

AI and Future of Sales and Marketing

With Shane Gibson

The jobless recovery?

Do sales jobs ever come back after AI, Automation and outsourcing is used during a downturn?

Indeed Sales Openings October 2023:

“Sales”:	31,283
“Sales Manager”:	6,112
“Business Development”:	4,295
Total opportunities:	42,000

The same search in 2021 showed 98,000 open positions

Dichotomy

1. There are fewer positions posted
2. These positions are paying better
3. They're taking longer to fill 90-120 days

There is a talent,
competency and
tech gap.

Sales has changed

“...by 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels. Chief sales officers (CSOs) and other senior sales leaders must accept that buying preferences have permanently changed and, as a result, so too will the role of sellers.”

- Gartner Research:

<https://www.gartner.com/smarterwithgartner/future-of-sales-2025-why-b2b-sales-needs-a-digital-first-approach/>

The Future of B2B Selling is Hybrid

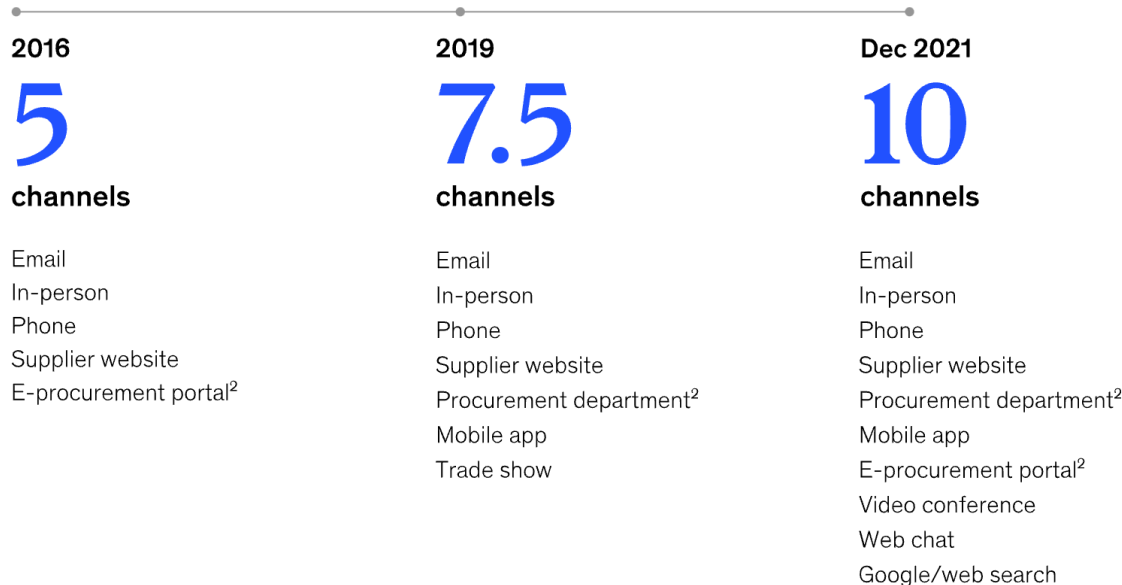
2024

20+

Channels

Email
In-person meetings
Conference
Phone
Supplier website
Procurement department
EA / PA / Researcher
Peer insights
Mobile App
E-procurement Channel
Video conference
Web chat live
Web chat AI bot
ChatGPT like tools
Google/web search
LinkedIn
Facebook
Instagram
TikTok
WhatsApp
Review Sites

Number of distinct channels that B2B customers use during their decision journeys¹



2024 20+ Channels for B2B Decision Makers

- Email
- In-person meetings
- Conference
- Phone
- Supplier website
- Procurement department
- EA / PA / Researcher
- Peer insights
- Mobile App
- E-procurement Channel
- Video conference
- Web chat live
- Web chat AI bot
- ChatGPT like tools
- Google/web search
- LinkedIn
- Facebook
- Instagram
- TikTok
- WhatsApp
- Review Sites

Your market has evolved, has your...

