



Google Workspace

# Gemini for Google Workspace: Increase sales with generative AI

A smarter way to connect and  
collaborate with customers



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# Executive summary

Gemini for Google Workspace is shaping a new era of work for sales teams by incorporating the power of generative AI where reps need it most – in their email, documents, spreadsheets, presentations, and mobile devices. It's designed to help you spend more time selling, simplify internal and external collaboration, and centralize customer data by integrating with CRM systems and other existing tools.

From personalizing outreach and organizing customer information to drafting proposals, Gemini for Workspace can help streamline sales activities so teams can act on opportunities more quickly, even when they're on the go. With less time spent on administrative tasks, sellers have more time for strategizing, building relationships, and winning business.

Workspace is all about making business easier for sales teams. It runs in the cloud, which lets you create, share, or edit customized content in real-time and collaborate on the same document. Simple and intuitive apps mean easy learning and fewer technical difficulties for sellers of all ages and backgrounds. And Workspace is also compatible with your existing tools, which means you can bring in all the information you have about a prospect so sellers can make decisions faster.

In this guide, you'll learn how sales teams can get even more value from Workspace and do their best work with Gemini, all while keeping your organization's data private and secure.



## Sell smarter with Gemini for Google Workspace

Companies around the world depend on sales teams to sustain and grow their business by acquiring and retaining customers. But in many cases, issues with technology are preventing sellers from prioritizing that goal. In fact, a recent survey found that sales reps spend 68% of their working time on non-revenue-producing activities.<sup>1</sup> And nearly half of employees say they lose between 1 and 5 hours of productivity each week while dealing with IT issues.<sup>2</sup>

Manual and time-consuming tasks like tracking down content, preparing for meetings, and untangling email threads fill the schedules of sales teams and prevent them from doing what they do best. Plus, when the tools they rely on are poorly integrated, switching between them costs even more time, creates more room for error, and makes it difficult to develop a single, unified view of their pipeline.



Google Workspace is designed to give sellers the freedom to focus on their highest priorities – collaborating, communicating, and building relationships with their customers. It’s a cloud-native, mobile-friendly, end-to-end productivity solution that integrates with existing tools to speed up and simplify the work they do every day, from any location. And with Gemini, reps can partner with a real-time sales assistant to automate repetitive tasks, create customer materials, and personalize communications.

Read on to learn how Gemini for Workspace helps sales teams leverage AI to drive sales success.

## Google Workspace includes the following apps:



### Gmail

Cloud-based and secure enterprise email



### Google Chat

A platform for 1:1 and group direct messaging



### Google Meet

Enterprise-grade, secure video conferencing



### Google Drive

Secure storage and access for shared files



### Google Calendar

Centralized scheduling for every kind of appointment



### Google Docs, Sheets, and Slides

Collaborative documents, spreadsheets, and presentations



### Google Vids

An AI-powered video creation app



### Google Forms

Custom forms, surveys, and questionnaires



### Google Sites

High-quality websites for teams, projects, and events



### AppSheet

A no-code platform for building custom mobile and web apps



### Google Classroom

An all-in-one place for educating and learning



## 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](#).



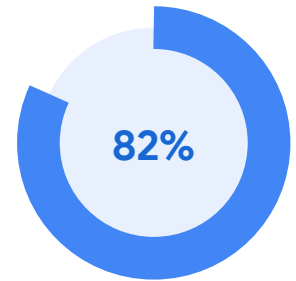
## Less busywork, more time with customers

The highest priority for sales teams is their customers. But between recording and entering meeting notes, untangling lengthy email threads, and prepping for new presentations, it's no wonder that sellers only spend an average of 32% of their time actually selling.<sup>1</sup> All these manual tasks don't just take up time – they also introduce mistakes and often contribute to employee burnout and turnover.

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.

