

# AI & The Future of Sales

## *Building Your AI Sales Machine*

With Shane Gibson

# 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.**

# ZoomInfo's 2025 AI in Sales Study

- 83% of sales pros using AI tools saw their average deal size increase.
- Win rates jumped 41%
- Deal cycles shortened by 30%.

AI can be an Ironman suit  
for sales professionals



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

# 2025 25+ Channels for B2B Decision Makers

## Traditional Channels

Email, meetings, conferences, phone, supplier websites, vendor, platforms, peers, EA/Researcher, Mobile,

## Social Media and Digital

LinkedIn, Facebook, Instagram, TikTok, WhatsApp, TikTok, WeChat, Slack, Zoom/Teams, Podcast, Youtube



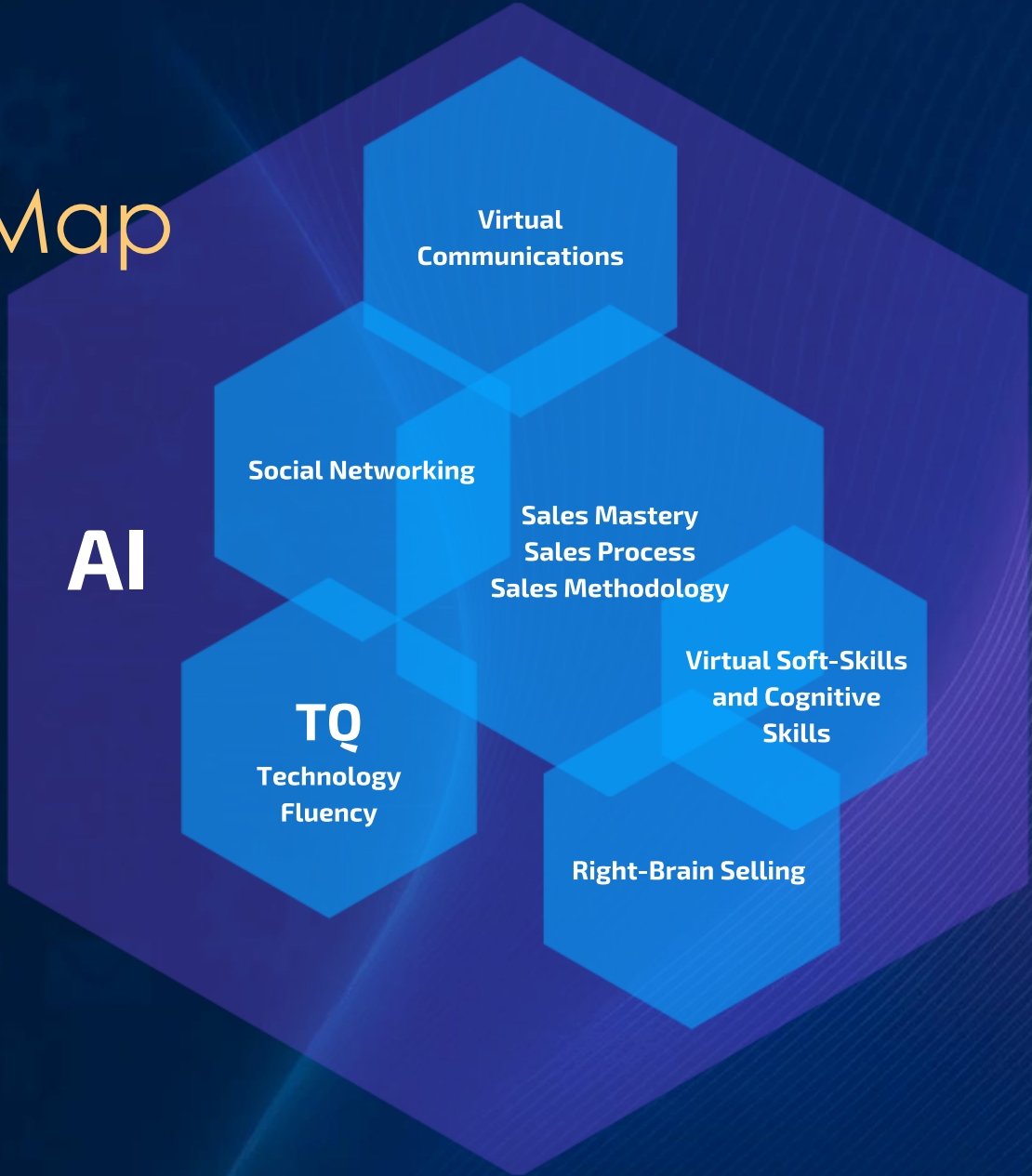
## AI Channels

ChatGPT, Perplexity, Gemini, Co-Pilot, AI assistants,

## Search Platforms

Google web search, Microsoft Bing, Regional specific

# The New Sales Competency Map (2025)



Used incorrectly... AI just enables you to do the wrong thing, in front of more people... faster!

# Slides and Resources



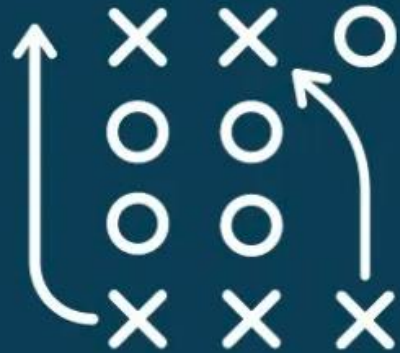
# Sales Process ROI

“...sales forces were most effective at managing their sales pipelines if they had ...a credible, formalized sales process.

...18% difference in revenue growth...”

– Harvard Business Review (Jason Jordan Jan 21 2015)

