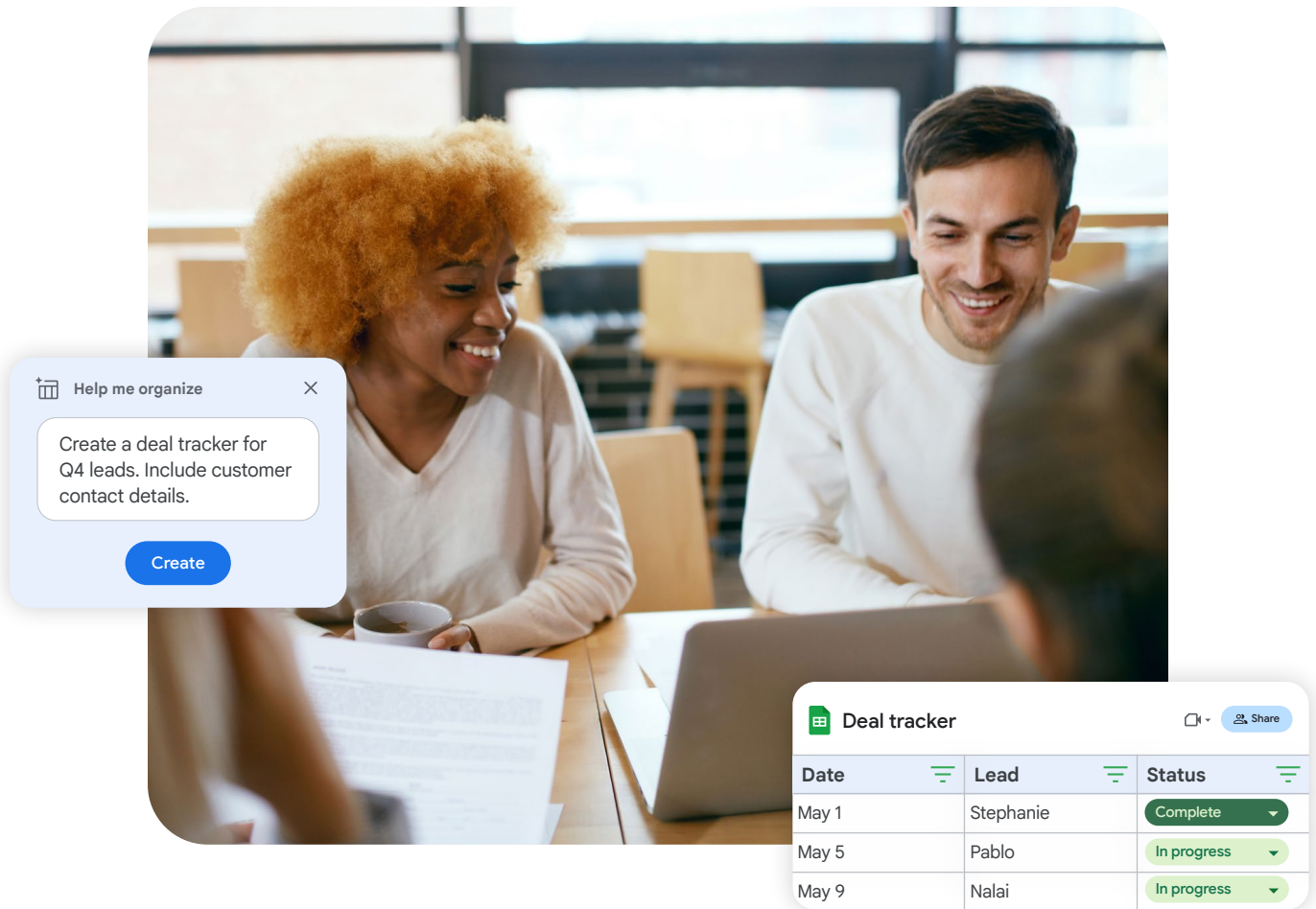
When you need to tailor communication to a prospect or customer, check the Gemini side panel in Gmail to automatically get a summary of previous email threads. Then personalize your email by using [help me write](#) in Gmail with a single prompt highlighting key points from the summary. You can also adjust the tone and length of the email with just a few clicks.



