

Future Proofing Your B2B Sales and Marketing

Building Your AI Revenue 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%.

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



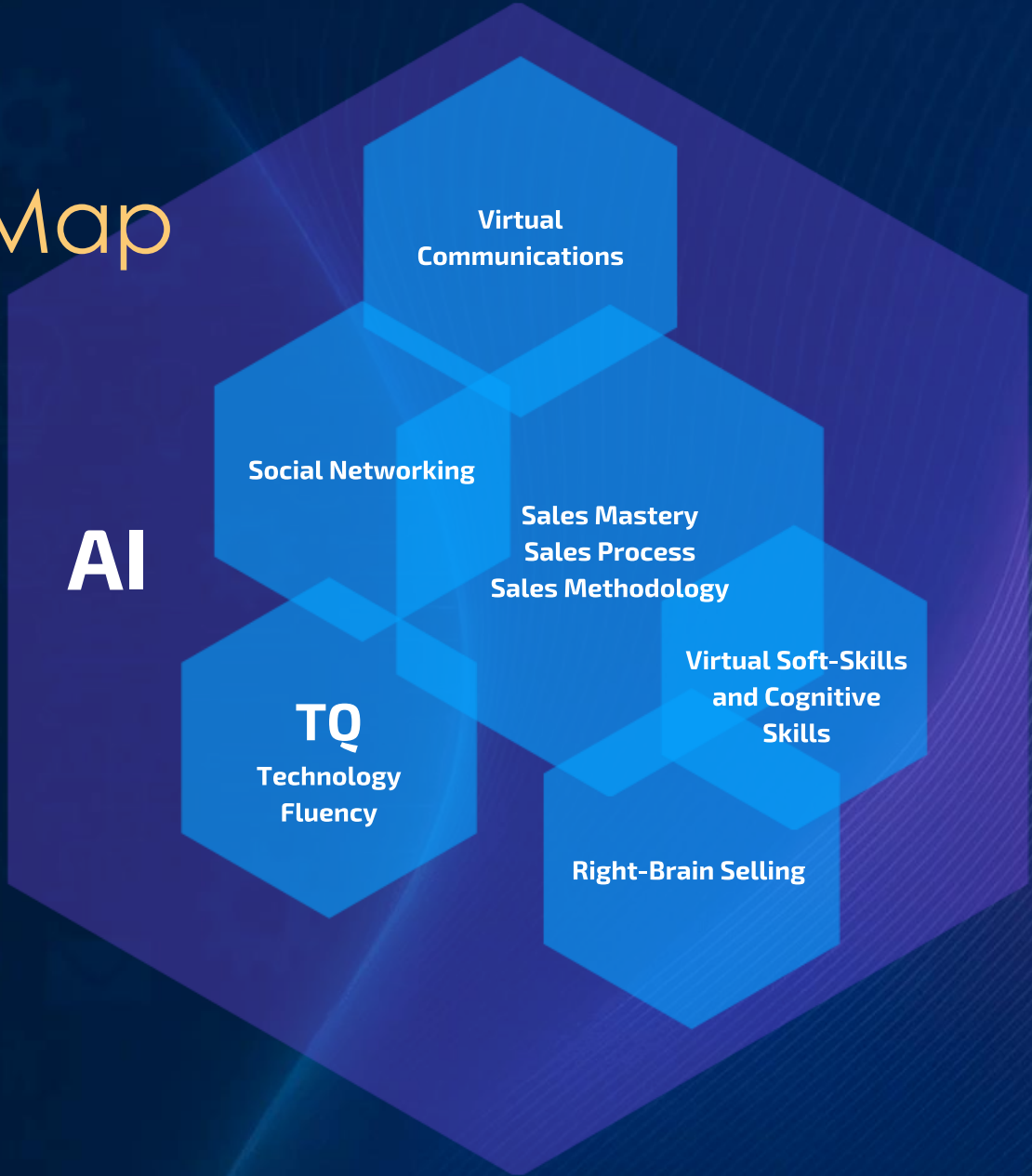
AI Channels

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

Search Platforms

Google web search, Microsoft Bing, Regional specific

The New Sales Competency Map (2025)