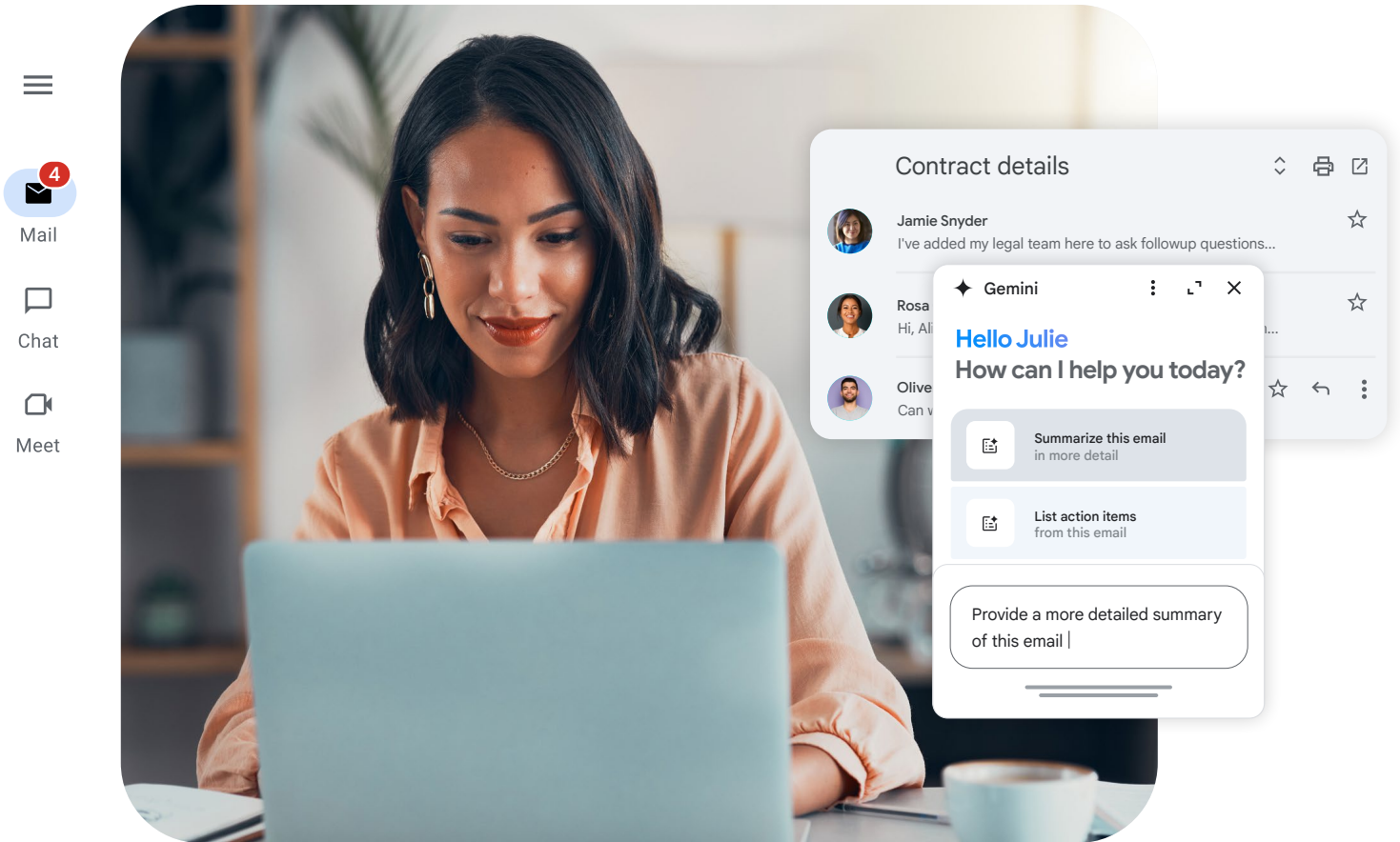
**“Gemini for Google Workspace cut the time it takes for me to respond to emails in half. That’s a lot of your day that’s back for you to do something with. It makes us look like a bunch of superheroes.”**

— **Frej Cook**, Collaboration Community Manager for Employee Tools, of Trimble



of organizations that switched to Workspace report their teams have become more innovative.<sup>3</sup>





## Automate time-consuming tasks

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Sales teams spend large portions of their workday writing and answering emails. Whether they're reaching out to a new prospect, ironing out the details of a contract, or coordinating next steps internally, Gemini in Gmail can quickly create first drafts of emails that incorporate the relevant context of an existing conversation.
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With Gemini, sellers can quickly get a summary of previous email threads, convert a meeting transcript into action items, or draft a personalized response. They can use follow-up prompts to adjust the length or tone of the email, and all of this works just as smoothly on mobile devices – so sellers can get more work done in less time wherever they're working.