- *Sales process?*
- *Sales methodology?*
- *Sales competency map?*
- *Sales role and hiring strategy?*
- *Sales leadership approach?*
- *Sales and marketing alignment?*
- *Sales technology use?*

Virtual Sales Competency Map



Social selling leaders get better results



Social selling leaders create **45%** more opportunities than peers with lower SSI.



Social selling leaders are **51%** more likely to reach quota.



78% of social sellers outsell peers who don't use social media.

“Social selling is taking out the pitching component of sales. You’re creating conversations about your product and services which organically can produce sales conversations.”

— **Paul Sowada, SSI 89 | Market Development Manager, Binocular**

Technology Fluency (TQ)

- ❑ Speaks in Tech
- ❑ Prompt writing and AI use
- ❑ Data interpretation
- ❑ Systems and process design
- ❑ A proactive and curious problem solver
- ❑ Understands the sales tech stack
- ❑ Capable of assessing tech tools
- ❑ Learns new programs and tools
- ❑ Keeps up to date on all tools

Ironman puts on his suit and doesn't lose his humanity or become robotic. Instead, his ability to take action becomes amplified.

AI applied right can do that for salespeople, automating the mundane, scaling activity and enabling more selling time at increased speeds and accuracy.



From automating a process to hiring AI

WORLD NEWS JUNE 29, 2023 / 1:23 PM

Android robot to conduct Korean national orchestra

By Kim Hae-wook & Kim Tae-gyu, UPI News
Korea



27 Right Brained Sales Skills

- 1) Rapport Building
- 2) Listening
- 3) Social Intelligence (EQ)
- 4) Presentation Skills
- 5) Objection Handling Skills
- 6) Negotiations
- 7) Hobnobbing
- 8) Authentic Online social interaction and engagement
- 9) Innovating
- 10) Problem Solving
- 11) Detecting Lies
- 12) Reading and Adjusting for Style
- 13) Creative prompt writing

27 Right Brained Sales Skills

14) Breaking the Rules

15) Humour

16) Giving, contribution and kindness

17) Complex Sales

18) Phone Skills

19) Dealing with Upset Customers

20) Motivating Team Members

21) Going Off Script

22) Needs Analysis Selling /
Discovery Selling

23) Authentic Relationship
Development (NOT ABM or lead
nurturing)

24) Content creation?

25) Networking in Real Life

26) Curious Prospecting

27) Personal Branding and
Reputation Building

Who's leveraging AI?

- 65% of generative AI users are Millennials or Gen Z, and 72% are employed.
- Nearly 6 in 10 users believe they are on their way to mastering the technology.
- 70% of Gen Z report using the technology and 52% of them trust the technology to help them make informed decisions.
- 52% say they use generative AI more now than when they first started.

Who's not leveraging Generative AI?

- 68% of non-users are Gen X or Baby Boomers.
- 88% are unclear about how generative AI will impact their life.
- 40% say they aren't familiar enough with the technology and 32% say the technology is not useful for them.

Sales attitudes toward Gen AI

“...one-third of salespeople surveyed said they used or planned to use generative AI – compared to 51% of marketers – 61% of sales pros said they believe generative AI will help them better serve their customers.”

- 53%, said they do not know how to get the most value from generative AI at work.
- Just under half said they do not know how to safely or effectively use generative AI – 49% and 47%, respectively.
- Almost two out of five sales professionals (39%) worry they will lose their job if they don't learn how to use generative AI at work.

Sales using generative AI

- Sales professionals are most likely to use generative AI to help with:
 - Basic content creation (82%)
 - Analyzing market data (74%)
 - Automating personalized sales communications (71%)
- Sellers expect generative AI will transform their roles by:
 - Helping to generate sales reports (51%)
 - basic content creation (48%)
 - Analyzing market data (47%)

Most are missing the big picture!

AI Powered CRM

Hubspot: 21% increase in sales acceptance rates and a 70% increase in lead conversion rates. The AI-driven content recommendations, 57% increase in content engagement.

