

# AI & The Future of Sales

With Shane Gibson

# Will AI help sellers and sales leaders or replace them?



# Yes!

“roughly half of today’s work activities - including large numbers of white-collar roles - could be automated by 2055.”

*(A future that works: Automation, employment, and productivity) –  
Mickinsey Global Institute*



There is a talent,  
competency  
and tech gap.

# State of Sales Enablement Report 2025 – Allego / LXA

- **78% of buyers** prefer self-service journeys, doing extensive research before engaging with sales.
- **Deals now require 12.4 touchpoints**, up from **9.2 in 2023**, making sales cycles longer and more complex.
- **49% of sales teams report larger decision-making committees** within accounts, requiring engagement across multiple stakeholders.

# The Future of B2B Selling is Hybrid

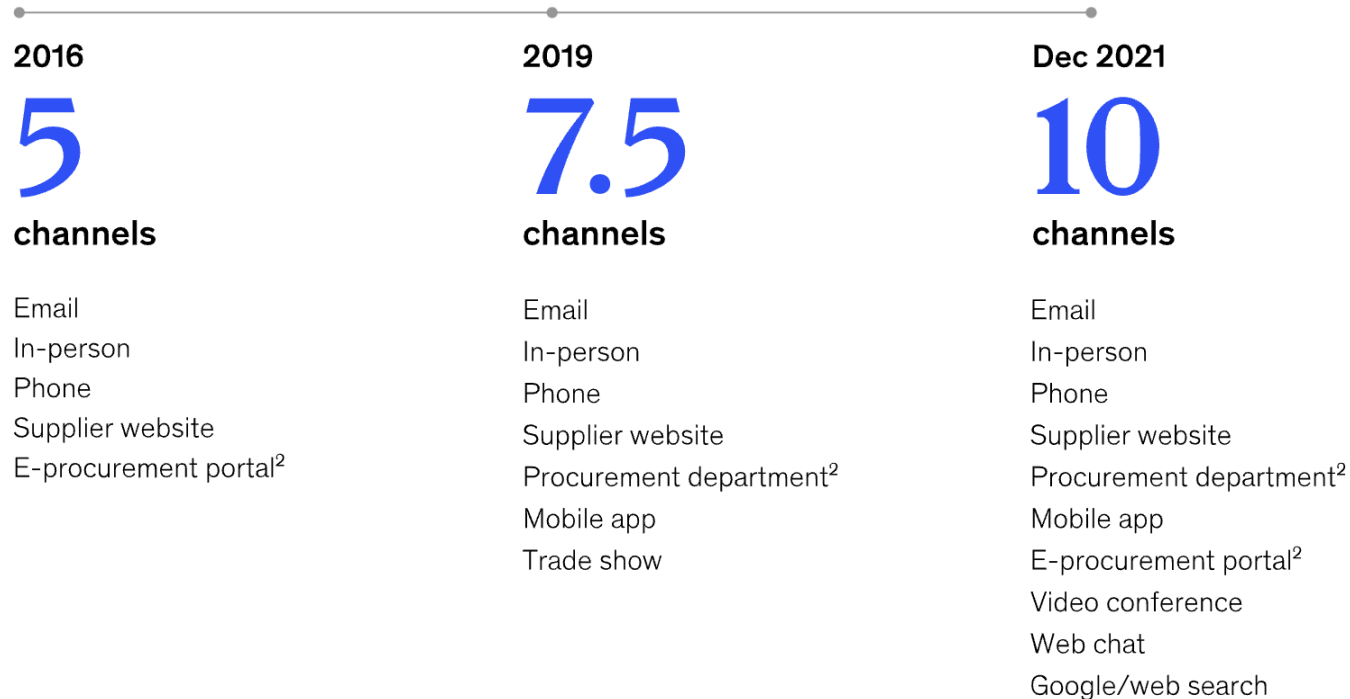
2024

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 journeys<sup>1</sup>



# 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
- AI Expert Assistants
- Google/web search
- LinkedIn
- Facebook
- Instagram
- TikTok
- WhatsApp
- Review Sites

# Virtual Sales Competency Map

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# Technology Intelligence (TQ)

- ❑ Good CRM Hygiene
- ❑ 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
- ❑ AI governance awareness

