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AI sales has a learning problem

Go7 review of 100 AI sales and revenue products finds that 92% did not clearly show how wins, losses or revenue improve what the system does next.

100	69	32	8
AI sales and revenue products reviewed	clearly showed automation of sales work	clearly linked activity to pipeline, wins or revenue	clearly showed results improving future decisions

YORKSHIRE, UNITED KINGDOM, 15 September 2026 - A public-claims review of 100 AI sales and revenue products found a clear gap between automating sales work and learning from real commercial results.

The Go7 study found that 69 products clearly presented sales automation as a core capability. Thirty-two clearly connected activity to pipeline, wins, forecasts or revenue. Only eight clearly showed how those commercial results are used to improve future decisions.

The finding means 92% of the products reviewed did not clearly present this downstream learning loop as a core capability in the public material assessed.

The gap was widest in outbound sales

25 out of 25 outbound and sales-engagement products clearly showed the ability to execute sales activity. 0 out of 25 clearly presented learning from downstream commercial results as a core capability on the public pages reviewed.

Outbound software is increasingly capable of finding prospects, generating messages, running sequences and following up automatically. What was far less visible was the final step: did the prospect become a genuine opportunity, did the deal close, why, and does that result change what the system does next?

Activity and intelligence remain disconnected

The research suggests that the market is splitting into two halves. Upstream tools find prospects, research accounts, personalise messages and execute outreach. Downstream tools record conversations, pipeline, forecasts and revenue. The less visible layer is the connection between what happened, why it happened and what should change next.

Public success stories also remain weighted towards proxies. Of the 100 products reviewed, 55 primarily promoted activity, efficiency, data, replies or meetings; 23 primarily promoted pipeline; and 22 primarily promoted revenue, win rate or forecasting outcomes.

Accountability becomes more important as autonomy grows

On the public pages reviewed, 57 products did not clearly show human approval controls and 63 did not clearly show explainability or audit trails. This does not mean those products lack the functionality. It means the research team could not clearly identify it in the public material reviewed.

"AI systems can become extremely efficient at doing sales work without necessarily becoming better at identifying what creates revenue," said Carter Stewart, Founder of Go7. "The next question for AI sales is not simply what the agent can do. It is whether the system learns what actually works."

Research method and disclosure

Go7 reviewed 100 active, publicly marketed AI sales and revenue products across four areas: AI SDRs and revenue agents; outbound and sales-engagement platforms; prospecting, data and buying-signal tools; and revenue and conversation-intelligence platforms.

Researchers reviewed public product pages, documentation, pricing, case studies and other available vendor material. The source-backed workbook contains 700 stage-level evidence records, source URLs

and review dates. Go7 was excluded from scoring.

Important: this is a structured public-claims review, not hands-on product testing, a vendor ranking or a representative census of every AI sales product. If a capability was not found on the public pages reviewed, that does not prove the product lacks it.

Media resources

Full report:
go7.ai/research/ai-sales-outcome-gap-2026/Go7_AI_Sales_Outcome_Gap_2026_Report.pdf

Media brief:
go7.ai/research/ai-sales-outcome-gap-2026/Go7_AI_Sales_Outcome_Gap_2026_Media_Brief.pdf

Source-backed workbook: go7.ai/research/ai-sales-outcome-gap-2026/data.xlsx

Charts and findings may be reproduced with attribution to Go7 and a link to go7.ai/research/ai-sales-outcome-gap-2026.

Media enquiries

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About Go7

Go7 is a UK B2B client-acquisition company developing an AI platform around commercial outcomes. Go7 commissioned this study because it operates in the category. To reduce that conflict, Go7 was excluded from the sample and the source evidence and methodology are published alongside the research.