



# AI Brand Leader Report

AI Sales Assistants

[itbrandpulse.com](http://itbrandpulse.com)



# Executive Summary

The March 2026 AI Sales Assistant Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



AI Sales Assistants are intelligent, AI-powered platforms that augment and automate sales workflows across prospecting, engagement, pipeline management, and forecasting.

These systems combine LLMs, data enrichment, workflow automation, and CRM integration to act as a copilot for sales teams, helping identify high-value prospects, personalize outreach, generate messaging, summarize interactions, and recommend next-best actions.

The survey results reveal a split between incumbents and emerging innovators. Salesforce Agentforce was voted Market Leader and Accuracy & Trust Leader, reinforcing its dominance in enterprise sales platforms.

Clay stands out as the leader in Intelligence & Innovation and Creativity & Expression, signaling strong momentum among modern, data-driven teams. Meanwhile, HubSpot Breeze wins Human Empowerment, highlighting demand for intuitive, productivity-focused tools that make AI accessible to a broader range of sales professionals.

Prepared by  
**Frank Berry**  
**Frankie Berry**  
**Harrison Griffin**

# Brand Leadership Defined



## Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



## Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



## Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



## Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

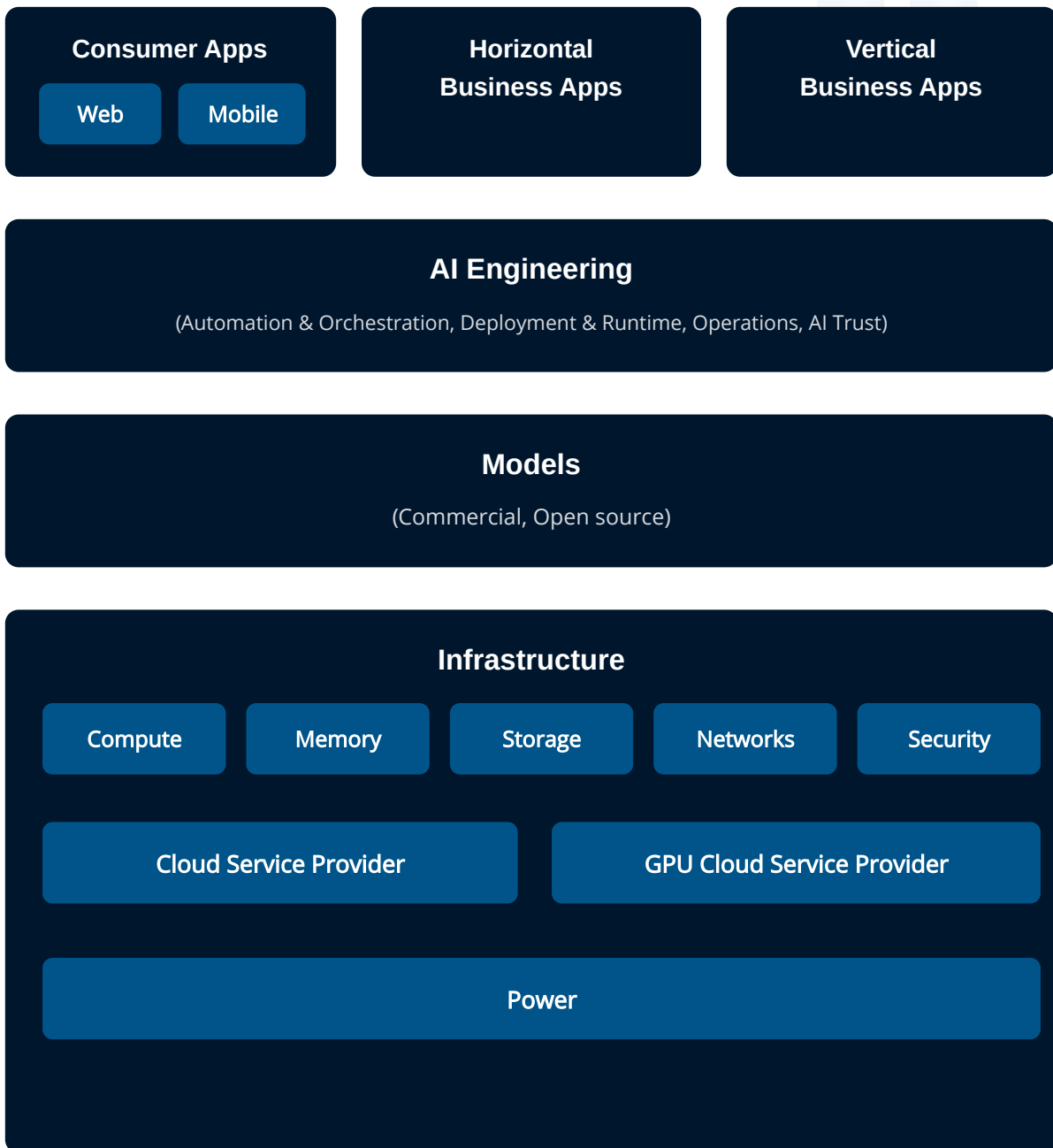


## Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

# AI Product Taxonomy

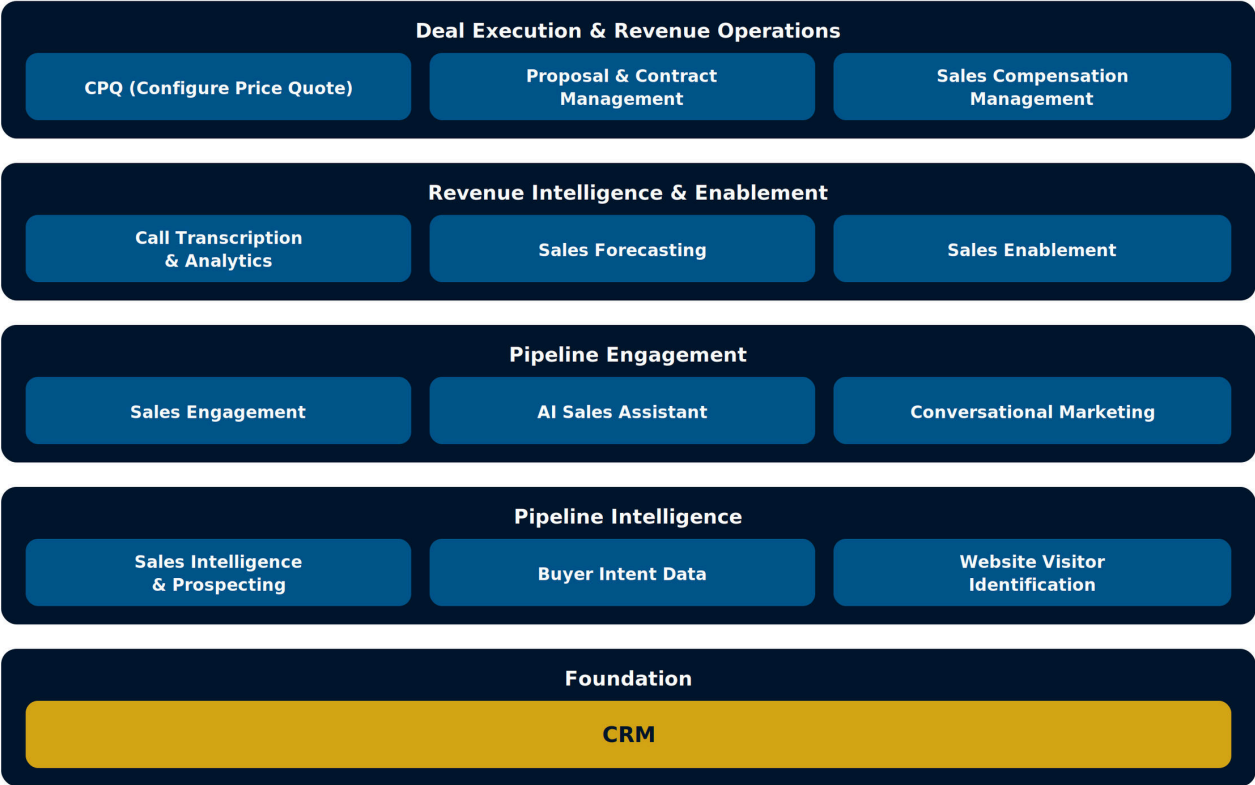
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