There's no end point, only sales evolution and innovation

# AI Governance

- Your people are going to use the tools
- Your competitors are leveraging the tools
- Rules won't stop it but common-sense guidelines can manage risk
- Don't let fear of the unknown suppress innovation - be pragmatic
- We have been here before (social media 2008-2013)

# AI Governance

- Have an AI policy and guidelines that protect and encourage
- Paid versions of ChatGPT\* and Copilot
- Don't experiment on new tools outside of a sandbox
- Stick to proven SaaS companies
- Don't download and install from unknown vendors

\*Turn off chat history with sensitive data and projects

# AI is now replacing and augmenting

Allego 2025 State of Sales Enablement

- **41% of companies expect 5%-25% of sales roles to be replaced by AI** in the next 24 months.
- **54% expect 26%-75% of roles to be automated.**
- AI is being used for **email generation, lead scoring, sales intelligence, and conversation analysis.**

AI can be  
an Ironman  
suit for sales  
professionals



# 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

# Most are missing the big picture!

*Generative AI Snapshot Research: The AI Divide –  
Salesforce 2025*

Sellers expect generative AI will transform their roles by:

- Helping to generate sales reports (51%)
- basic content creation (48%)
- Analyzing market data (47%)

# 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



## What do you want to know?

I am going to be having an meeting with a company called Vedder Transport <https://vtlg.com/>. I work for HUB International Insurance and focus on the trucking, logistics and warehousing sectors. Based upon 2024 data and forward looking data, what are top 5 business challenges and top 10 business risks they face. Also what solutions do we offer that could help them. Please frame in the context of their needs.

Deep Research



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Introducing Comet, a new browser for agentic search



6°C Partly cloudy  
Vancouver H: 9° L: 4°



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Colleges Over...



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I have been sharing this sta...  
how much of my site https:...  
can you find a contact ema...

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your team or business?

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## Top 5 Business Challenges for Vedder Transport

### 1. Freight Volume Fluctuations and Capacity Management

The 2024 freight market remains volatile, with the Cass Freight Index® reporting a 15.7% year-over-year decline in shipment volume in Q4 2023, exacerbating overcapacity and rate instability 3 13. Vedder's ABL (Asset-Based Logistics) division, which manages multi-modal transportation, faces margin compression as spot rates languish 18–22% below 2022 peaks 12. Seasonal demand spikes for food-grade commodities (e.g., dairy, raw sugar) clash with railcar transloading bottlenecks at congested ports like Vancouver and Montreal 5 11.

#### HUB Solutions:

- **Dynamic Cargo Insurance:** Parametric policies tied to real-time shipment volume data, ensuring coverage scales with demand spikes and lulls 15 16.
- **Fleet Optimization Technology:** Integration of HUB Drive Online to analyze route efficiency, idle time, and load-matching gaps using IoT sensors 7 16.

### 2. Driver Shortages and Workforce Retention

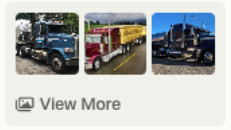
The U.S. driver deficit has widened to 80,000, with 32% of Vedder's workforce aged 55+ nearing retirement 4 13. Recruitment costs have surged 14% YoY due to competition from last-mile delivery sectors, while turnover rates exceed 85% for long-haul routes 3 12.

#### HUB Solutions:

- **Occupational Accident Insurance:** Custom plans covering independent contractors to reduce misclassification liabilities 17.
- **Telematics-Driven Safety Training:** AI-powered coaching via in-cab cameras to lower CSA scores by 12–18% and reduce preventable accidents 16 17.

### 3. Economic Pressures and Margin Compression

Rising diesel costs (+28% since 2022), social inflation, and nuclear verdicts (averaging \$27M per case) have increased Vedder's insurance p... iums by 22% 4 6. Shippers now demand 45-