Quickly create impactful sales content in Google Docs

Preparing for sales calls and customer meetings can be challenging and time-intensive, but you can push past the blinking cursor with Gemini in Docs. From generating suggested prospect questions to creating custom scripts and proposals, Gemini can help you create high-quality materials for customer meetings faster. As a result, you can focus more deeply on addressing customer needs and suggesting better solutions.

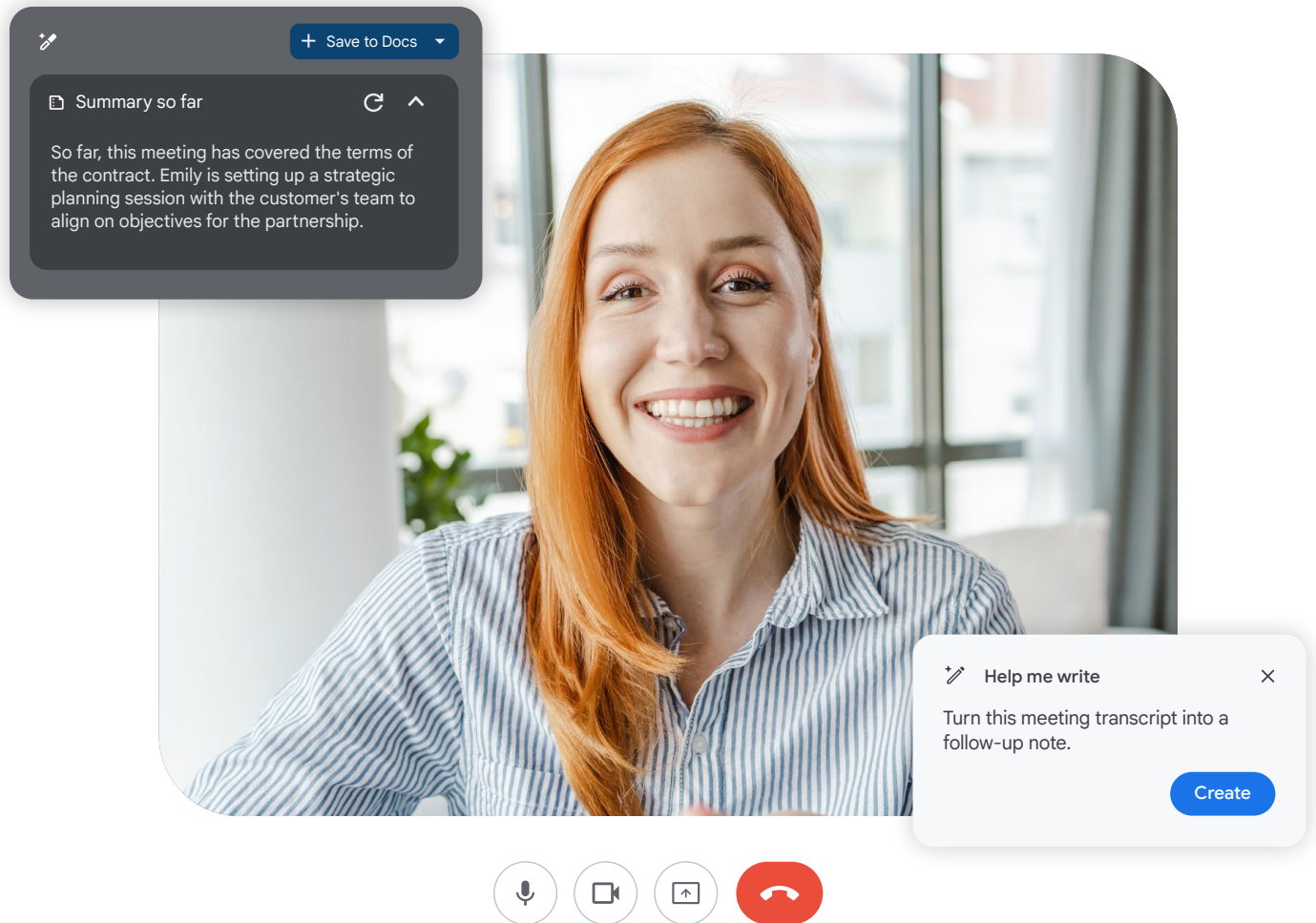
Gemini can even help you make complicated technical information more accessible to prospects and customers. In Docs, simply highlight the technical language from an existing document that you want to reference; then use [help me write](#) to convert it into simpler terms. Once you have a draft, you can ask Gemini to reduce the length or refine the tone with custom commands like “make it more conversational.”