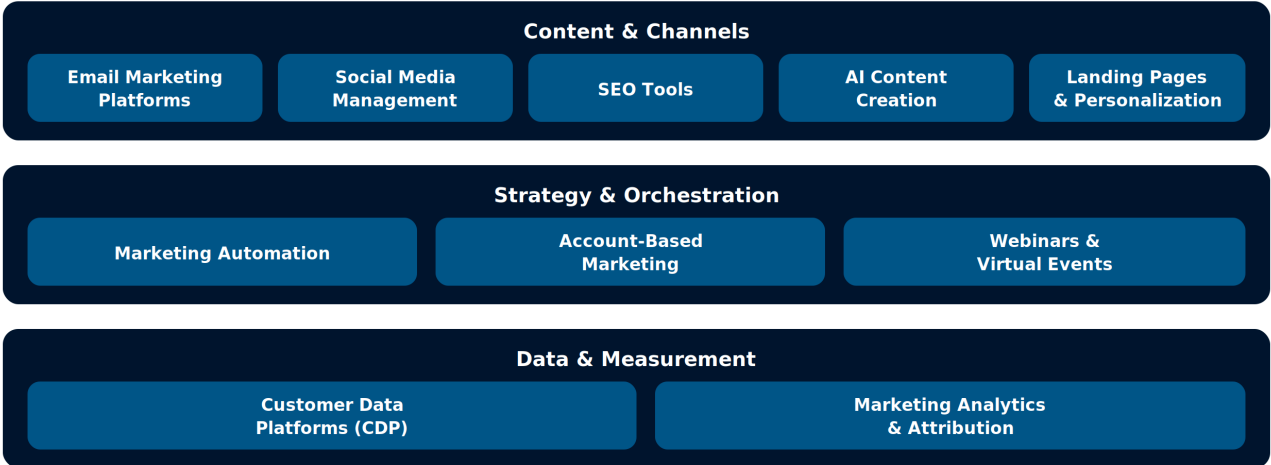
# AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