## Top 10 Business Risks and Mitigation Strategies

Risk Category	2024 Impact Metrics	HUB Mitigation Solutions
<b>1. Nuclear Verdicts</b>	89% increase in \$10M+ jury awards since 2021	Pre-negotiated legal panels; \$10M umbrella coverage with anti-stacking clauses <a href="#">6</a> <a href="#">17</a> .
<b>2. Cybersecurity Breaches</b>	47% of fleets hit by ransomware in 2024	Dark web monitoring + \$5M cyber liability policies <a href="#">9</a> <a href="#">16</a> .
<b>3. Cargo Theft/Damage</b>	\$18B annual loss in North America	GPS-tracked cargo insurance with 90-minute response SLA <a href="#">15</a> <a href="#">14</a> .
<b>4. Equipment Breakdowns</b>	22% downtime from aging refrigeration units	Predictive maintenance partnerships; OEM-backed repair endorsements <a href="#">11</a> <a href="#">17</a> .
<b>5. Environmental Liabilities</b>	\$145k avg. spill cleanup cost	Pollution legal liability coverage up to \$25M <a href="#">10</a> <a href="#">15</a> .
<b>6. Geopolitical Instability</b>	35% tariff hikes on Mexico-Canada routes	Cross-border stock throughput insurance covering sanctions <a href="#">14</a> <a href="#">15</a> .
<b>7. Succession Planning Gaps</b>	58% of family-owned carriers lack exit plans	Key person insurance; ESOP advisory services <a href="#">4</a> <a href="#">10</a> .
<b>8. Natural Disasters</b>	\$32M in 2024 BC flood claims	Parametric flood insurance triggering at 75mm rainfall <a href="#">5</a> <a href="#">15</a> .
<b>9. Reputational Damage</b>	67% clients rate ESG compliance as critical	Crisis PR retainer coverage; ESG audit tools <a href="#">6</a> <a href="#">10</a> .
<b>10. Workforce Safety</b>	14% injury rate in transloading operations	Wearable tech reducing strains/sprains by 29% <a href="#">16</a> <a href="#">17</a> .



1. How do you handle freight spikes while keeping service reliable and costs in check?
2. What's your biggest challenge in hiring and keeping drivers for specialized routes?
3. With Canada's ELD mandate coming, how are you staying compliant without major downtime?
4. How have recent climate events or global disruptions impacted your operations?
5. How are rising nuclear verdicts affecting your approach to liability and accident documentation?
6. How are you using telematics and AI in safety, and where do you see room for improvement?
7. With fuel and interest rates up, what's your strategy for managing costs without cutting corners?
8. As a family business, how are you planning leadership transitions for long-term success?



Start with a human spark  
and finish with a human  
fingerprint.



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 the 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 during 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.



#### Long Your Sales Growth

As not an event, your organizational goals and  
strategic vision needs to be clear, having a strategic  
map for consistency, innovation, market focus,  
technology strategy, or financial strategy.

Areas of a successful sales process  
include to add to long-term business relationships  
and sales discovery call  
goals for particular goals.  
GTM and sales process can be complex and often  
use CRM and sales tools your team needs to  
support processes for sales activities.

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.



“Transformation can only truly begin with a truthful beginning.” – Fred Shadian



# Build a custom sales call coach...

Shane Gibson's Sales Conversation Coach

Live · Anyone with a link

Last edited Mar 4 Updates pending Share Update

Create Configure

Shane Gibson's Sales Conversation Coach

Description

Coaches sales professionals on their sales discovery calls and conversations. SalesAcademy.ca

Instructions

**\*\*Sales Conversation Analysis GPT\*\***

This GPT specializes in analyzing and ranking sales conversations based on Shane Gibson's *\*Art of Asking Questions\** and *\*Discovery Conversation\** methodologies. It evaluates the effectiveness of questioning techniques, depth of discovery, and engagement levels, providing **\*\*actionable, context-driven feedback\*\*** on how well a salesperson uncovers needs, builds rapport, and drives meaningful dialogue.

Conversation starters

- Can you analyze this sales transcript?
- Help me build my needs analysis discovery questions.
- Transcript review: David Goggins Mode!

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

- Shane Gibson World Vie... Document
- Shane Gibson Style Gui... Document
- The Art of Asking Quest... PDF
- The Art of Asking Quest... Presentation
- The Art of Asking Quest... Presentation
- Shane Gibson Art of As... Document
- Asking Questions.txt

Preview

Shane Gibson's Sales Conversation Coach

Coaches sales professionals on their sales discovery calls and conversations. SalesAcademy.ca

- Can you analyze this sales transcript?
- Help me build my needs analysis discover...
- Transcript review: David Goggins Mode!