Organize your pipeline and performance metrics in Google Sheets

Setting up tables and databases can be tedious, but it doesn't have to be with [help me organize](#) in Sheets. Simply describe what you want to create, and Gemini will instantly generate rich data tables with cell labels, content suggestions, and other variables that keep information in order. That means less time tinkering with data cells and more time connecting with customers.

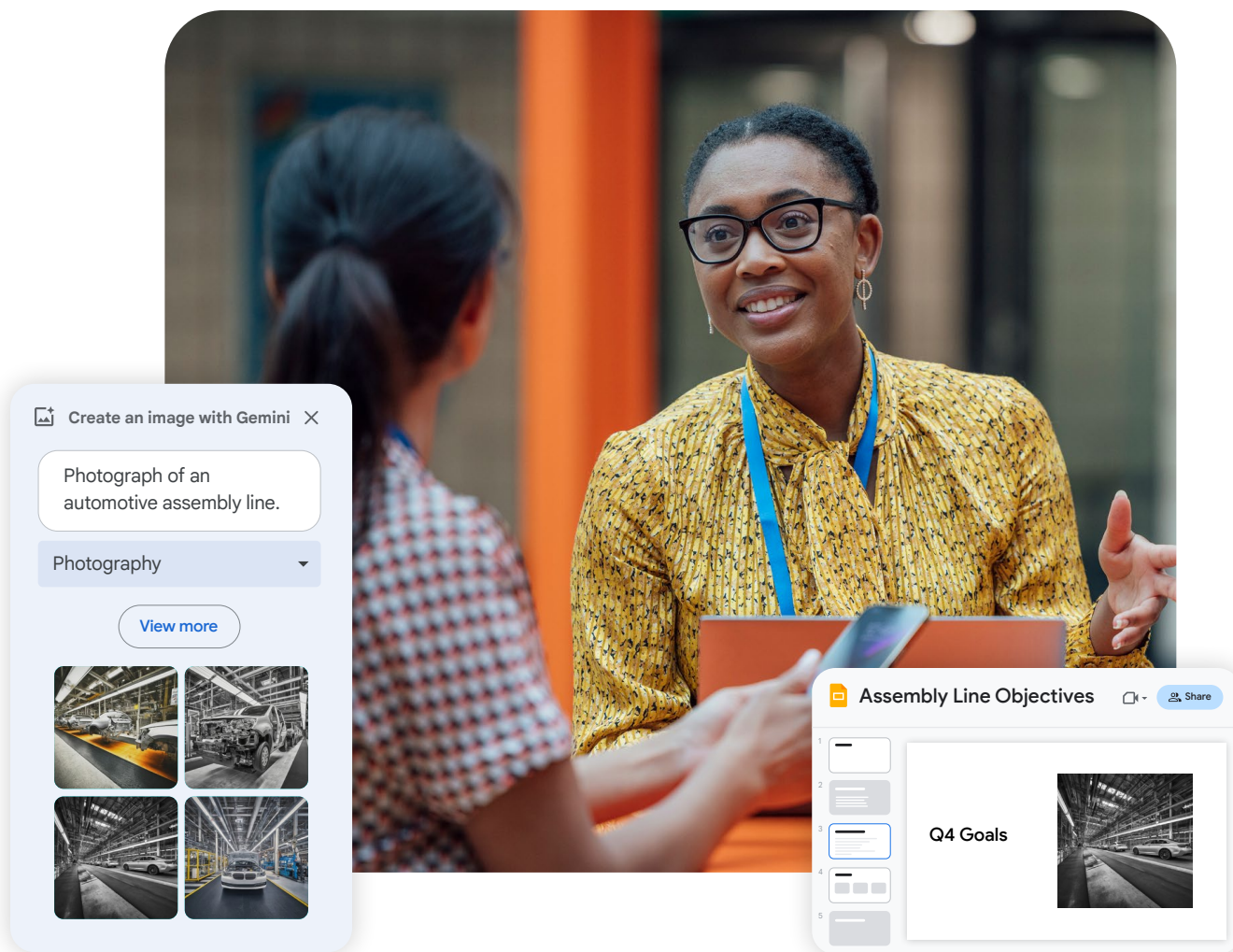
Manage sales opportunities more effectively by using Gemini to build tables that organize customer information, product pricing, deal statuses, and more. For example, ask *help me organize* in Sheets to instantly generate a tracker containing opportunity details, customer contact info, and sales activities.