## AI Sales Products



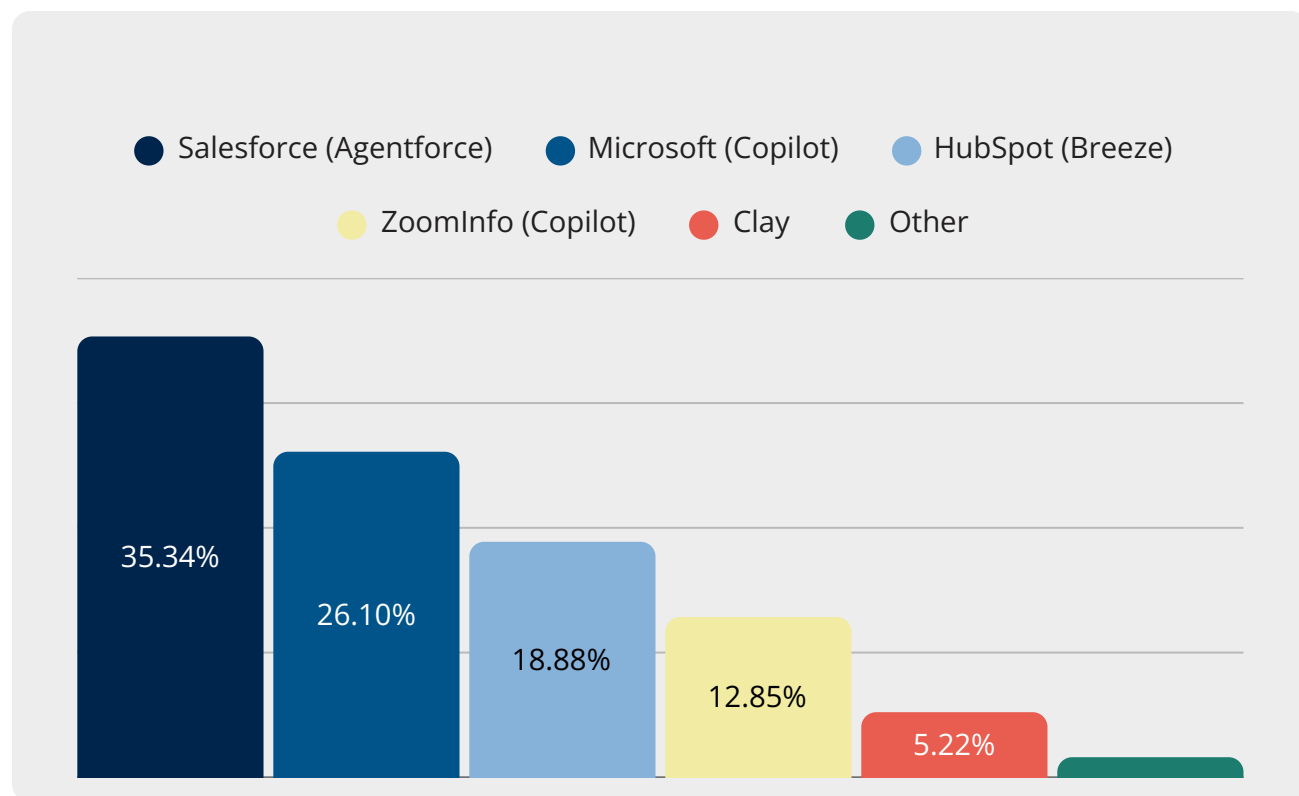
## AI Marketing Products



# AI Sales Assistant



Salesforce Agentforce led the AI Sales Assistant Market Leader category with 35.34% of votes, establishing a clear lead over Microsoft Copilot at 26.10% and HubSpot Breeze at 18.88%. The results show strong market consolidation around established enterprise platforms with deep CRM integration and broad customer adoption across global sales organizations and workflows.