Salesforce Einstein: 28% increase in lead conversion rates, 32% increase in productivity for sales teams through automation and triggers. Allowed for more high value engagement with clients.

Sales AI Tools



FATHOM



TRANSCRIPT SUMMARY **AI NOTES**

FREE PREVIEW – Enjoy our latest AI functionality for free for a limited time

Sales

Copy for

Deal Information

Prospect:

rathin, Head of Strategy for Cardio, a 57 year old instrumentation and geotrending company based in India.

Call Context:

rathin set up the call to discuss potentially bringing in Shane as a sales trainer/speaker for Cardio's upcoming strategic retreat on October 16th.

Seats:

Not discussed

Impromptu Zoom Meeting

Oct 3, 2023 Add to Folder

Share

Copy summary for

Recording visible to your team

ACTION ITEMS

Extract Action Items from Transcript

YOUR QUESTIONS

- “What you think?”
- “So is it a direct sales strategy for North America, instance, or are you thinking developing channel partners, resellers?”
- “And then the size of your team, what is the like the numbers of your team, how many people have you on your team as far as from a sales perspective or t people you'd like to be selling?”
- “And then when is the date for this event? Do you have a...”
- “Big picture, is there any specific from a drill down perspective that are most important to deliver durir that session?”
- “You're not out there filling your funnel, eh?”
- “Now within Salesforce, are you investing, are you investing in third party databases that connected to Salesforce like Zoom Info or an equivalent technology database that has key decision makers in the industry?”
- “What time of day are you looking for as far as for that event?”

Sales

General

Capture any call's insights and key takeaways.

Candidate Interview

Delve into a candidate's experience, goals, and responses.

Customer Success

Experiences, challenges, goals, and Q&A.

Demo

Showcased journeys and impact.

One-on-One

Updates, priorities, support signals, and discussion.

Project Kick-Off

Vision, targets, and resources.

Project Update

Breakdown each task's status, discussion, and next steps.

Q&A

Recap questions with answers.

Retrospective

Capture processes to start, stop, and continue.

Sales

Unpack a prospect's needs, challenges, and buying journey.

Stand Up

Track daily progress, tasks, and obstacles.

Never look at a blank page again
& Never stall before you start again





I am going to paste two documents. The first one which will be titled "Doc 1" will be a discovery call with a client [REDACTED]. The second document titled "Doc 2" is a one-page keynote seminar description. Using these two documents write 4 business outcomes the client will receive from the keynote. These outcomes should be in the context of what was shared in the discovery call:



Doc 1:





Based on the information provided in "Doc 1" and "Doc 2", here are four business outcomes that [redacted] will receive from the keynote by Shane Gibson:

1. **Empowerment of Technical Sales Team:** The sales team, primarily made up of technically-focused engineers, will gain a comprehensive understanding of sales processes and techniques. They will be equipped with the skills needed for effective prospecting, building long-term relationships, and running impactful sales discovery calls, addressing their current discomfort with such sales activities.
2. **Shift in Growth Mindset:** Through Shane's session on "Exponential Selling", the sales team will be inspired to transition from an incremental mindset, limited to their existing network, towards an exponential growth mindset. This aligns with [redacted] goal of supporting a 5x growth over the next three years.
3. **Enhancement in Sales Strategy with Technology:** The keynote will offer insights into the impact of CRM and social media on quota attainment, and introduce the sales team to six essential SaaS/Cloud-based sales tools. This technological integration will boost [redacted] sales strategy, making them more competitive in the market.
4. **Leadership Sales Coaching:** Sales leadership at [redacted] will benefit from specific coaching tips and processes shared in the keynote. This will assist them in effectively guiding their teams, overcoming objections about virtual sales training, and ensuring consistent growth and reach expansion.