## Partner with a real-time sales assistant to create impactful content

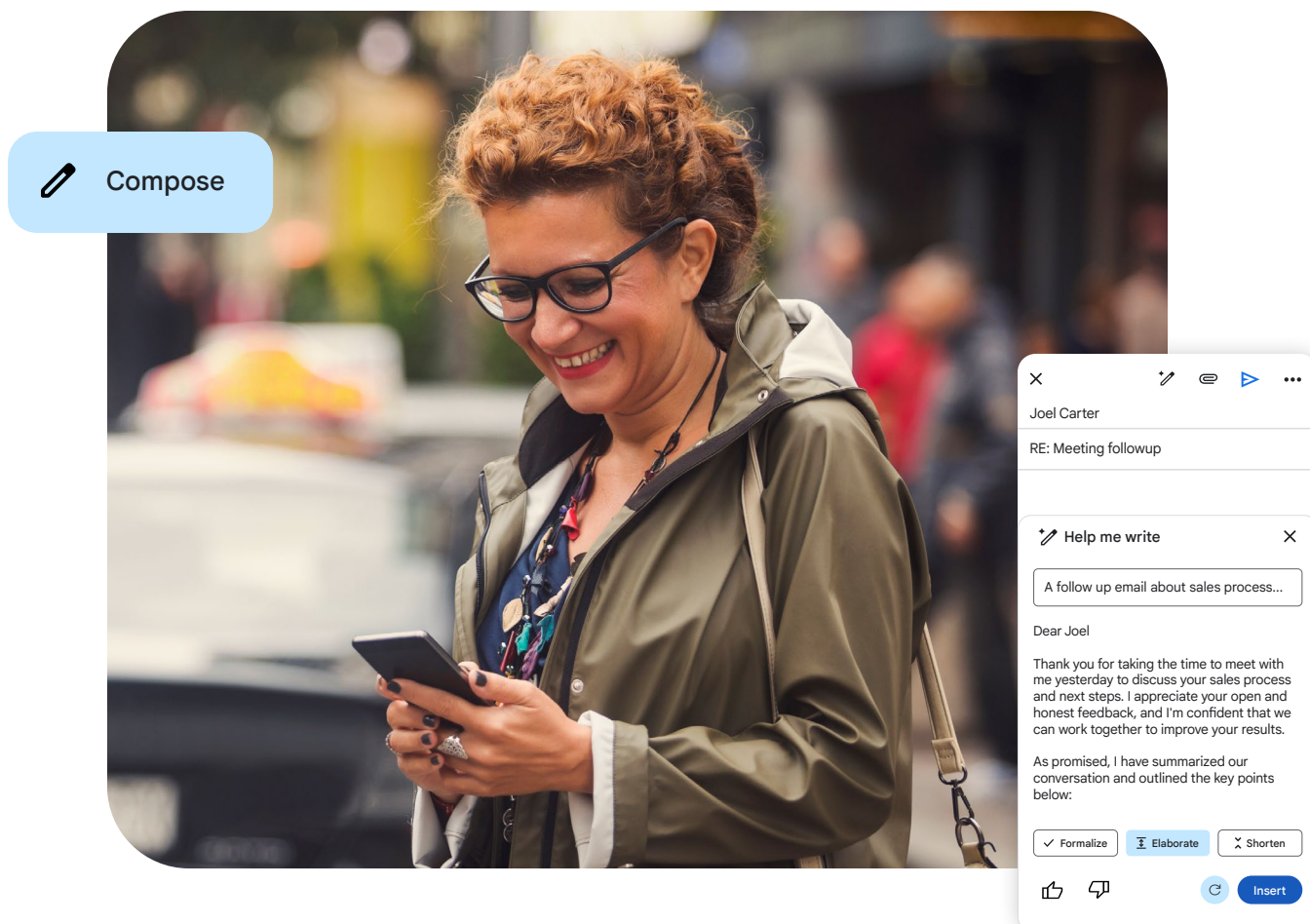
Preparing for calls and customer meetings can be challenging and time-intensive, but you can push past the blinking cursor with Gemini in Docs. From generating potential prospect questions to creating custom scripts and presentations, Gemini can help you create high-quality materials for customer meetings faster so you can focus more deeply on addressing customer needs.

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

**Imagine this:** A cybersecurity company is selling its services to a healthcare organization. With Workspace, they can use Gemini 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.





## Keep deals moving with apps as mobile as you are

Many sellers are constantly on the move. Whether they're driving to client lunches, flying to conferences, or answering emails after hours, they need to work as efficiently on-the-go as if they're using a desktop.