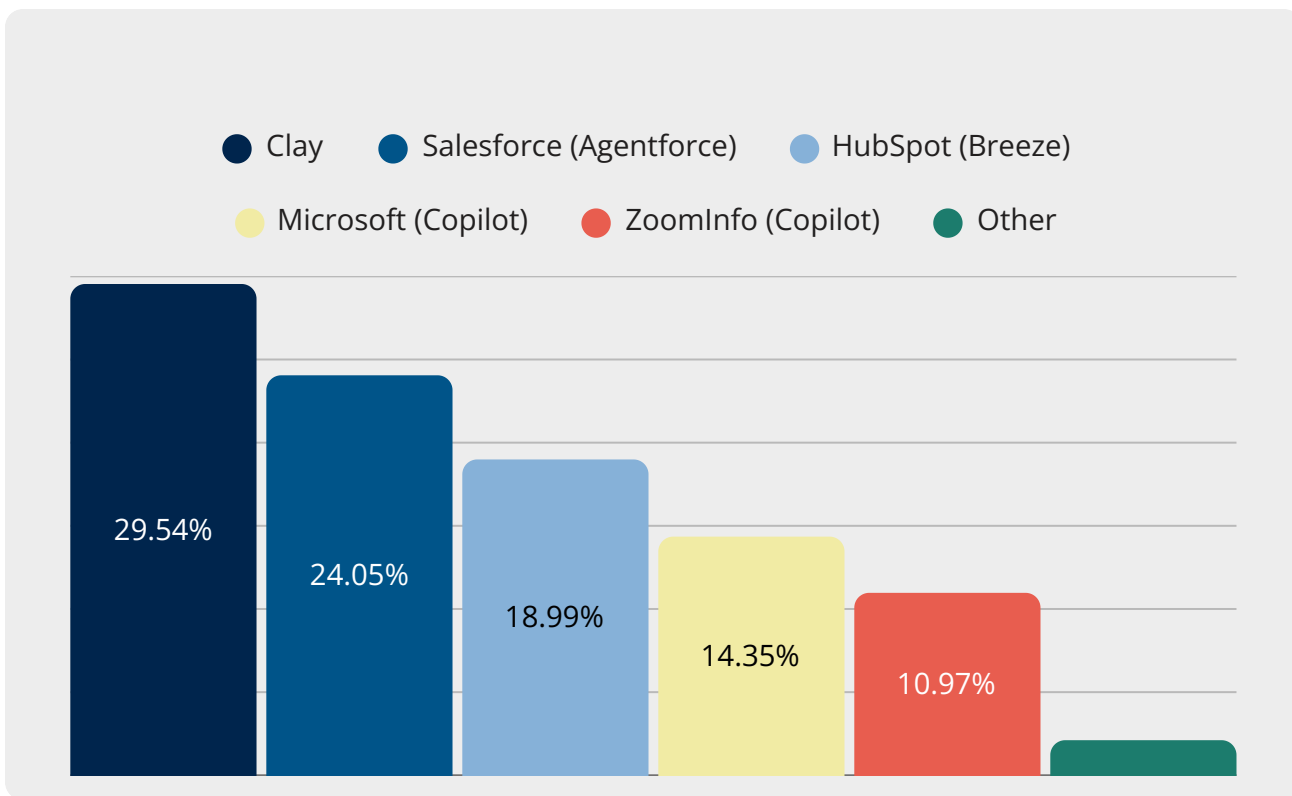


Voters likely preferred Salesforce due to its entrenched position as the system of record for sales teams, combined with native AI integration. Agentforce benefits from Salesforce’s ecosystem, data depth, and workflow automation capabilities. Its ability to embed AI directly into existing sales processes makes it the safest and most scalable choice for enterprises.

# AI Sales Assistant



Clay led the Intelligence & Innovation category with 29.54% of votes, narrowly ahead of Salesforce at 24.05% and HubSpot at 18.99%. The results highlight a shift toward emerging platforms that prioritize advanced data enrichment, automation, and creative prospecting workflows over traditional CRM-centric approaches.