Augmented Emotional Intelligence

The image shows a LinkedIn profile for Julian Lee, a Channel News Publisher and Partner Community Builder. The profile includes his name, title, and a list of companies he is associated with: TechnoPlanet and University of Toronto. It also shows his location (Greater Toronto Area, Canada) and a list of mutual connections. A sales intelligence overlay is visible on the right side of the profile, providing insights into Julian Lee's DISC prediction (Initiator (DI) + Influencer (Id)) and suggesting sales stages and strategies for interacting with him.

Julian Lee · 1st
Channel News Publisher, Partner Community Builder, Speaker, Channel Business Developer and President @ TechnoPlanet Amplifying the amazing stories of leaders in the IT industry and 100% supporter for the channel!

Talks about #msps, #vendors, #digitalfirst, #channelpartners, and #channelmarketing
Greater Toronto Area, Canada · [Contact info](#)

[eChannelNEWS](#)

14,854 followers · 500+ connections

Mitchell Ballentine, Jon Holtby, and 332 other mutual connections

[Message](#) [View in Sales Navigator](#) [More](#)

Providing services
Marketing Consulting, Email Marketing, Business Consulting, Management Consulting...
[Show details](#)

Julian Lee
DISC Prediction

You have 8 unique profiles left.

SALES STAGES

Your DISC Initiator (DI) + Julian's DISC Influencer (Id)

How you should sell to Julian

You'll be direct and creative.

They'll be the same, but more on the direct side than on the creative side.

Shane, sell to Julian knowing that while you're both naturally resourceful and big-picture-driven, it'll take extra energy for you both to talk fine details and process.

For more insights, choose a sales stage below:

Proposal and Negotiation

DISCUSSING MONEY

When discussing money with Julian

Speak in big-picture, people-centered terms.

Crystal

How you should sell to Julian:

- You'll be direct and creative.
- They'll be the same, but more on the direct side than on the creative side.
- Shane, sell to Julian knowing that while you're both naturally resourceful and big-picture-driven, it'll take extra energy for you both to talk fine details and process.
- When discussing money with Julian
- Speak in big-picture, people-centered terms.
- Explain what the price will bring as far as flexibility in options and cool feature roll-outs.
- Show your pricing model through colorful graphics and charts.

Companies who empower employees to share content perform better

They can more easily increase their reach and engagement, attract top talent and sell their products

58%

Talent

Social enterprises are 58% more likely to attract top talent and 20% more likely to retain them

2x

Marketing

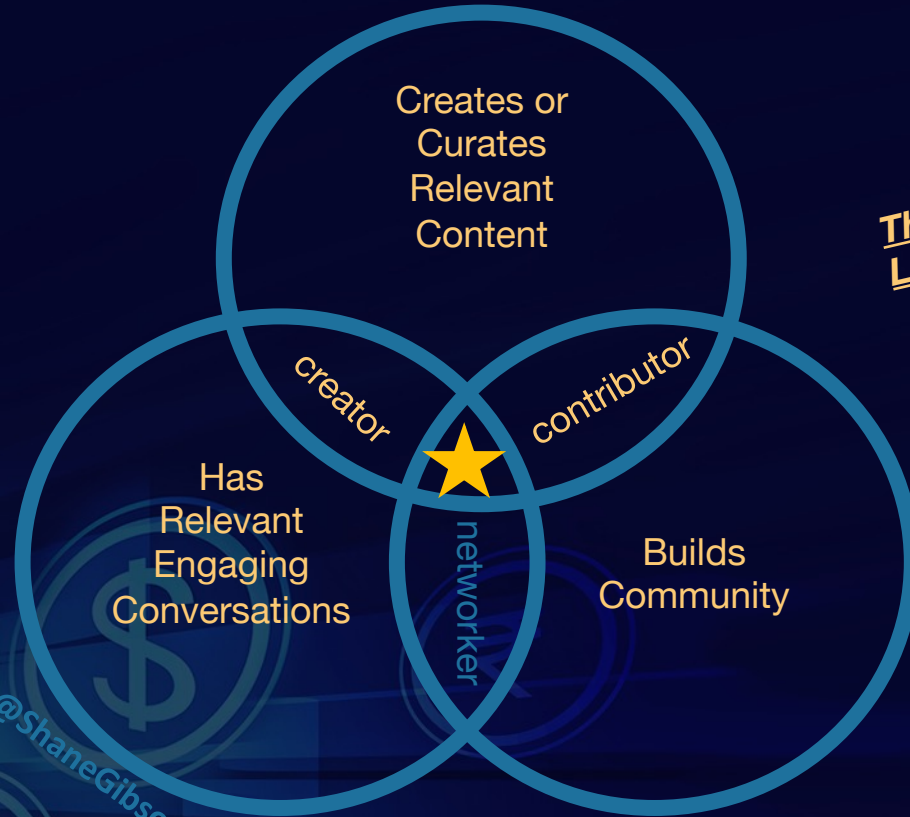
Content shared by employees has 2x higher engagement versus when shared by a company