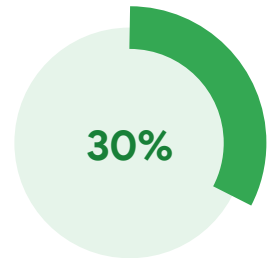
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 Being a cloud service, Workspace makes that possible by allowing sellers to quickly and easily access files and communicate with customers at any time and from any location. Plus, Gemini works smoothly in the Gmail mobile app – so sales teams can stay engaged with customers and ensure they're supported with the resources they need at any moment in the sales process.

## Intuitive tools for easier collaboration

Communicating and collaborating with coworkers, partners, and customers are critical priorities for sales teams. When reps are forced to use disjointed and inefficient tools, they risk frustrating customers by slowing down deals or complicating important steps in the purchase journey.

Gemini in Workspace gives you simple and intuitive tools that reduce friction and complexity – improving productivity, increasing efficiency, and creating smoother experiences across your sales team.

Better experiences for sellers also reduce the workload for IT. In fact, Workspace has helped cut down the number of IT tickets by 20%.<sup>4</sup>



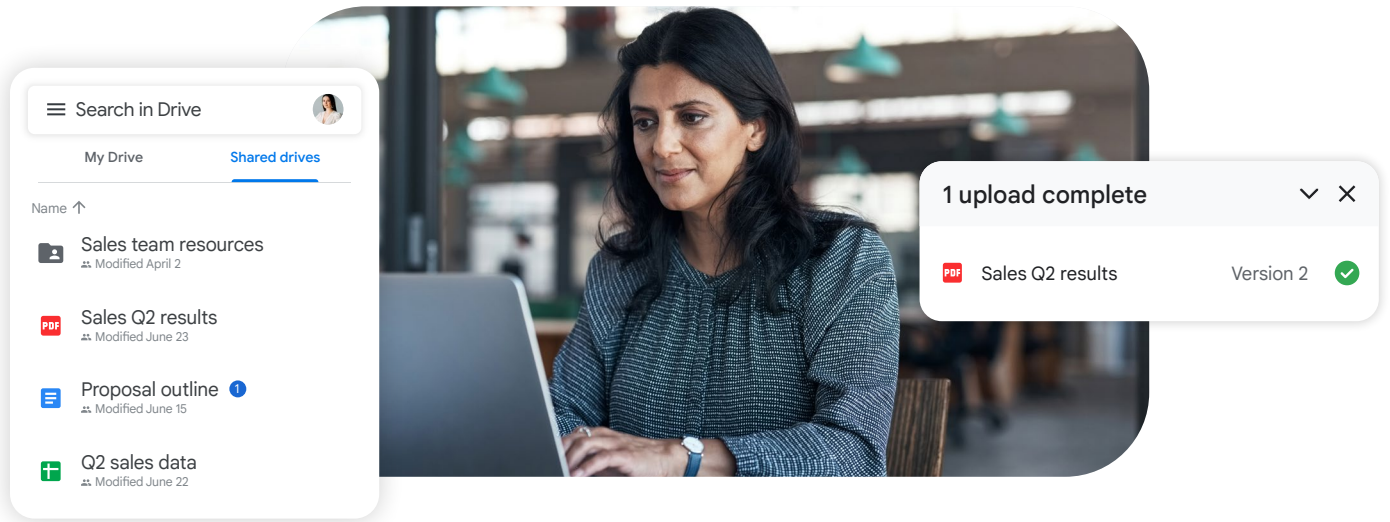
improvement in collaboration while using Workspace, according to a recent study.<sup>5</sup>

**“I wager that I’ve gotten a 20% increase in my productivity and a reduction in my inbox, which means I can use my brainpower elsewhere.”**