# SALES PLAYBOOK

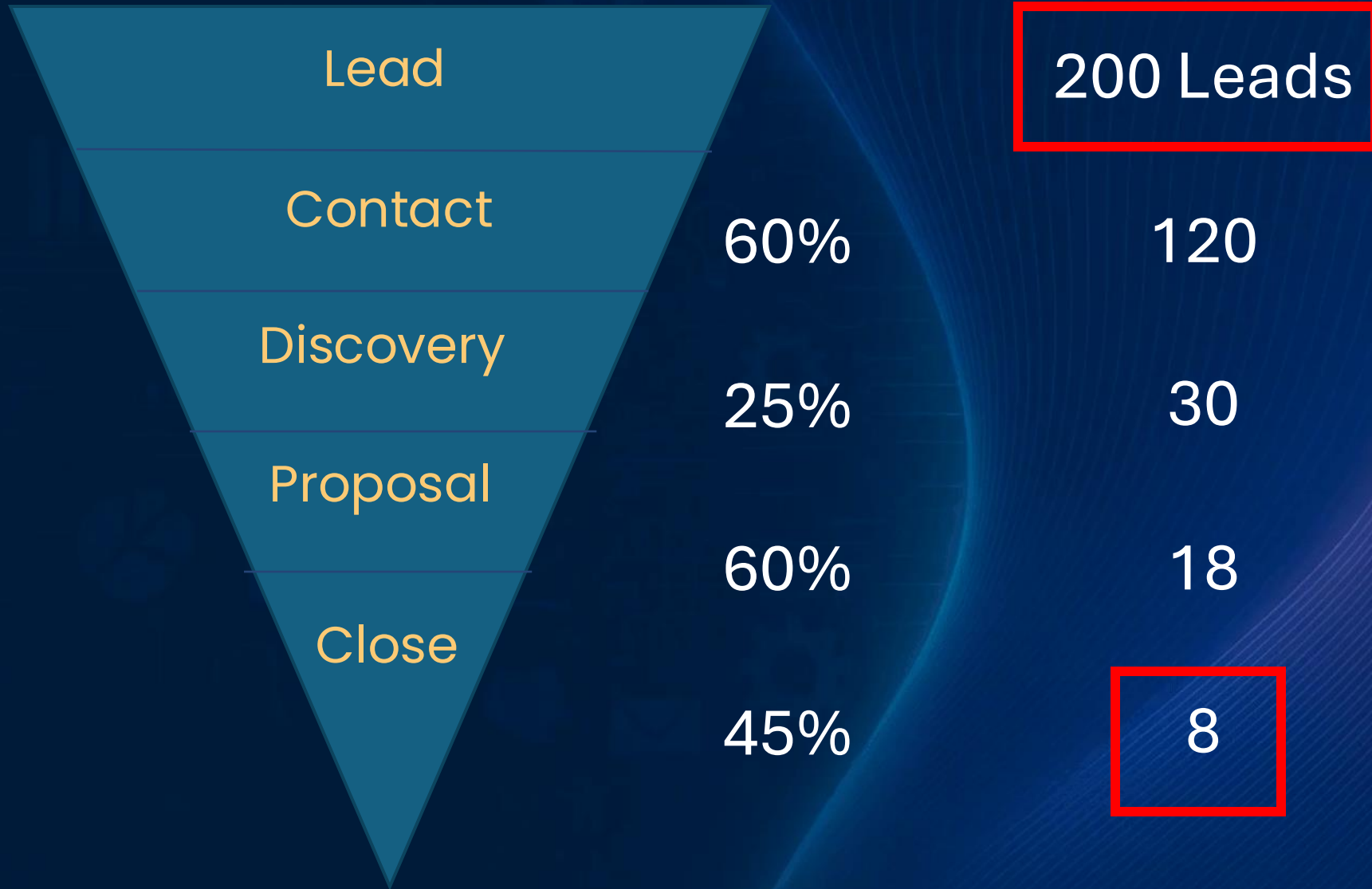


*"Your template for scaling  
sales success."*

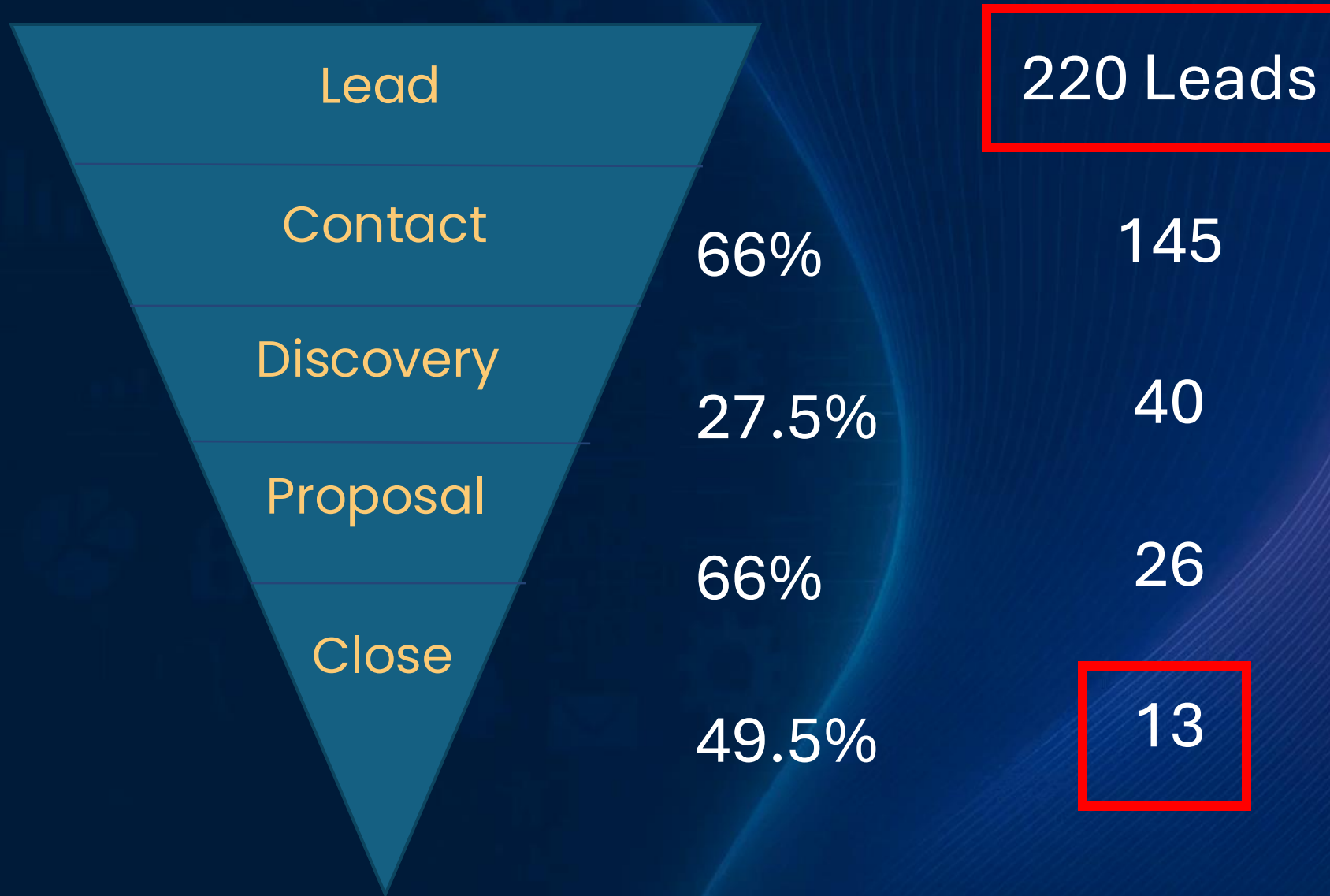
+ AI =



Improving our sales process by 10% in 5 key areas is the same as increasing our outbound sales activities or increasing our marketing spend by over 50%.