45%

Sales

Salespeople who regularly share content are 45% more likely to exceed quota

Thought Leadership = Magnetic Brand



Thought Leader ★

© @ShaneGibson

Content Ideas

- FAQ's
- Behind the scenes
- Product use / delivery
- Persona lifestyle insights / Infographics / videos
- Interviews with local / regional influencers
- Customer success stories / content
- How-to's / Top 10 Lists (People, Rules, Tips, Events, Places)



Shane Gibson
KEYNOTE SPEAKER & AUTHOR



12 NON-NEGOTIABLE SALES TRUTHS

SHANE GIBSON'S SALES,
SOCIAL SELLING AND
INFLUENCE PODCAST

Record 16-minute Podcast / Rant



Step 2 Process:

- Trim Video if needed
- Extract MP3 for Podcast
- Upload to podcast hosting
- Upload to YouTube (don't publish yet)
- Upload Video to Vidyo.ai
- Choose Clips
- Extract transcript for clips descriptions and blog post
- Condense blog post into a LinkedIn carousel

5 Chapters 17 Shorts Entire Video

Add to

Video 1 - 12 Non-Negotiable Sales Truths



Shorts are small snippets upto 1m in length

Select clips

Video 10 - AI is a must f... Custom

13:59 - 15:53 ⌚ 01m54s >

Video #9 They are not y... Custom

9:46 - 10:45 ⌚ 59s 👁 >

Video #8 - Practice does... Custom

8:43 - 9:40 ⌚ 57s 👁 >

The Importance of Effective Disc... 71

IntelliClip™ ⌚ 45s Score >

The Importance of Prospecting a... 70

IntelliClip™ ⌚ 32s Score >

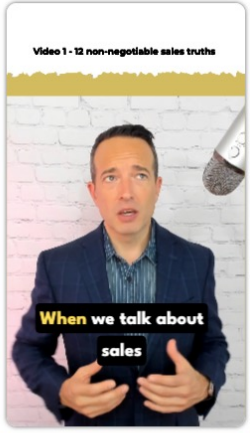
Sales Tips and Insights for Success 70

IntelliClip™ ⌚ 56s Score >

Keys to Successful Sales and Bra... 67

IntelliClip™ ⌚ 51s Score >

Create custom Clip

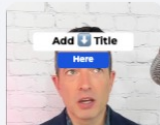
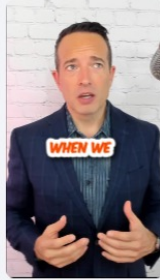