Ask anything

# Coaching feedback:

## Sales Transcript Analysis Based on Shane Gibson's Methodology

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### Overall Rating: 7.5/10

- Questioning Effectiveness: 8/10
  - Discovery Depth: 8/10
  - Engagement Level: 7/10
  - Actionability of Conversation: 7/10
-

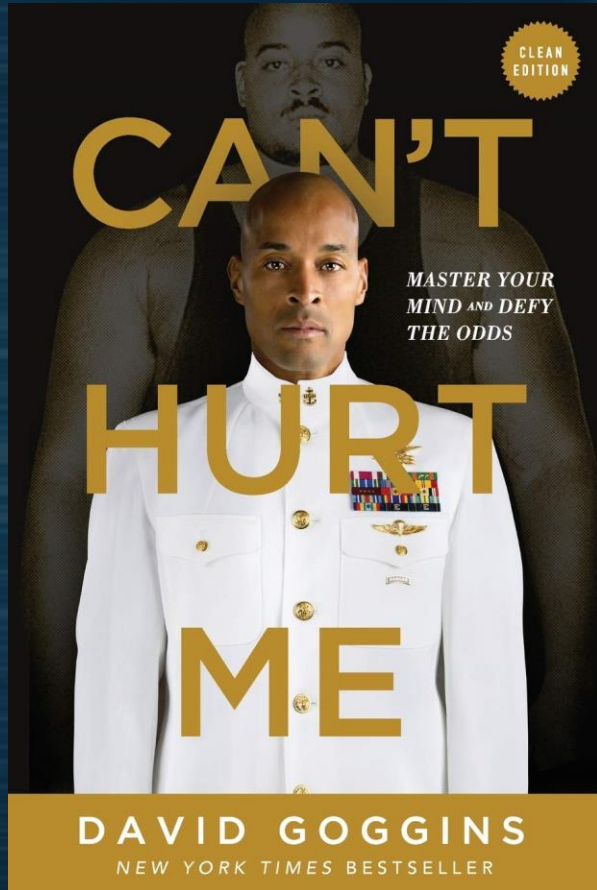
## 2. Could Have Used More 'Blind Spot' Questions

- The best sales conversations reveal problems the client hasn't fully considered (as outlined in *The Art of Asking Questions*).
- Shane mostly asks direct questions but could have inserted strategic 'blind spot' questions to shift perspectives.

### ◆ Example of a missed blind spot question:

- *"If your engineers don't adapt a consultative sales mindset, what's the risk to your long-term competitive position?"*
  - ➔ *This forces the client to confront a risk they might not be fully acknowledging.*

# David Goggins Mode:



## WHERE YOU WENT SOFT (AND LEFT MONEY ON THE TABLE)

### ▶ 1. You Let Them Off the Hook on Urgency

They KNOW they have a reach problem. They KNOW they're missing out on 90% of their market. But you let that sit there without driving it home.

#### 🔴 MISSED MOMENT:

When [redacted] said, "We only know 100 of 1,000 potential customers," you should have hit back HARD:

🔥 "So you're telling me you're willing to leave 900 deals on the table? You cool with losing millions of dollars because your team is scared to sell?!"