# Or 50%+ sales increase with a 10% improvement in 5 areas?



# Slow down to speed up

Reps who spent 55% of their time on strategic account planning and 45% on tactical execution, boosted win rates by 19%. – McKinsey

# Vague Criteria Example

“Companies that need, Packaging, PPE and Janitorial Supplies.”



# Very Specific Criteria

## 1) Company Size (Revenue)

- A) \$25M–\$2B+
- B) \$15M–\$200M
- C) <\$15M

## 2) Annual Multi-Line Spend (*packaging + safety + warehouse + jan-san*)

- A) \$100K–\$1M+
- B) \$50K–\$100K
- C) <\$50K

## 3) Industry Segment

- A) Large DCs; Food/Auto/Pharma Mfg; E-com FCs; Cold Storage
- B) Mid DCs; Food Service; Regional Mfg; Healthcare; Regional 3PL
- C) Low packaging-intensity sectors

#### **4) Geography**

- A) Columbus/Cleveland metros (Indy ok for e-com)
- B) Wider OH/IN region
- C) Outside practical region

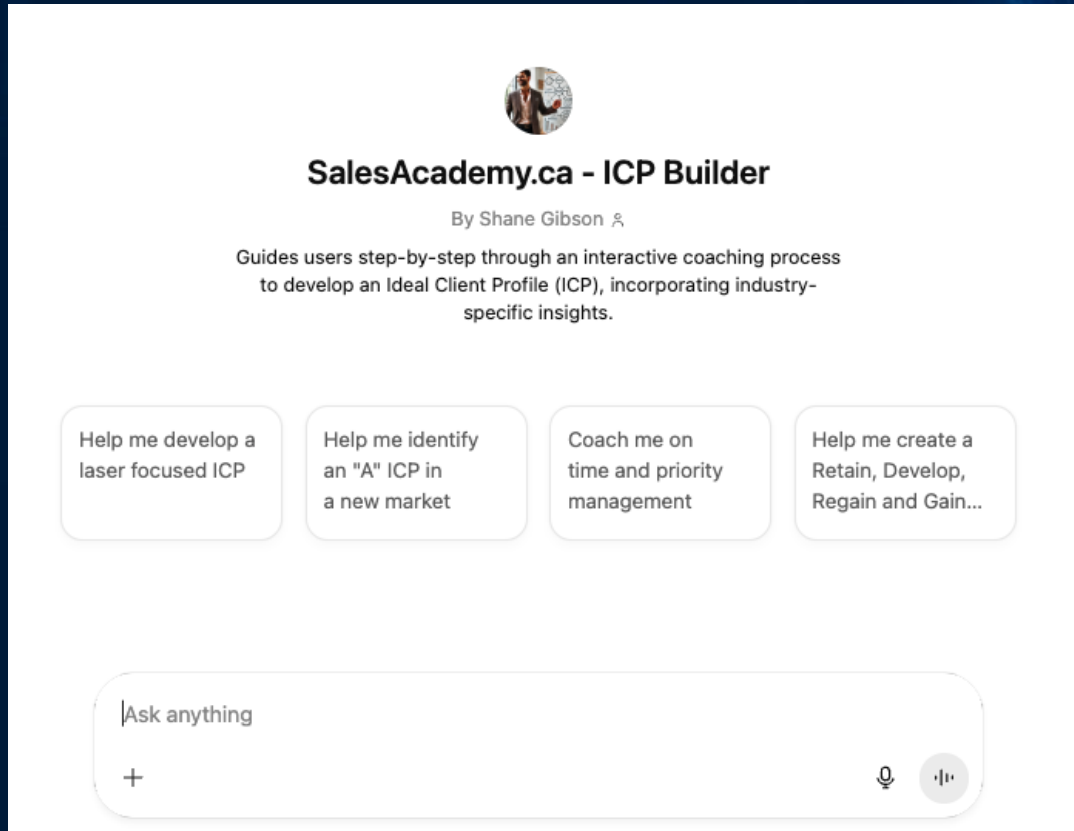
#### **5) Logistics / Delivery SLA Need / Valued**

- A) Same-day/next-day expected
- B) 1–2 business days acceptable
- C) Long lead times; low urgency

#### **6) Breadth of Products Used / Potential**

- A) 5–9 categories (packaging, safety, warehouse, jan-san, specialty)
- B) 3–6 categories
- C) 1–2 categories

# ICP Builder (beta)



The screenshot shows the user interface for the 'SalesAcademy.ca - ICP Builder' tool. At the top, there is a circular profile picture of a man in a suit. Below it, the title 'SalesAcademy.ca - ICP Builder' is displayed in bold, followed by 'By Shane Gibson' with a small icon. A descriptive paragraph states: 'Guides users step-by-step through an interactive coaching process to develop an Ideal Client Profile (ICP), incorporating industry-specific insights.' Below this, there are four rounded rectangular buttons with the following text: 'Help me develop a laser focused ICP', 'Help me identify an "A" ICP in a new market', 'Coach me on time and priority management', and 'Help me create a Retain, Develop, Regain and Gain...'. At the bottom, there is a large white input field with the placeholder text 'Ask anything', a plus sign on the left, and a microphone icon on the right.



# 8 Figure Sales Performer Formula

1. You must own your calendar
2. Designate peak selling days
3. Know your power hours
4. Time block and batch your “A” time
5. **Book 25+ hours of selling focused time (2X your selling time)**
6. Eat the frog first
7. Colour code your meeting types
8. Audit your calendar often
9. Automate, Augment, Delegate and Delete continually



I am in sales for a company called Benchmark Industrial Inc.  
<https://www.benchmarkinc.com/> You can find my ICP or ideal client profile attached as a Word Document.

My prospect is Lineage Logistics <https://www.onelineage.com/>

1) I would like you to do the following 3 step task:

Determine if they are an "A" prospect for me

2) Identify the top 10 challenges and top 10 opportunities this company would likely have based upon 2024 or newer data that my companies services, insights, and knowledge could help them with.