Edit & Download Video



All Templates

My Templates



00:00:10.185 / 00:00:29.099



5 Chapters

17 Shorts

Entire Video

Add to ❤️

12 Non-Negotiable Sales Truths

Transcript



Chapters are longer sections of the video divided by topics

Select clips



12 Non-Negotiable Sales Truths

0:00 - 1:09 ⌚ 01m09s



12 Non-Negotiable Sales Truths

1:09 - 3:31 ⌚ 02m22s



Rule #4: Ask the Right Questions

3:32 - 6:02 ⌚ 02m30s



7 Rules for Building a Strategic Sal...

6:03 - 9:40 ⌚ 03m37s



8 Ways to Reach Your Sales Goals

9:40 - 15:55 ⌚ 06m14s



Create custom Clip



This is Shane Gibson's



Edit & Download Video

12 Non-Negotiable Sales Truths

This is Shane Gibson's podcast from closingbigger Net. Today I want to talk about twelve non negotiable sales truths. And there are also twelve not so popular sales truths. When we talk about sales truths, I think one of the things we look at is our desire to negotiate the price of success or what it means to be a successful sales professional. As, sales professionals and even a sales leader, we're always looking for the edge, a way to shortcut and reduce the distance or the length of time it takes to get from point A to point B. But in many cases, there are some core sales truths and principles that you can't shortcut. They're just a reality if we want to have long term success in sales. So I'm going to go through these in today's podcast. Once again, this is published on YouTube at Shane Gibson. clips will be also published at Shane, Gibson on Instagram, as well as Shane Gibson Live on TikTok. And you can find this podcast, shane Gibson Podcast almost anywhere. You can find podcasts from Spotify, to Amazon, to everything in between.

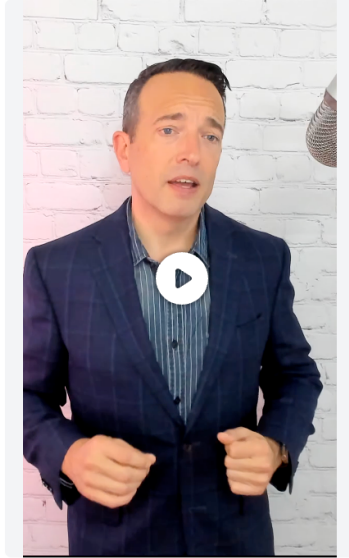
Help

Copy

ChatGPT Prompt

Correct grammar, do not editorialize, and double line break between lines: [insert text]

Video 10 – AI is a must for competitive sellersip



Posting as

Shane Gibson

[Unlink Account](#)

Video caption

AI can save you time and give you an edge in the market, but don't forget to rely on your own creativity and expertise to make it work!
#AI #Comp

145 / 2200


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- Comment
- Duet
- Stitch

Schedule Post




[Publish to TikTok](#)

 **Shane Gibson** · You
Keynote Sales Speaker, CEO, The Professional Sales Academy a sales t...
[Visit my website](#)
2w · 🌐

They are not your sales leads or customers

When salespeople claim "my leads" or "my customer", they often overlook that these assets belong to the company, specifically the CEO or shareholders.

As representatives, we're compensated to cultivate opportunities for the company. Over-possessiveness can hinder collective effort and detract from a team-selling perspective, potentially missing broader organizational opportunities. [#sales](#) [#leads](#) [#b2bsales](#)



Sep 13, 2023 | Sales Sales Podcast - B2B Sales and Social Selling with Shane Gibson



Shane Gibson
KEYNOTE SPEAKER & AUTHOR



Podcast: [Play in new window](#) | [Download](#) | [Embed](#)

Subscribe: [RSS](#)

This video podcast is featured on 12 Non-Negotiable Sales Truths. As a sales trainer and keynote speaker, I come across people often

Sales Truth #1 – You can never be too busy to prospect and work your funnel.

It's crucial to understand that you can never be too occupied to prospect and manage your funnel. Prospecting is an investment for our future that we must consistently make. Often, I've observed (and experienced in my business) professionals getting overwhelmed with inbound tasks, client service, meetings, administrative duties, and other work commitments. We sometimes forget that prospecting is our lifeline. Part of this oversight is because results from prospecting aren't immediate, especially with sales cycles ranging from three weeks to six months. However, top performers who secure deals regularly were consistently prospecting and maintaining their funnel weeks or even months prior. It's essential to set aside dedicated time for prospecting and funnel management.

Sales Truth #2 – An inquiry is not necessarily a lead, regardless of their “sentiment.”