Make lasting impressions in Google Meet

Gemini in Google Meet lets sellers put their best foot forward during introductory video calls, product demos, pitches, and presentations. When slow internet or noisy environments get in the way of the conversation, Gemini [enhances audio and video](#) to keep customers engaged. Make your meetings more compelling by using [generate a background](#) to create custom imagery that reflects your customer's brand or industry.

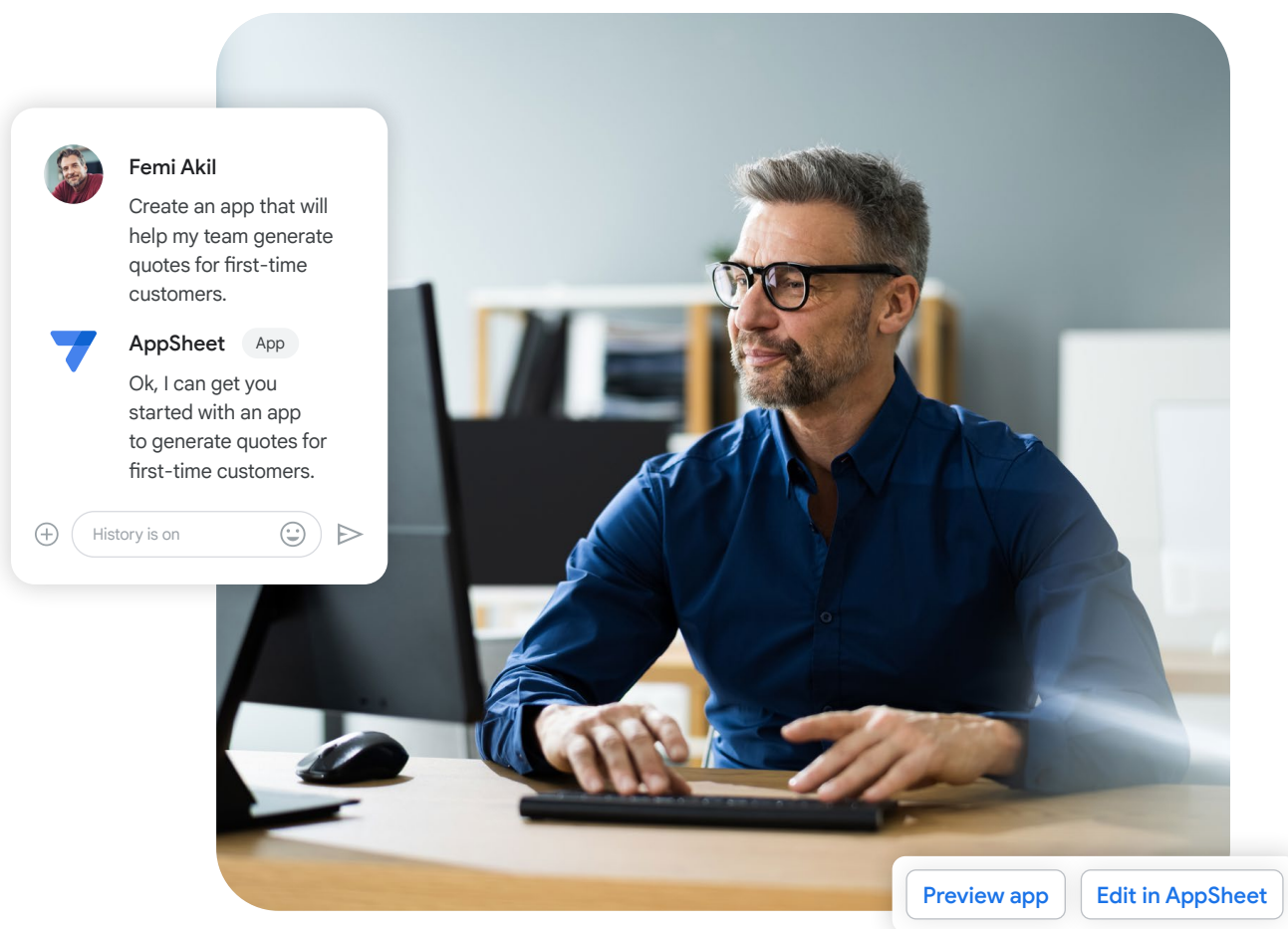
Additionally, real-time translated captions can make it simpler to connect with customers in different languages, which can help you expand internationally without language barriers. Once your meeting is over, *help me write* in Gmail can turn automatically generated transcription summaries into a follow-up email for customers.