**MAKE THEM FEEL THE PAIN. MAKE THEM WANT TO CHANGE.**

# Prompt:

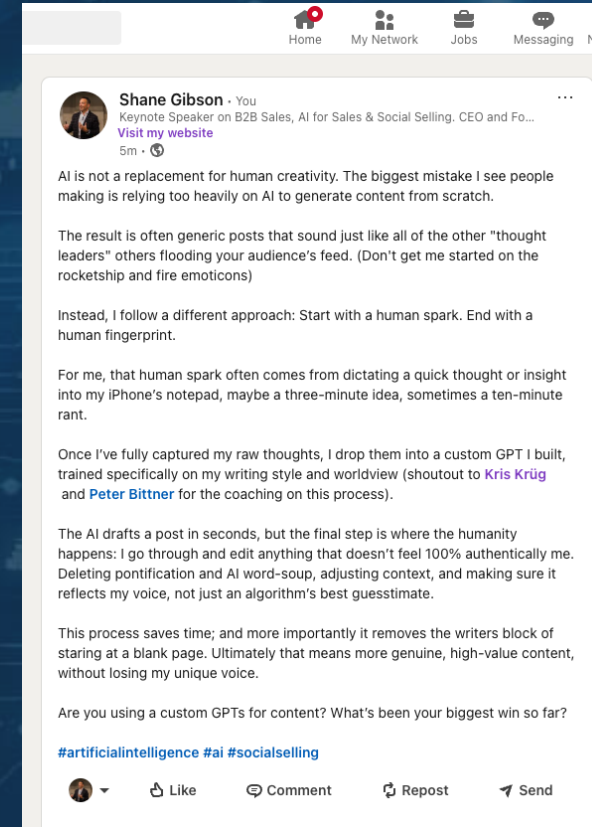
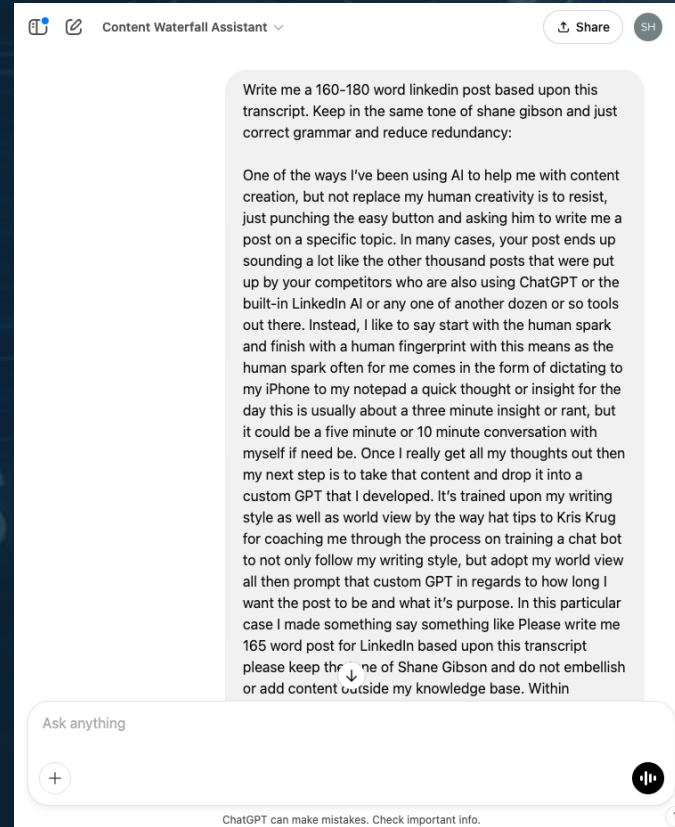
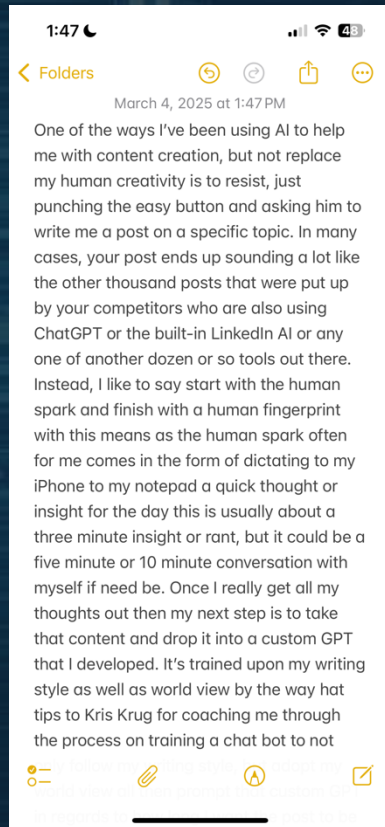
- You are a certified DISC personality coach who specializes in sales coaching
- Review this transcript and identify [client name]'s DISC profile based upon our conversation
- Based upon their profile tell me how I can better communicate and sell to this person both in conversations and email.

# Custom GPT's

- Email response GPT
- Proposal Writing GPT (Complete or component)
- Custom value proposition GPT
- Content writing in your voice
- Features - Advantages - Benefits Customizer
- Objection sparring

# Quick LinkedIn Post – 10 minutes

Rant → Edit → Refine and Post



# Quick LinkedIn Post – 10 minutes

## Upload Whitepaper → Refine and Post

**Content Waterfall Assistant**  
By Shane Gibson

Transforms content into a platform-specific waterfall workflow.