An inquiry doesn't always equate to a lead, no matter the sentiment behind it. It's easy to get overly enthusiastic about someone filling out a form. Still, the debate between sales and marketing teams regarding what constitutes a marketing-qualified or sales-qualified lead is ongoing. Merely because someone shows interest or belongs to a targeted company doesn't mean they're a genuine lead. Various other factors determine an ideal prospect. Therefore, before adding someone to the funnel, ensure they meet the qualification criteria. Sometimes, an immediately available person isn't the right fit. By effectively filtering these inquiries, we can focus our energies on filling the funnel with the right prospects.

Sales Truth #3 – Discovery is much more than just asking questions.

While client needs analysis and [discovery](#) processes emphasize asking pertinent questions, there's more to it. Some professionals mechanically go through the process: asking a set of questions, nodding, jotting down notes, understanding core pain points, and then

ChaptGPT Prompt + Canva

Take these 12 Non-Negotiable Sales Truths and condense them to approximately 200 characters each, including titles, so they can be used in LinkedIn carousels:

Non-Negotiable Truth #1 – You can never be too busy to prospect and work your funnel.

Consistent prospecting is vital. Despite pressing tasks, always carve out time for it – it's your future sales lifeline.

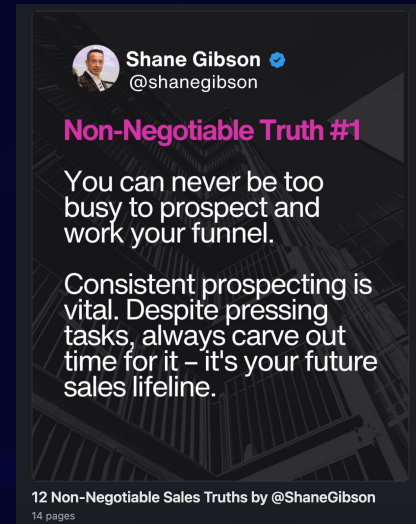
Non-Negotiable Truth #2 – An inquiry is not necessarily a lead, regardless of their “sentiment.”

Not every inquiry is a genuine lead. Ensure qualifications before adding to the funnel, even if sentiment seems positive.

Non-Negotiable Truth #3 – Discovery is much more than just asking questions.

Discovery involves trust and rapport, not just questions. Truly understand client needs and motivations.

Non-Negotiable Truth #4 – Conversations outside of the sales and buying process are where the magic happens.



Output from 3-5 hours of marketing effort:

- 12 Video Shorts distributed on LinkedIn, YouTube, Instagram, and TikTok (48 posts)
- 1 17-minute Podcast on Spotify, Apple and 20+ networks
- 1 Long-form YouTube video
- 1 Blog post
- 1 LinkedIn Carousel + Carousel Video (TikTok + LinkedIn)

53 Thought Leadership Content Pieces

Your Lean Sales Playbook

1. Defines your target market and personas
2. Has a sales process scorecard mapped out
3. Maps key steps to your sales process that are aligned with your buyers process
4. List of core sales tech tools and where or from whom to learn them
5. Has a “Discovery Cheat Sheet” on each vertical
6. Has a well documented discovery (qualification) and demo process
7. Templates for outreach and client nurturing (cadences)
8. Provides talking points on key objections and closes
9. Ready to use stories and UVP talking points for key segments
10. KPI's broken down from annual to monthly to weekly and daily disciplines

2024 and beyond

1. Digital-First Experiences
2. Personalized Customer Experience
3. Remote-First Engagement
4. Changing Marketing Landscape
5. Digital-First Buyers

6. Buyer-Centric Model
7. Diversified Digital Selling Tools
8. Shift in B2B Sales to Hybrid
9. Tech-Driven Skills

10. AI in Sales and Marketing



Go the Ironman route!



Shane Gibson 

@shanegibson

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AI and the Future of Sales at
your next conference!**

**Visit SalesAcademy.ca or text
me [+1.604.351.2328](tel:+16043512328)**

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