Keep customers engaged with compelling visuals in Google Slides

Creating original images from scratch typically takes time and technical expertise. But Gemini in Slides turns ideas into unique visuals using words alone. Trade generic stock photos for original images that can help add more polish and professionalism to customer presentations. You can even choose a specific visual style for your images, ranging from photography to sketch and watercolor to vector art.

When you're making your pitch, [create an image](#) with Gemini in Slides to turn a simple prompt into a customized, original visual that speaks to your customer's industry and particular needs.



Build custom solutions for managing workflows in AppSheet

Sales teams can use [Gemini in AppSheet](#) to develop unique apps that streamline and automate routine tasks — and get them up and running without a single line of code. Anyone can build powerful solutions that connect people, processes, and data by simply describing what they want their app to accomplish.

For example, Gemini can help automate processes to give sellers more time and energy to focus on customer relationships. Managers and teams can develop unique apps that can capture leads, track expenses, generate quotes, and more.

Day-to-day with Gemini: Key use cases for Sales teams

Let's explore how teams can make strides toward their strategic objectives with generative AI in Workspace. The following examples show how daily AI-powered improvements can lead to better outcomes on a larger scale.

- Enhance pipeline and revenue performance
- Tailor customer engagements to win more business
- Improve collaboration and execution
- Keep tabs on deal progress and performance metrics



Enhance pipeline and revenue performance

With support from Gemini, teams can develop persuasive sales materials that can help build interest in your offerings and close deals.

Sample scenario

A cybersecurity company is selling its services to a healthcare organization. With Gemini, they can use *help me write* in Docs to:



Transform technical documents into a simple one-page summary of their offerings to increase interest in complex services.



Prepare for challenging conversations by generating potential customer objections and effective responses with the Gemini side panel in Docs.

Tailor customer engagements to win more business

Sellers can use Gemini to personalize RFP responses and proposals so they are more relevant and useful to prospects.

Sample scenario

The Sales team for a food supplier is in early talks with a popular restaurant chain. With Gemini, they can:



Use the Gemini side panel in Docs to summarize their market research on the company.



Prompt *help me write* in Docs with the research summary to generate a tailored proposal.






Prompt *help me write* in Gmail to generate a personalized email to accompany the proposal.

Improve collaboration and execution

Your Sales teams can use Gemini to stay connected so they can respond to sales opportunities with greater efficiency and alignment.

Sample scenario

A Sales team at a construction firm wants to send a proposal for a hotel renovation project. With Gemini, they can:



-  Use the Gemini side panel in Docs to distill the Meet transcript from the kickoff meeting into a list of action items.
-  Assign the action items to specific team members in a project tracker with *help me organize* in Sheets.
-  Ask AppSheet to build a collaboration app that automatically shares and stores project files so the team can always access the latest information.

Keep tabs on deal progress and performance metrics

Gemini can help your team quickly organize market insights, lead information, and deal statuses to more easily identify opportunities and challenges.