— **Amanda Taylor**, Vice President of Infrastructure at FinQuery


**FinQuery**





## Align your team to jump on opportunities quickly

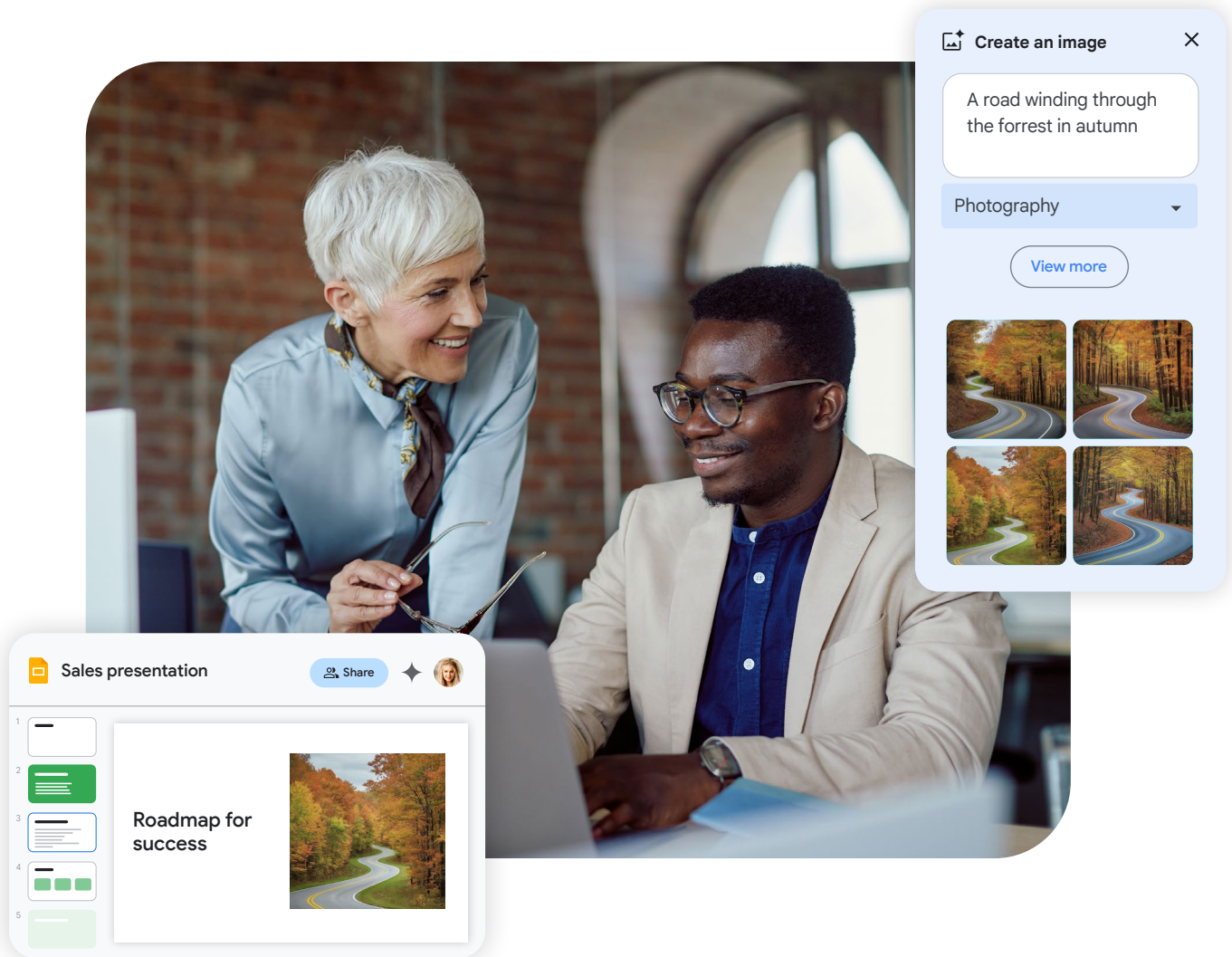
In sales, even a few days can make the difference between landing a deal or losing it. But it’s difficult to move quickly when internal teams are juggling disconnected tools.

 Because Workspace is a cloud service, sellers don’t have to attach or share versions of files. They can share documents stored in the cloud once and rest assured that they will automatically remain up to date. With built-in, automatic version control and real-time collaboration, Workspace gives teams a centralized space to share ideas, provide feedback, and make last-minute changes – even from mobile devices.