AI can be an Ironman suit
for sales professionals



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

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

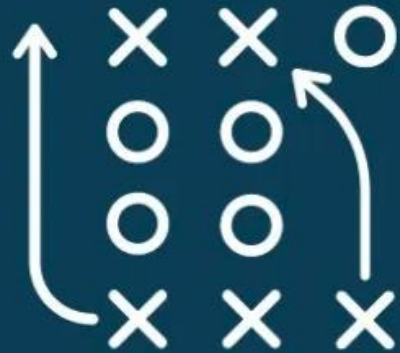
Sales Process ROI

“...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



3 Sales Process Levers

1. Laser sharp ICP (Ideal Client Profile)
2. Quality conversations – Discovery methodology
3. Strong Thought Leadership / In-bound Marketing

+AI Acceleration & Augmentation

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 (Prudential Overall Supply)

“Companies that need uniforms, cleanroom services and related services.”



Very Specific Criteria

1) Industry Regulatory Intensity

A: Pharma, biotech, medical device (Class II/III), semiconductor, aerospace cleanroom, HACCP food plants, hospitals, utilities (FR/Arc).

B: General manufacturing, automotive, logistics, non-acute healthcare, aerospace (non-cleanroom).

C: Low-spec users: retail, small shops, low-risk service businesses.

2) Annual Program Value Potential (*Standalone Criterion*)

A: \geq \$1M/year total potential program value.

B: \$250K–\$999K/year.

C: \$75K–\$249K/year.

3) Breadth of Solutions Needed (*Standalone Criterion*)

A: Requires **3+ categories** (e.g., uniforms + cleanroom/FR/HACCP/healthcare + mats/mops/towels/janitorial).

B: Requires **2 categories** (uniforms + one specialty or facility service).

C: Requires only **1 category** (basic uniforms only; minimal cross-sell).

4) Geographic Service Fit

A: Within **100 miles** of Prudential plants in CA, AZ, TX; located in route-dense industrial or cleanroom clusters.

B: Within **150 miles** of any Prudential location in service states (CO, GA, NV, OR, SC, VA, NM, ID).

C: Outside viable service radius; low route density.

5) Wearer Volume & Location Scale

A: **250+ wearers** at one site OR **150+ across 3+ sites**, multi-shift or 24/7 operations.

B: **75–249 wearers**; 1–3 sites.

C: **< 75 wearers**.

6) Operational Complexity & Service Dependency

A: High dependency on validated processes: ISO cleanrooms, FR/Arc PPE, HACCP, hygienic healthcare textiles; service failures impact production/compliance.

B: Moderate dependency on reliability and tracking; important but not critical.

C: Low operational risk; simple service expectations.

7) Growth Trajectory & Stability

A: Expanding facilities, new cleanrooms, capital investment, strong funding; multi-year growth runway.

B: Steady operations; modest predictable growth.

C: Declining, unstable, or seasonal-only volume.

8) Decision-Maker Access & Buying Approach

A: Direct access to Operations/Quality/EHS/Procurement; partnership mindset; evaluates compliance, risk, and TCO.

B: Mid-level access; mixed cost/reliability focus.

C: Gatekeeper-controlled; price-only procurement.