3) Write me 8 great questions I could ask them that would get them talking about this challenge



## Lineage Logistics as a Prospect for Benchmark Industrial Inc.

### 1. Is Lineage Logistics an "A" Prospect for Benchmark Industrial Inc.?

Lineage Logistics qualifies as an "A" prospect for Benchmark Industrial Inc. based on the following factors:

- **Company Scale & Profile:** Lineage Logistics is the world's largest global temperature-controlled warehouse REIT, operating over 485 cold storage facilities, and handling the supply chains of leading brands in food, beverage, pharma, and retail across North America, Europe, and Asia-Pacific. wikipedia +5
- **Procurement Sophistication:** They prioritize efficiency, scalability, sustainability, and innovation in both logistics and supplier partnerships, with a strong focus on operational reliability and safety. ainvest +3
- **Customer Demands:** Their customer base includes top-tier corporations requiring consistent, high-quality packaging and warehouse supplies, aligning with Benchmark's portfolio. They value reliable, cost-effective solutions, advanced technology adoption, and ESG-contributing partners. canvasbusinessmodel +2
- **Growth & Resilience:** Despite 2025 economic headwinds, Lineage consistently invests in operational efficiency, expansion, and supply chain innovation—traits of a strong, opportunity-rich customer for a value-driven packaging and warehouse supplier. ainvest +3

**Conclusion:** If Benchmark can demonstrate excellence in safety, supply reliability, compliance, packaging innovation, cost management, and sustainability, Lineage fits the Ideal Client Profile of an "A" prospect.

## 2. Top 10 Challenges and Top 10 Opportunities for Lineage Logistics (2024–2025)

### Challenges

Challenge	Relevance to Benchmark's Value
1. Fluctuating Occupancy & Demand: High food costs, tariff uncertainty, and restrained inventories impacted 2025 occupancy <a href="#">ainvest +3</a> .	Requires vendors who can help lower total cost of operations (e.g., efficient packaging and supply reliability).
2. Supply Chain Disruptions: Global events and geopolitical risks disrupt logistics and inventory flow <a href="#">ainvest +2</a> .	Value for suppliers with rapid response, backup inventory management, and flexibility.
3. Labor Productivity & Workforce Retention: Labor shortages and rising costs, especially in safety-critical environments <a href="#">freshplaza +1</a> .	Suppliers with solutions to improve safety, reduce manual handling, or enhance efficiency are valued.
4. Energy Management: High energy usage and price volatility due to refrigeration needs <a href="#">freshplaza +1</a> .	Demand for energy-saving supplies, such as optimized insulation or more sustainable packaging.
5. Sustainability & ESG Pressures: Increasing expectations for green operations and carbon reduction <a href="#">onelineage +3</a> .	Sustainable packaging/materials and supply chain transparency solutions are vital.
6. Regulatory Compliance: Food safety, traceability, and environmental regulations growing stricter <a href="#">gbtinc</a> .	Compliance expertise and industry-certified packing supplies are essential.
7. Technology Integration: Rolling out new systems like LinOS, IoT, and automation <a href="#">ainvest +2</a> .	Opportunities for tech-aligned supplies (e.g., smart labels, trackable pallets).
8. Margin Squeeze: Razor-thin industry margins intensify focus on total cost of ownership <a href="#">ainvest +1</a> .	Suppliers who drive down waste and operational expenses will resonate.
9. Expansion Complexity: Integrating acquisitions and new sites (esp. Canada) <a href="#">onelineage +1</a> .	Risk mitigation and scalable vendor capacity become differentiators.
10. Volatility in Customer Demand: Rapid changes (e.g., e-commerce, last mile, evolving SKUs) <a href="#">hedashelving</a> .	Flexible, just-in-time packaging solutions and expertise in supply chain optimization are valuable.

### Opportunities

Opportunity	How Benchmark Can Help
1. Cold Chain Market Leadership: High demand for reliable cold storage as global food supply chains expand <a href="#">freshplaza +2</a> .	Premium, compliant, and innovative packaging and supplies.
2. Automation & Digital Solutions: Widespread investments in technologies like LinOS, automation, and AI <a href="#">ainvest +3</a> .	Supplies compatible with automation or assisting in digital inventory management.
3. Sustainable Operations: Pushing for 25% emission reduction (2024), waste elimination, and ESG leadership <a href="#">canvasbusinessmodel +1</a> .	Green supplies, recycled packaging, waste-minimizing products, and carbon reporting.
4. Strategic Partnerships: Seeking trusted, long-term vendor relationships to navigate risk and complexity <a href="#">onelineage +2</a> .	Demonstrate client success stories, customization, and partnership approach.
5. Supply Chain Orchestration: End-to-end integration from port to last mile, requiring dependable partners <a href="#">onelineage +1</a> .	Value-added services like just-in-time supply, inventory ops, and kitting.
6. Food Safety & Quality: Rising standards for safe, traceable, compliant warehousing <a href="#">hedashelving +1</a> .	Industry-certified supplies, technology-enabled tracking, sanitation-friendly materials.
7. Canadian Expansion: Strong growth in Canada, integration of new facilities and capabilities <a href="#">onelineage</a> .	Cross-border supply expertise, compliance with Canadian standards.
8. Customer Experience: "One Lineage" initiative and Cognizant partnership drive service excellence <a href="#">onelineage +1</a> .	Supply solutions that are fast, consistent, and customizable to client needs.
9. E-commerce/Direct-to-Consumer Growth: More high-turnover and customizable package profiles <a href="#">hedashelving</a> .	Packaging adaptability, speed, SKU variety.
10. Data-Driven, Innovative Solutions: Partnerships with tech providers (IBM, Parsyl, Telegraph) for smarter logistics <a href="#">onelineage +1</a> .	Offer packaging with integrated data tech (smart tracking, QR tags, etc.).

### 3. Eight High-Impact Discovery Questions for Lineage Logistics

1. **Occupancy Volatility:**

"We're seeing industry-wide swings in inventory levels and pallet occupancy—how is Lineage adapting, and what challenges have you encountered in keeping supply costs predictable and efficient?"

2. **Labor, Safety, & Automation:**

"What safety or labor productivity initiatives are most pressing for your teams in 2025, and are there operational bottlenecks that new packaging or supply solutions might help alleviate?"

3. **Sustainability Leadership:**

"Lineage's public ESG commitments are industry-leading—are there areas in packaging or day-to-day operations where you see opportunity to drive further sustainability gains or waste reduction?"

4. **Regulatory & Quality Compliance:**

"How are evolving food safety and environmental regulations impacting your warehousing and packaging requirements?"

5. **Integration & Scalability:**

"With ongoing acquisitions and new site integrations (especially in Canada), are there supply chain areas where you need scalable, rapid-deployment solutions or support during transitions?"

6. **Customer Experience Initiatives:**

"The 'One Lineage' framework is transforming your customer experience—what role do you see trusted vendors playing in delivering on those service goals?"

7. **Tech and Data Integration:**

"How are your tech-enabled initiatives (like LinOS or real-time supply visibility) affecting what you expect from partners in terms of inventory management or supply compatibility?"

8. **Value and Risk Management:**

"Given today's margin and procurement pressures, what makes a partner indispensable to Lineage? Is it speed, cost management, or something else? Where do you see the most room

Can you find and list me 30 other companies that are similar to this one? Doesn't have to be the same industry just the same problem and opportunity profile and match my ICP.