**Imagine this:** A sales team at a construction firm wants to send a proposal for a hotel renovation project, but they only have a week to respond to the RFP. With Gemini, they can use the side panel to:


- ✓ Distill the Meet transcript from a kickoff meeting into a list of action items
- ✓ Assign the action items to specific team members in a project tracker in Sheets
- ✓ Write the proposal in Docs
- ✓ Go from internal chats to outreach in a few hours instead of days



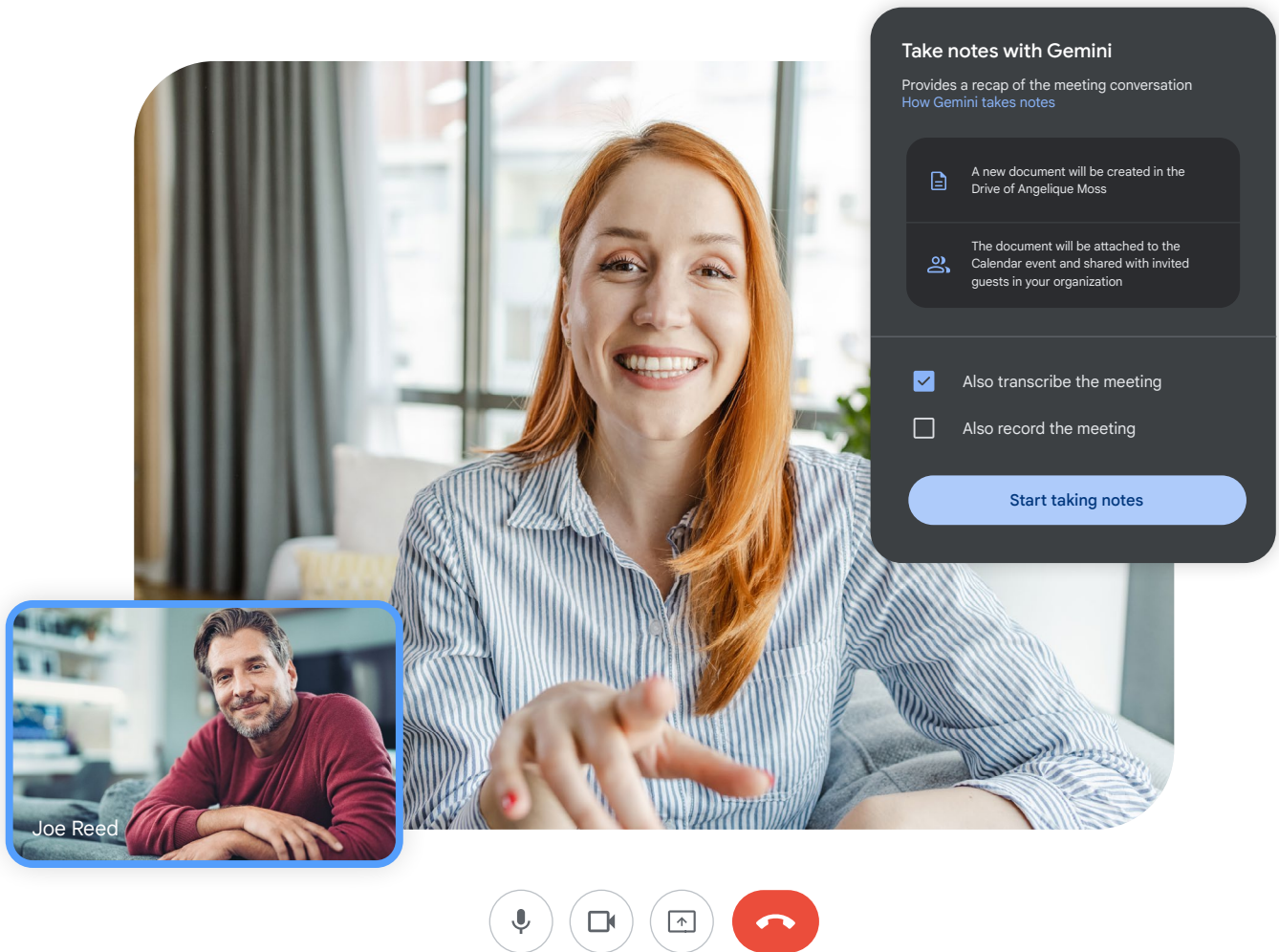


## Keep customers engaged and build better relationships


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Creating engaging presentations used to take significant time and technical expertise. But Gemini in Slides can quickly turn simple, conversational language prompts into compelling visual stories.
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Gemini lets you trade generic stock photos for original images that add more polish and professionalism to customer presentations. 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. You can even choose a specific visual style for your images, ranging from photography to sketch and watercolor to vector art.