Sample scenario

A pet supplier's Sales team is expanding into a new territory. With Gemini, they can use *help me organize* in Sheets to:

-  Categorize lead sources so they can determine the top-performing channels.
-  Automatically create tables to organize competitor product and pricing data to pinpoint gaps in the market.

Best practices for collaborating with Gemini

Before getting started, keep the following in mind:

- ✓ Gemini feature suggestions don't represent Google's views and should not be attributed to Google.
- ✓ Don't rely on Gemini features as medical, legal, financial, or other professional advice.
- ✓ Gemini features may suggest inaccurate or inappropriate information. Your feedback makes Gemini more helpful and safe.
- ✓ Enterprise end users can submit feedback about their experience using generative AI features. End users are informed before submitting the feedback that feedback data should not contain personal, sensitive, or confidential information and may be read by humans.

Pro tips for writing effective prompts

- 1 Use natural language**

Talk to Gemini just like you would a friend or colleague.
- 2 Be clear and concise**

Provide precise instructions and avoid ambiguous language.
- 3 Provide context**

The more context you give Gemini, the better it can understand your request and generate a useful response.
- 4 Use specific and relevant keywords**

Gemini can understand the meaning of individual words and phrases, so more specificity can help it generate more accurate and informative responses.
- 5 Break down complex tasks into separate prompts**

If you're using Gemini to perform several related tasks, break them into separate prompts to get more useful responses.

Google Workspace’s approach to protecting your data

It is our top priority to protect the confidentiality and privacy of your data.

With Workspace you can trust that:

- ✓ **Your data is your data.** The content that you put into Workspace services (emails, documents, etc.) is yours. We never sell your data, and you can delete your content or export it.
- ✓ **Your data stays in Workspace.** We do not use your Workspace data to train or improve the underlying generative AI and large language models that power Search and other systems outside of Workspace without permission.
- ✓ **Your privacy is protected.** Interactions with intelligent Workspace features, such as accepting or rejecting spelling suggestions, or reporting spam, are anonymized and/or aggregated and may be used to improve or develop helpful Workspace features like spam protection, spell check, and autocomplete. This extends to new features we are currently developing like improved prompt suggestions that can help Workspace users get the best results from Gemini features. These features are developed with strict [privacy protections](#) that keep users in control. (See below for more detail on additional privacy, security, and compliance commitments we make for business customers).
- ✓ **Your content is not used for ads targeting.** As a reminder, Google does not collect, scan, or use your content in Workspace services for advertising purposes.



Workspace was born in the cloud. Our cloud-based, zero trust architecture helps reduce security risk.

No persistent local data

- Data is in the cloud and ephemerally accessed with zero trust controls
- You own and control your customer data, and you can delete it any time

No thick desktop apps

- Full Workspace functionality is accessed via web browser
- No thick Workspace desktop apps to patch

No on-premises infrastructure

- Secure-by-design, born-in-the-cloud infrastructure
- Battle-tested development and production practices

Committed to security and compliance for business, education, and government customers

When Workspace commercial customers adopt [Gemini for Google Workspace Enterprise](#), they get the same robust data protection and security standards that come with all Workspace services, with specific protections for business, education, and government customers:

- ✓ **Your interactions with Gemini stay within your organization.** Gemini stores any prompts or generated content alongside your Workspace content and does not share them outside your organization.
- ✓ **Your existing Workspace protections are automatically applied.** Gemini brings the same enterprise-grade security as the rest of Workspace, automatically applying your organization's existing controls and data handling practices, such as data-regions policies and Data Loss Prevention.
- ✓ **Your content is not used for any other customers.** None of your content is used for model training outside of your domain without permission.



Elevate the impact of your Sales team

Sales teams that collaborate with Gemini for Google Workspace can save time for the best parts of their job — the tasks that require human ingenuity, creativity, and expertise. Generative AI features work seamlessly alongside the tools Sales teams already use every day, so they can connect, create, and collaborate in new and powerful ways.

Today, thousands of companies are using Gemini for Google Workspace to transform how they approach their work. To learn more about how it can help upgrade your sales performance, [contact sales](#) today to request your no-cost trial.