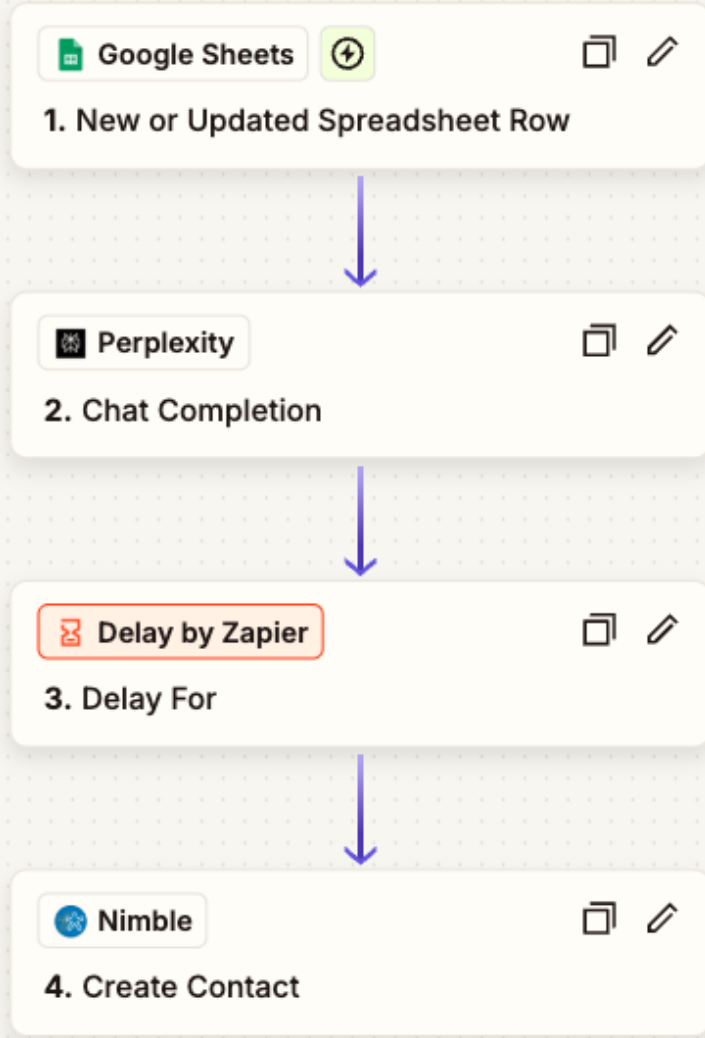


Company Name	Industry	Revenue	Employees	Locations	Key Similarity
Browns Socialhouse	Restaurant & Hospitality	\$40.2M	347-805	60+ locations	Direct competitor, similar casual dining model, BC-based
White Spot Restaurants	Restaurant & Hospitality	\$277M	1,130	64 locations	Iconic BC chain, family dining, similar multi-location complexity
De Dutch	Restaurant & Hospitality	\$6.4M-\$30M	50-200	15+ locations	Family restaurant chain, multi-location BC operations
Prestige Hotels & Resorts	Hotel & Hospitality	\$72.4M	259	28 properties	BC-based hospitality, boutique properties, similar scale
Coast Hotels	Hotel & Hospitality	\$100M+	250-500	40+ locations	BC hotel chain, multi-location hospitality operations
Coast Appliances	Multi-Location Retail	\$50M-\$100M	259	Multiple locations	BC-based retail, multi-location operations, similar employee count
Nature's Path Foods	Manufacturing & Distribution	\$200M+	343	Multi-location	BC organic food manufacturer, national distribution, similar complexity
Purdy's Chocolates	Multi-Location Retail	\$100M+	336	60+ retail locations	Multi-location retail and manufacturing, Western Canada focus
Murray Auto Group	Automotive Dealership	\$100M-\$200M	250-500	4+ dealerships	Multi-location automotive, complex operations across BC
Applewood Auto Group	Automotive Dealership	\$200M+	500-1,000	12 dealerships	Multiple automotive brands, Greater Vancouver operations
McElhanney Ltd.	Professional Services	Not specified	1,260	Multiple offices	Engineering services, multi-location BC operations
Advanced Solutions	Professional Services	Not specified	283	Victoria-based	Technology services, mid-market employee count
Arrow Transportation	Transportation Services	Not specified	1,228	Vancouver-based	Transportation logistics, similar operational complexity
Ausenco	Professional Services	Not specified	578	Burnaby-based	Engineering services, mid-market scale
Longboard Architectural Products	Manufacturing	Not specified	158	Abbotsford-based	Manufacturing, distribution complexity
Western Forest Products	Manufacturing	Not specified	1,507	Vancouver-based	Multi-location manufacturing operations
Lawson Lundell LLP	Professional Services	Not specified	454	Vancouver law firm	Professional services, mid-market employee count
Mott MacDonald Canada	Professional Services	Not specified	421	Vancouver engineering	Multi-location professional services
BC Assessment	Government Services	Not specified	725	Victoria-based	Provincial operations, similar scale
MEC (Mountain Equipment Co.)	Specialized Retail	Not specified	634	Vancouver retail	Multi-location retail operations, similar complexity



The CRM interface displays a list of contacts with the following filters: 50M+ Revenue, Manager Level, Locations in Europe, SaaS, and 25+ Marketing Employees. The contact list includes:

- Lucy Williams, Marketing Manager, ACME, Software
- Amanda Hallock, General Manager, Boomi, Software
- Tim Arnold, Managing Principal, Concur, Software
- Mike Berenz, Senior Manager, Apple, Computer Equ
- Abby Tarek, Communications Manager, Amazon, Retail
- Carly Thomas, Managing Principal, ADP, Software
- Michael Goldberg, VP Marketing, LogMein, Software



In many cases, great salespeople are not problem solvers, they're problem sellers.