## Make every meeting count in a hybrid global workforce

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Gemini in Meet helps 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 quality to keep customers engaged.
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Sellers can generate a background to create custom imagery that reflects your customer’s brand and look professional no matter where they take the meeting. And with Gemini’s real-time translated captions, connecting with global customers who speak different languages is simpler than ever before. AI in Google Meet can automate and customize your ability to look your best, whether it’s overcoming the poor lighting or low bandwidth that can be typical of remote working environments. Once your meeting is over, Gemini in Gmail can turn automatically generated transcription summaries into a follow-up email.

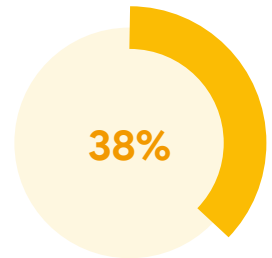


## Integrate data from your existing tools

Organization is often the unsung hero of great sales teams. When important data and customer insights are buried in an old email, stranded in an offline spreadsheet, or isolated in a CRM platform, it's difficult for reps to find the information they need – especially when they're in a taxi, on a flight, or answering questions after a presentation.

But with a well-integrated and unified ecosystem, where data moves seamlessly between all of your critical tools, sales teams can easily anticipate the needs and exceed the expectations of prospective customers.

Workspace is compatible with your existing tools so that you can find and share all the information you need to close deals efficiently. And Gemini helps you get even more value out of your integrated technology by enabling AI-powered workflows that surface customer insights and simplify strategic decision-making.



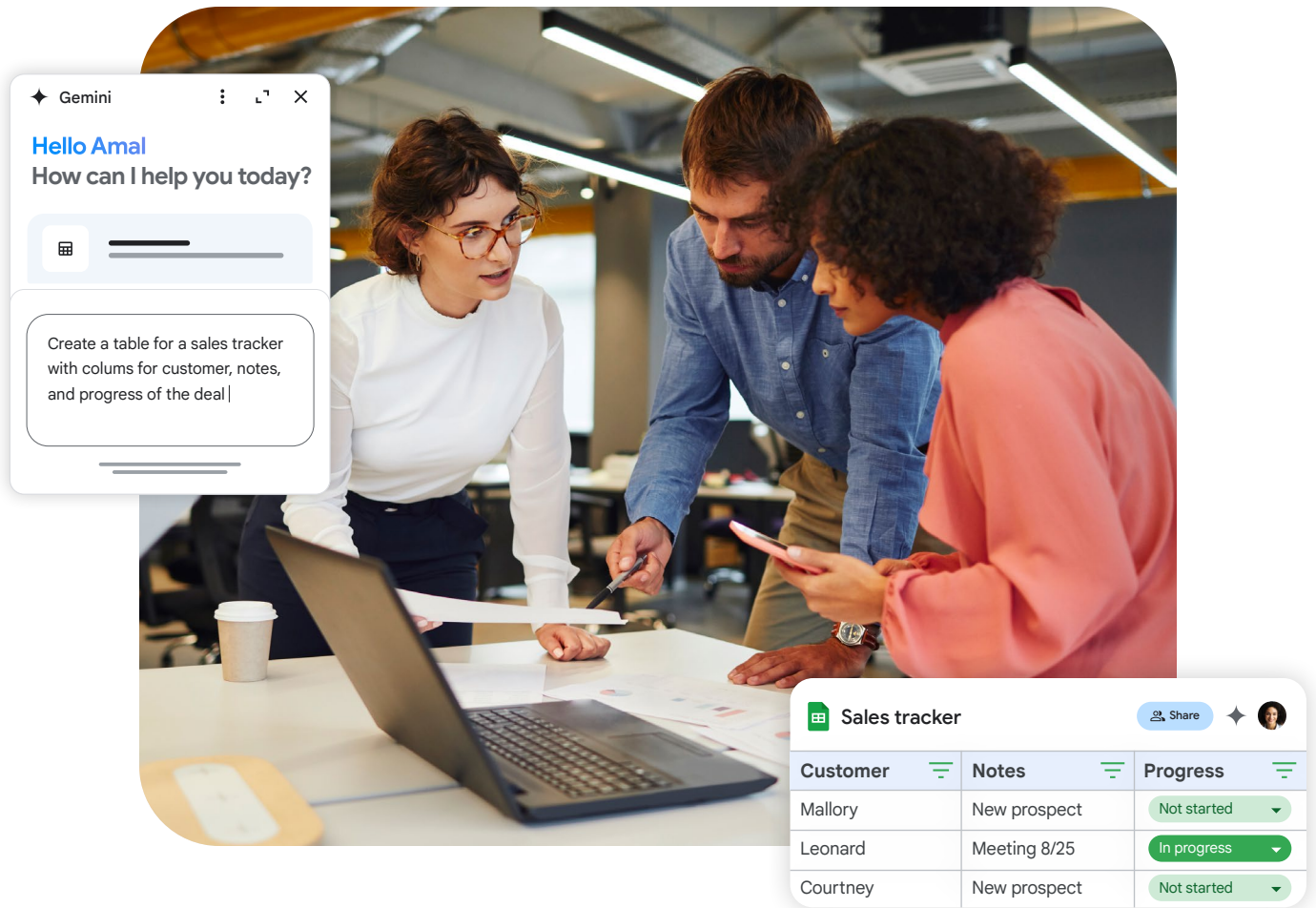
average efficiency gain for teams that switched to Workspace and consolidated platform management costs.<sup>3</sup>