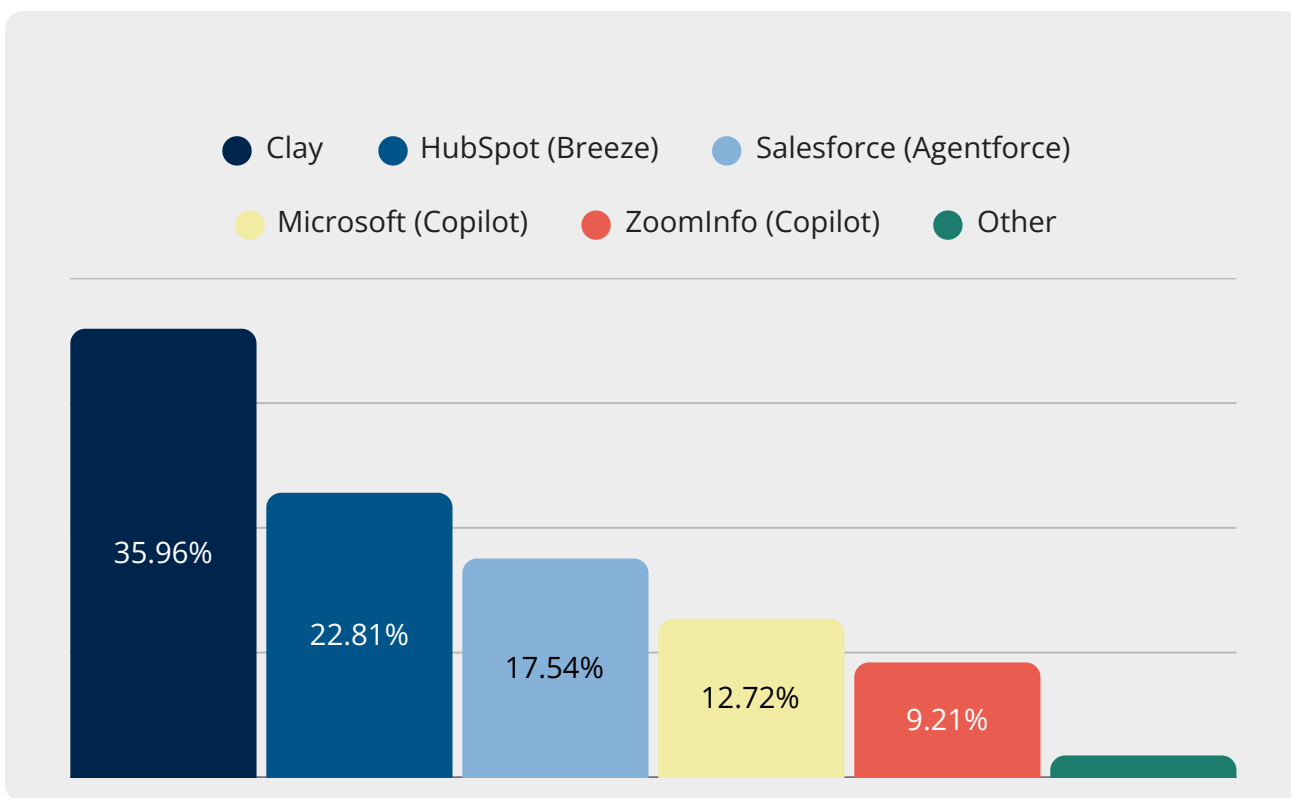


Voters likely favored Clay for its cutting-edge approach to outbound sales automation and data orchestration. Clay's ability to combine multiple data sources, automate enrichment, and enable highly customized workflows positions it as an innovation leader. Its flexibility and developer-like control appeal to modern growth teams smarter, data-driven prospecting strategies.

# AI Sales Assistant



Clay dominated the Creativity & Expression category with 35.96% of votes. This category reflects the growing importance of personalization, messaging quality, and creative outreach in AI-driven sales workflows, where differentiation increasingly depends on how effectively tools enable unique engagement strategies.