# Better Future State

- Results
- Outcomes
- Goal attainment
- Problem solving
- Loss avoidance
- Risk mitigation
- Vision fulfilment
- Opportunity creation



# Discovery Prep Sheet (micro niche/client)

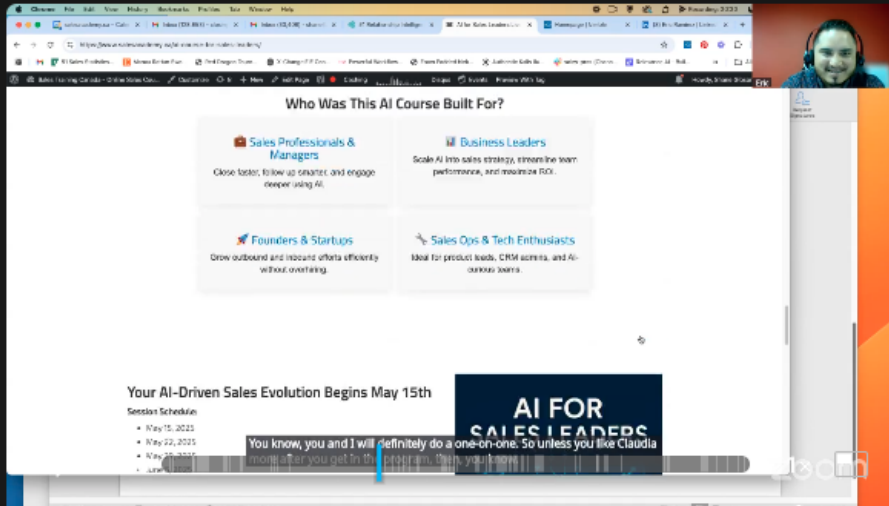
<b>Problem Challenge or Goal</b>	<b>Cost or benefit?</b>	<b>Our product, feature or solution</b>	<b>Business Outcome</b>	<b>Benefit Metrics?</b>

# Discovery Cheat Sheet – MSP / IT Company

Problem, Challenge or Goal	Cost or Benefit?	Our Product, Feature or Solution	Business Outcome	Benefit Metrics
Disjointed print environment with multiple vendors, inconsistent support, lack of visibility into usage or cost.	Print costs averaging \$120–\$180 per user/month. Estimated waste of \$40,000–\$60,000 annually due to inefficiencies.	Managed Print Services – consolidated device fleet, print rules enforcement, usage reporting, proactive maintenance, and vendor management.	Streamlined print operations, 1-vendor accountability, reduced downtime. Finance gains full visibility into usage, enabling strategic cost control.	Reduction in print costs by up to 30%. Time savings for IT and Finance. \$20K–\$50K cost recovery in year one.
Increased exposure to phishing, ransomware, and compliance risks. No in-house security analyst or 24/7 monitoring.	\$250K+ average cost per breach for mid-market firms. Compliance risks (e.g., PIPEDA) and lost customer trust.	Cybersecurity Services – managed detection & response, endpoint protection, phishing simulations, security awareness training, vulnerability scans.	Enhanced threat detection and faster incident response. Improved employee vigilance and reduced attack surface. Aligns with regulatory expectations.	Reduction in phishing click-through by 60%. Avoided breach costs. Insurance premiums lowered. Improved audit outcomes.

# “New context” questions:

- **When onboarding new staff what’s your IT support process look like?**
  - What happens if a new staff members is not connected on day 1? ... or their person device is not secure?
- **Does your approach to cybersecurity extend to information and digital asset security?**
  - What would the impact of your business be if you lost your most recent 90-days of customer data?
  - What if all of your site hardware was “bricked” for 2 weeks?
- **What’s your disaster recovery plan?**
  - Does your team know it and test it regularly?
  - How are you scoring it and measuring success?
  - What external benchmarks are you using?



## Impromptu Zoom Meeting

Apr 29, 2025

Share

No Team Visibility

### ACTION ITEMS

Copy for ...

Copy Follow-up Email

- Email Eric summary of discussion, notes from recording, proposal for AI + B2B courses package deal 🌟 @ 52:00  
 Shane Gibson
- Send Eric link to SMEI and their certifications info 🌟 @ 53:22  
 Shane Gibson
- Share course info + proposal with CEO, advocate for approval of training package 🌟 @ 53:29 Eric

🌟 Action Items Generated by AI

DELETE ALL

### SCREEN SHARING

- Shane started screen sharing @ 11:39
- Shane started screen sharing @ 42:51

### YOUR QUESTIONS

### SUMMARY TRANSCRIPT ASK FATHOM

General



EN

Copy Summary

### Meeting Purpose

Discuss AI-powered sales tools and training opportunities for Eric's logistics company.

### Key Takeaways

- Shane offers a comprehensive AI for Sales course starting May 15th, covering AI tools for various sales processes
- Eric's company lacks a formal sales process and is exploring CRM options, including building their own
- Shane proposes a package deal: AI course + B2B Sales Specialist program for foundational sales knowledge
- Potential for future consulting to develop a custom sales playbook for Eric's



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





What if you and your team had coaching after every call based upon proven best practices, customized for you and your business?

# Discovery Call Framework

1. **Lead with Rapport:** Begin with human connection—not business.
2. **Frame the Call:** Set purpose, get permission, establish structure.
3. **Start Future-First:** Ask about goals, vision, and what success looks like.
4. **Contrast Present State:** Explore what's working and what's broken.
5. **Drill Down Deep:** Ask layered “What does that mean to you?” follow-ups.
6. **Uncover Root Causes:** Shift focus from symptoms to systems.
7. **Insert Blindspot Questions:** Ask what they haven't considered yet.
8. **Mix Question Types:** Use open, closed, leading, and request formats.
9. **Listen to Lead:** Acknowledge, reflect, and use their exact words.
10. **Don't Pitch Yet:** No solutions until full discovery is complete.
11. **Confirm + Book Next Step:** Summarize, ask permission to share insights, secure next action.

Create

Configure

### 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

Conversations with your GPT can potentially include part or all of the instructions provided.

### Conversation starters

Can you analyze this sales transcript?



Help me build my needs analysis discovery questions.



Transcript review: David Goggins Mode!



### Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.



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







## Sales Call Evaluation Table (Scored out of 10)

Checklist Item	Score (/10)	Comments
1. Lead with Rapport	8/10	Good warm-up with human connection—related to client's recent expansion.
2. Frame the Call	4/10	Lacked a clear agenda or permission-based setup—conversation wandered.
3. Start Future-First	4/10	Briefly touched on goals but didn't explore vision or long-term outcomes.
4. Contrast Present State	6/10	Identified some pain, but no structured contrast between current vs ideal.
5. Drill Down Deep	2/10	Surface-level questioning. No layered follow-ups like "What does that mean to you?"
6. Uncover Root Causes	3/10	Treated symptoms as problems—didn't explore systemic issues or contributing factors.
7. Insert Blindspot Questions	0/10	No insightful or challenging questions to shift perspective.
8. Mix Question Types	6/10	Used open and closed formats, but lacked leading and request-based contrast.
9. Listen to Lead	4/10	Talk-to-listen ratio was poor (68/32), some paraphrasing but no reflection.
10. Don't Pitch Yet	2/10	Jumped into a product pitch way too early—before deep discovery.
11. Confirm + Book Next Step	4/10	Weak close. No permission to share insight, just promised a proposal.