**“Gemini undoubtedly helps Adore Me’s bottom line. It saves us time, it saves us money. It makes people work faster, more efficiently, more collaboratively, and just do things that, in the past, we never would have been able to do.”**


— Ranjan Roy, VP of Strategy, Adore Me


ADORE ME





## Create an end-to-end view of your pipeline

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Setting up tables and databases can be tedious, but it doesn't have to be with Gemini 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.
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Gemini can help your team quickly organize market insights, lead information, and deal statuses to more easily identify challenges and opportunities. With Gemini in Sheets, sellers can use plain-language prompts to generate custom trackers that provide a big-picture view of how their deals are progressing.



## Maximize the value of your CRM

Many sales teams depend heavily on their CRM for day-to-day work, which means that productivity and collaboration tools that don't integrate with their existing CRM can easily complicate workflows and isolate data.

 Workspace easily connects with CRMs like Salesforce and HubSpot, reducing the busywork of switching between applications and manually transcribing customer interactions. By integrating these critical tools and blending their data with Gemini, Workspace enables sales intelligence on demand, creates a holistic view of customers, and helps sellers determine what they need to move a deal forward.

### Imagine this:

An HR technology company just received an email from a prospective customer requesting a meeting to discuss their product. With Gemini:

- ✓ Research the company right in the side panel
- ✓ Create a new lead in their CRM without ever leaving Gmail
- ✓ Draft an email reply that includes relevant customer information from existing CRM profiles

# 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 as medical, legal, financial, or other professional advice.
- Gemini 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:

- ✓ **Use natural language.** Write as if you're speaking to another person. Express complete thoughts in full sentences.
- ✓ **Be specific.** Tell Gemini what you need it to do (summarize, write, change the tone, create). Provide as much context as possible.
- ✓ **Be concise and avoid complexity.** State your request in brief – but specific – language. Avoid jargon.
- ✓ **Make it a conversation.** Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. Use follow-up prompts and an iterative process of review and refinement to yield better results.
- ✓ **Use your documents.** Personalize Gemini's output with information from your own files in Drive.
- ✓ **Make Gemini your prompt editor.** When using Gemini Advanced, start your prompts with: "Make this a power prompt: [original prompt text here]." Gemini will make suggestions on how to improve your prompt. Ensure it says what you need, and then paste it back into Gemini to get an output.



To learn more about writing effective prompts, [read the Gemini for Google Workspace prompt guide.](#)

# Google Workspace’s approach to helping protect your data

It is our priority to help 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 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.



## Committed to security and compliance for business 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 automatically applies 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 Workspace can save time for the best parts of their job – the tasks that require human connection, ingenuity, creativity, and expertise. Generative AI features seamlessly integrate with 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 Workspace to transform how they approach their work. To learn more about how it can help upgrade your sales performance, [contact us](#) today to request a zero-cost trial.



<sup>1</sup> Harvard Business Review, "Can AI Really Help You Sell?," November 2022

<sup>2</sup> Unisys, "From Surviving to Thriving in Hybrid Work," 2023

<sup>3</sup> IDC, "The Business Value of Google Workspace," 2022

<sup>4</sup> Forrester, "The Total Economic Impact of Google Workspace," January 2024

<sup>5</sup> McKinsey & Company, "The economic potential of generative AI: The next productivity frontier," July 2023