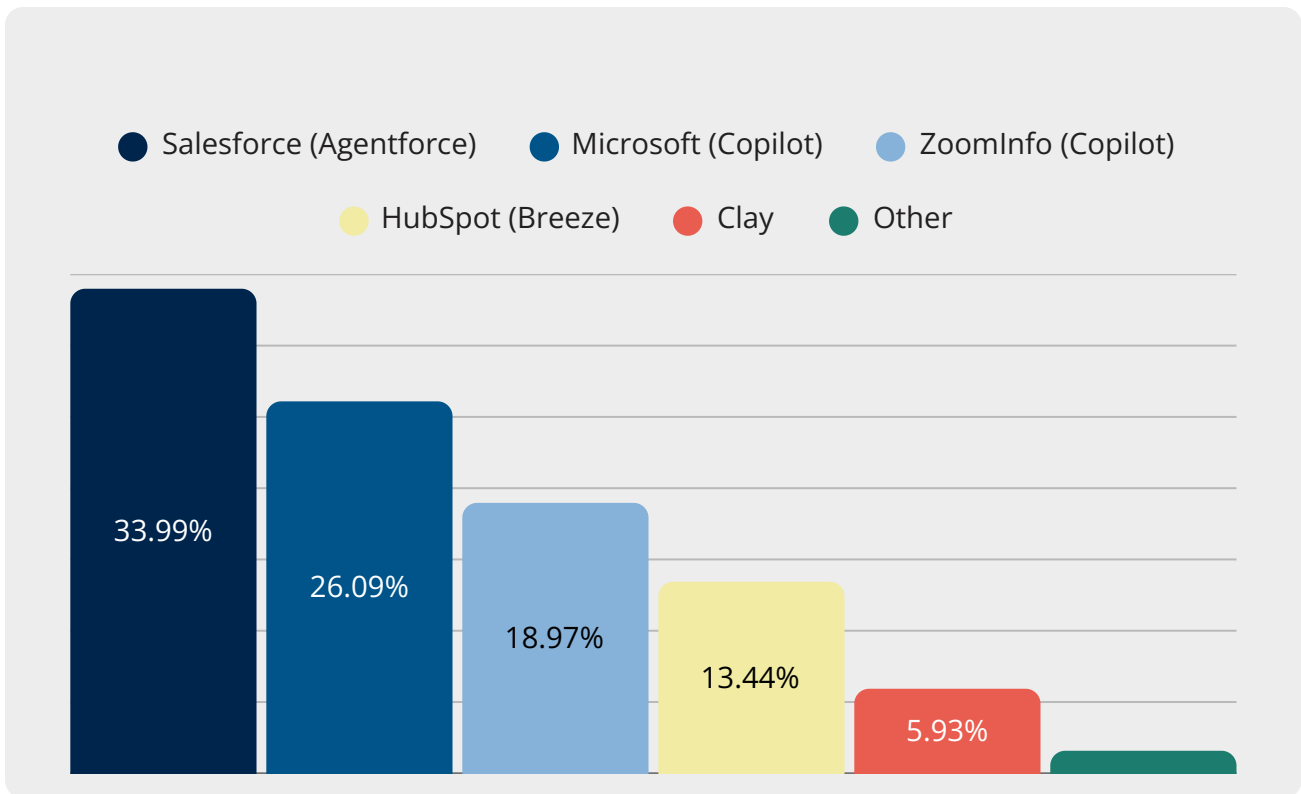


Voters likely chose Clay because it empowers users to design highly personalized and dynamic outreach workflows. Its flexible architecture supports creative experimentation, allowing teams to craft tailored messaging at scale. Clay enables a blend of automation and customization, making it ideal for teams focused on standing out in crowded sales environments.

# AI Sales Assistant



Salesforce Agentforce led the Accuracy & Trust category with 33.99% of votes, These results underscore the importance of data integrity, reliability, and enterprise-grade performance in AI sales tools, especially for organizations managing large-scale customer relationships and revenue pipelines.