## What Went Well

-  Strong rapport at the start—genuine connection built quickly
-  Good energy and confidence throughout the call

## Where It Fell Short

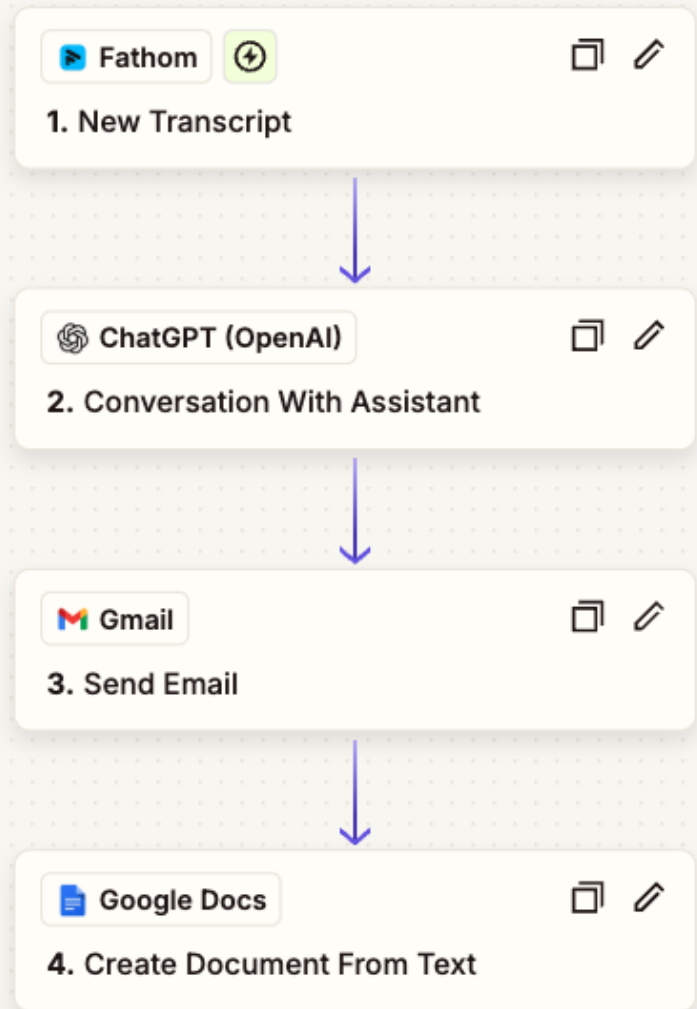
-  No clear **call structure** or agenda set
-  Jumped into pitching too early—before understanding the real problem
-  Surface-level questions only—no root causes or emotional drivers uncovered
-  Missed blindspot and future-state exploration

## Action Steps for Improvement

- **Use a Discovery Prep Sheet** before every call
  - Map: key challenges, blindspots, future-state outcomes
- **Stick to the 70/30 Rule:** Let the client do most of the talking
- **Drill down and reflect**
  - Use "What does that mean to you?" to go deeper
  - Mirror their language to show understanding
- **Close with authority**
  - Instead of "I'll send something," say:
    - "Would you be open to me mapping out a plan based on what you shared?"

## Focus This Week

Structure the flow. Slow down. Lead the client—not the pitch.



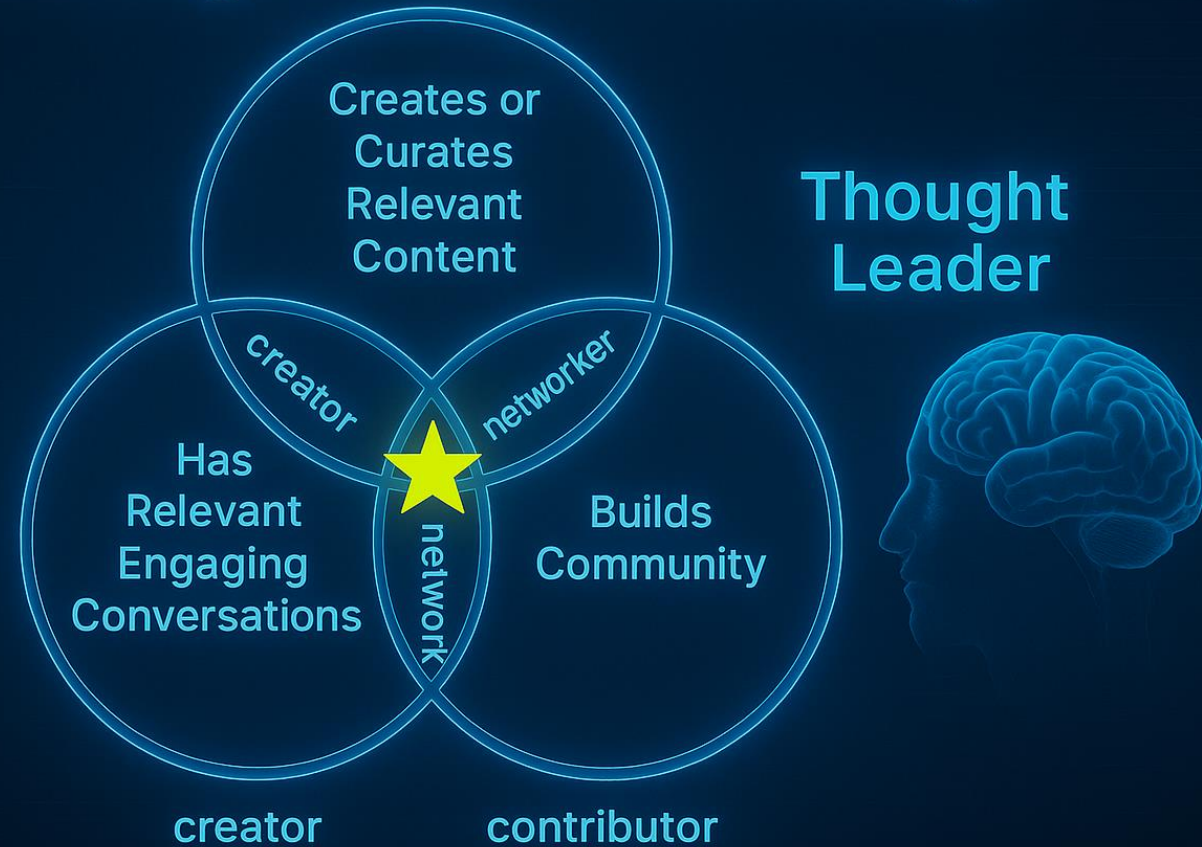
# Prompt:

- 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 / Assitants

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

# Thought Leadership

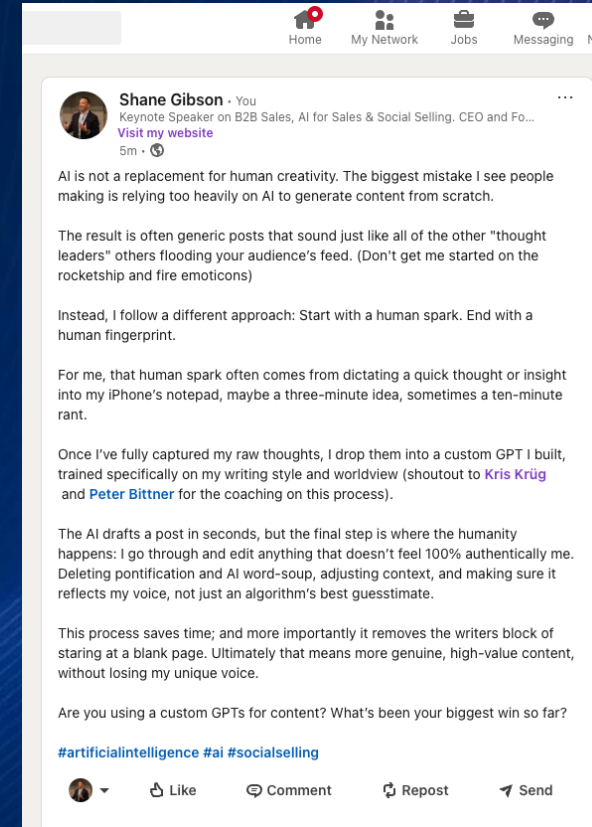
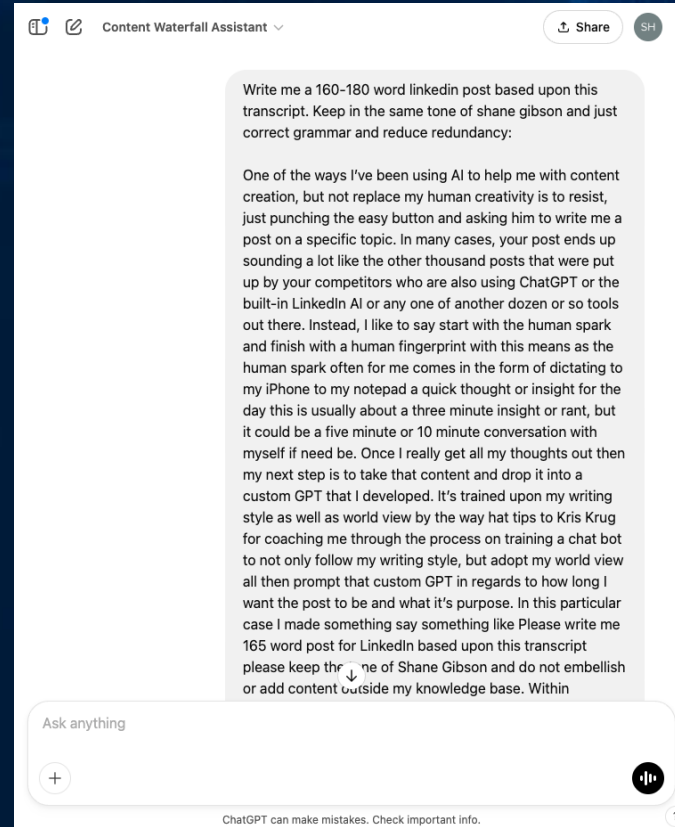
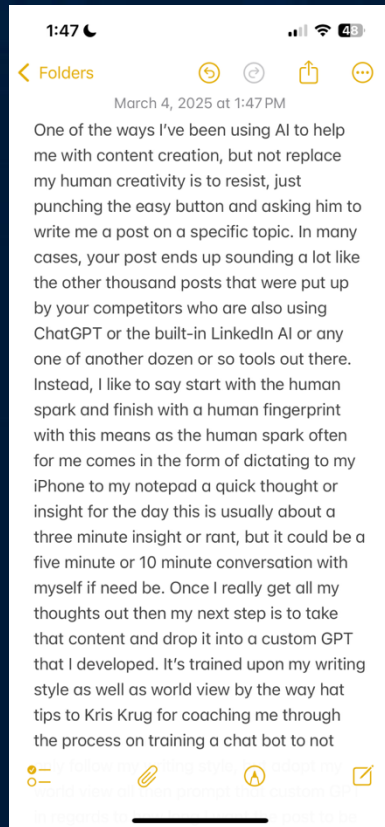


\$10,000  
Photo



# Quick LinkedIn Post – 10 minutes

Rant → Edit → Refine and Post



# Quick LinkedIn Post – 10 minutes

## Upload Whitepaper → Refine and Post

- Win rates jumped 41% and deal cycles shortened by 30%.

It's beyond automating tasks or scoring leads. It's about deeper connection. AI is helping sales professionals personalize at scale, uncover hidden opportunities, and when used with strategic sales thinking it strengthens relationships.

Some of the challenges: trust in data quality, ethical concerns, and generational gaps in adoption. Top performers are bridging these gaps not with better tech, but with better integration, coaching, and alignment. If you're still treating AI as optional, you're competing against someone who isn't.

We're not selling to robots. But we are selling with them.

The future of sales belongs to those who adapt fast, think human-first, and tech-enabled second.

AI Product Category	Percentage Used
Chatbots	45%
Pricing and Quoting Tools	35%
Content Creation and Generation	30%
AI-Powered CRM	25%
Workflow Automation	20%
Predictive Analytics	18%
Admin and Project Management	15%
Copilot Tools	12%
Data Enrichment Tools	10%
Lead Scoring and Qualification	8%
Other	5%



# Output from 3-5 hours of content creation effort:

- 12 Video Shorts distributed on LinkedIn, YouTube, Instagram, and TikTok (48 posts)
- 4 LinkedIn posts
- 1 Long-form YouTube video
- 2-3 Blog posts
- 1 LinkedIn Carousel

**55 Thought Leadership Content Pieces**

# AI Hackathon Case Study

## Education = Demand Generation



- 100+ Independent Recruiters – 15 teams
- 35 Admin staff – 6 teams
- 2-hour AI Workshop
- 2 x 2-hour Hackathon with hands-on coaching
- 6 final presentations
- 1 Winner from each group

# AI Assistants and Tools Shipped (7 hrs)

- Proposal writer x 3
- Candidate brief writers
- Candidate fit evaluator
- Lead scraper and qualifier
- Content writer
- Contract reviewer and redliner
- Prospect research assistant
- Email campaign agent (multi-step, multi assistant)
- Prompt libraries, automations, speech writers ++
- AI Q&A agent (admin and recruiters)
- 1000+ hours of people hours per month saved



# Building Your Humanized AI Sales Machine

1. Start with a **Sales Playbook** and mapped process
2. **Automate repetitive** steps or ones that **humans slow** down
3. Augment human skills with AI **coaching and partnering**
4. Perfect your **AI assistants and agents**
5. Tie them **together** to build your **AI driven sales system**
6. Keep investing in your humanity
7. Stay curious and ahead of the curve!