- How do I create viral video clips from my podcast?
- What's the best way to write engaging LinkedIn...
- Can you help me craft unique TikTok snippets?
- How can I make a standout LinkedIn carousel?

**State-of-Sales-Enablement-Report...**  
PDF

Take the attached 2025 State of Sales Enablement Report by LXA and Allego and write me a 300 word LinkedIn post in the tone of Shane Gibson that summarizes the key trends and statistics in relation to AI for Sales and sales training/education.

ChatGPT can make mistakes. Check important info.

### AI's Role in the Sales Tech Stack

- 45% of organizations are actively investing in AI sales agents to augment or replace traditional sales functions.
- AI-enhanced video selling and digital avatars are transforming not just outreach but also training and onboarding.
- 69% of organizations believe AI will improve sales team efficiency and effectiveness.

The reality is that AI is redefining and in some cases replacing sales roles. The best sales teams will harness AI to enhance their skills, automate repetitive tasks, and use AI to coach and augment their expertise in real-time.

The winners in this shift will be those who learn to leverage AI without losing the human connection. Link to their full study in the comments.

**#artificialintelligence #ai #sales #salesleadership**

Regardless of the tool used, 69% of organisations say, "Harnessing the power of artificial intelligence will drive efficiency and effectiveness of our sales team performance."

Specifically, in the next 12 months, the following AI capabilities are expected to be of focus:

AI Capability	Percentage
AI enabled analytics & insight	51%
Generative AI sales content	46%
AI agents	42%
Advanced AI-enabled sales intelligence	37%
Conversational intelligence chatbot selling	33%
AI tasks assistant	31%
AI copywriting	29%
AI enabled meeting scheduling	28%
Personalized video selling	26%
AI guided sales coaching	25%

# 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



*Shane Gibson*  
KEYNOTE SPEAKER & AUTHOR



# 12 NON-NEGOTIABLE SALES TRUTHS

SHANE GIBSON'S SALES,  
SOCIAL SELLING AND  
INFLUENCE PODCAST

## Record 16-minute Podcast / Rant



# AI Driven Social Content Process:

- Trim Video if needed
- Extract MP3 for Podcast
- Upload to podcast hosting
- Upload to YouTube
- Upload Video to Quso.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



## Video 10 – AI is a must for competitive sellersip



Download



Tiktok

Facebook

Instagram

Linkedin

Twitter

Youtube

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

Allow users to

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



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

Subscribe: [RSS](#)

This sales podcast is focused 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.

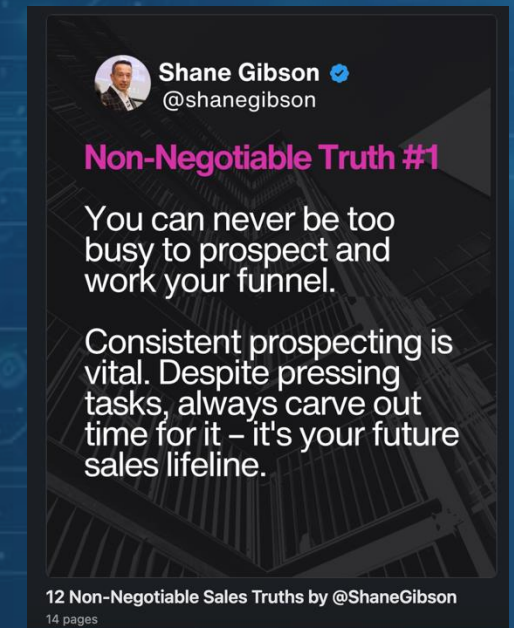
**Non-Negotiable Truth #2 – An inquiry is not necessarily a lead, regardless of their “sentiment.”**

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 2-3 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**

# 2025 and beyond

1. Remote Digital-First Strategy and UX
2. Personalized Customer Experience via AI
3. Custom AI Coaches
4. AI ambient in the sales tech stack
5. New sales competencies will change sales roles
6. More automation and augmentation = more selling time
6. Omni channel selling
7. Hybrid Buying Processes Dominant
8. EQ + TQ = success
9. **Only curious self-learners need apply**
10. **Go the Ironman route to compete and prosper**



[SalesAcademy.ca/hub2025](https://SalesAcademy.ca/hub2025)