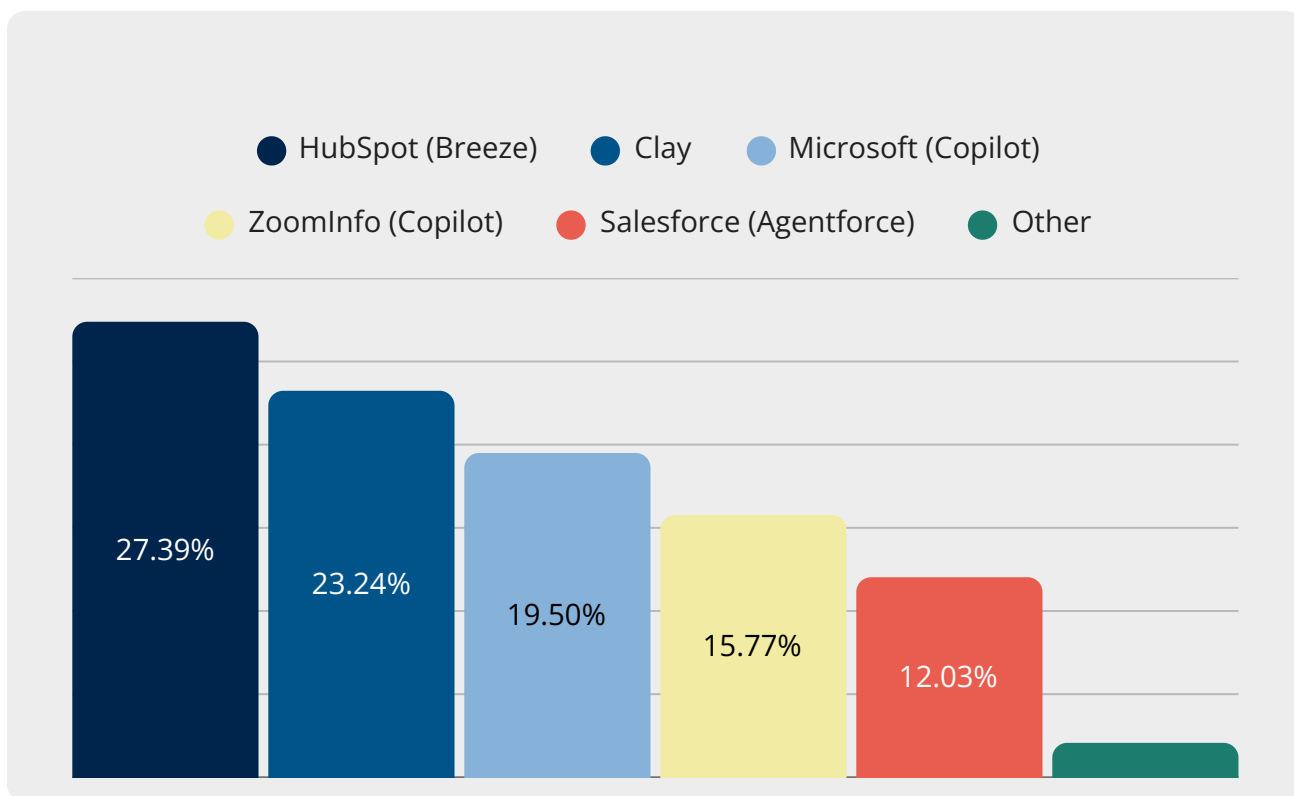


Voters likely preferred Salesforce due to its reputation for data quality, governance, and enterprise reliability. Agentforce operates within a highly structured CRM environment, ensuring consistent and auditable outputs. This foundation builds trust with users who depend on accurate insights and recommendations, particularly in high-stakes sales scenarios where errors can directly impact revenue outcomes.

# AI Sales Assistant



HubSpot Breeze led the Human Empowerment category with 27.39% of votes, followed by Clay at 23.24% and Microsoft Copilot at 19.50%. The results highlight a growing emphasis on tools that enhance user productivity, simplify workflows, and make AI accessible to a broader range of sales professionals.



Voters likely selected HubSpot because of its intuitive user experience and focus on empowering non-technical users. Breeze integrates AI seamlessly into everyday sales and marketing workflows, reducing complexity while enhancing productivity. Its ease of use and accessibility make it especially appealing to teams seeking immediate value without requiring deep technical expertise or extensive customization.

# Looking Forward



## Predictions

### **1. AI Sales Assistants will evolve into autonomous revenue agents**

Sales assistants will move beyond copilots into semi-autonomous agents that prospect, personalize outreach, and manage follow-ups with minimal human input. This shift will favor platforms that combine workflow orchestration, memory, and execution.

As autonomy increases, brand leadership will shift toward vendors perceived as delivering measurable pipeline impact, not just productivity gains.

### **2. The control point will shift from CRM systems to AI workflow layers**

While CRM platforms like Salesforce dominate today, the center of gravity is moving toward flexible AI orchestration layers such as Clay and agent frameworks. These platforms sit above systems of record and control how data, models, and actions flow.

Brand leadership perception will increasingly favor vendors seen as the “operating system” for sales automation rather than the database of record.

### **3. Trust, data quality, and explainability will become decisive differentiators**

As AI-generated outreach scales, concerns around accuracy, hallucination, and brand risk will intensify. Vendors that can prove data provenance, ensure message accuracy, and provide explainable outputs will gain an edge.

Brand leadership will increasingly be defined by trust signals—governance, reliability, and auditability—rather than just innovation or feature velocity.



## AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

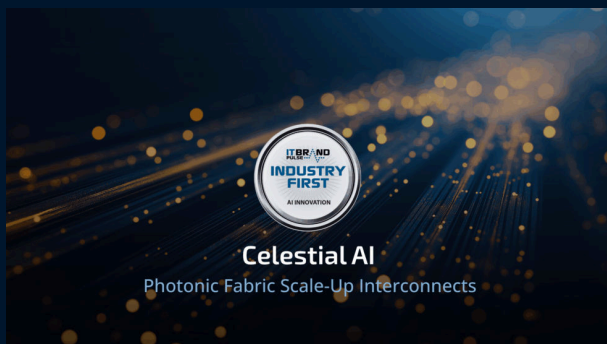




## Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: [itbrandpulse.com/industry-first](https://itbrandpulse.com/industry-first).



✉ [info@itbrandpulse.com](mailto:info@itbrandpulse.com)

🌐 [itbrandpulse.com](https://itbrandpulse.com)

📍 1895 Avenida Del Oro #4683  
Oceanside, CA 92052