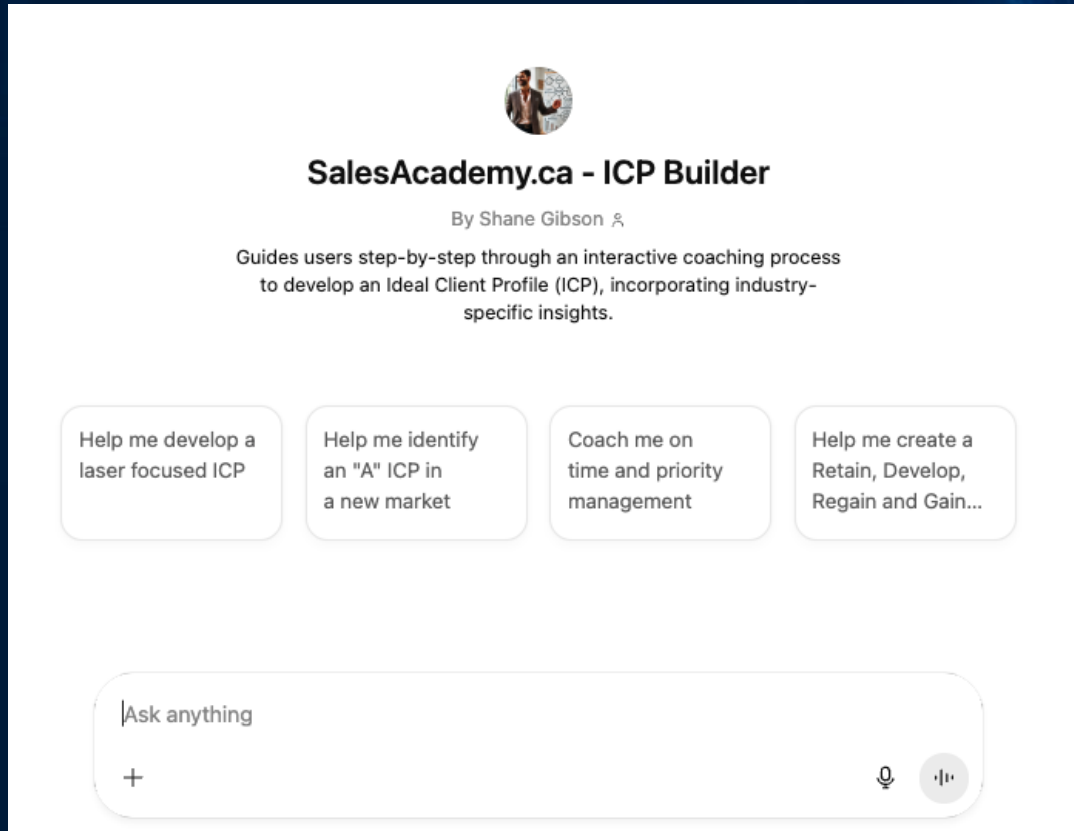
9) Trigger Timing & Urgency

A: Contract expiring within **6–18 months**, compliance issue, expansion, or incumbent service failure.

B: Mild dissatisfaction; early-stage exploration.

C: Recently renewed contract; no issues or upcoming needs.

ICP Builder (beta)



The screenshot shows the SalesAcademy.ca ICP Builder interface. 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. Underneath the title, it says "By Shane Gibson" with a small icon. A descriptive paragraph follows: "Guides users step-by-step through an interactive coaching process to develop an Ideal Client Profile (ICP), incorporating industry-specific insights." Below this text 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 of the interface is a large white input field with the placeholder text "Ask anything". To the left of the input field is a plus sign, and to the right are a microphone icon and a mute icon.



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



Prudential Overall Supply ICP.docx
16.5 KB



I am in sales and my territory is Southern California I work for a company called Prudential Overall supply my website is <https://www.prudentialuniforms.com/> You can find my ICP or ideal client profile attached as a Word Document.

I have a lead for a potential client JSL Foods, Inc | Website: www.jslfoods.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 company's, products, 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



TASK 1: PROSPECT RATING - "A" IDEAL PROSPECT ✓


JSL Foods scores 7 A's, 2 B's, and 0 C's across your 9-criteria ICP, making them definitively an "A" prospect. Most critically, they achieve A ratings on all three VITAL criteria (Industry Regulatory Intensity, Annual Program Value Potential, and Breadth of Solutions Needed).


ICP Scoring Breakdown:

VITAL CRITERIA (3/3 = A)

1. Industry Regulatory Intensity: A





JSL Foods operates HACCP-certified food manufacturing plants producing fresh Asian noodles, wrappers, rice blends, and baked goods. They maintain SQF (Safe Quality Food) certification—a GFSI-recognized standard—along with HACCP, USDA Organic, and Kosher certifications. Their LinkedIn posts celebrate "86+ years of elevating innovation and quality" backed by these trusted certifications. 

2. Annual Program Value Potential: A

With \$78 million in annual revenue and 90-112 employees across 4 manufacturing facilities, JSL Foods represents substantial program value. Their multi-facility footprint (3 in California, 1 in Texas) indicates comprehensive uniform, matting, and facility service needs across multiple locations. 

3. Breadth of Solutions Needed: A

As a HACCP food manufacturer, JSL Foods requires multiple service categories:

- HACCP-compliant food processing uniforms with proper laundering 
- Food-safe floor mats with drainage and anti-fatigue properties 
- Janitorial supplies and facility services for food-grade environments 
- Potential cleanroom services for specialized production areas 

This clearly meets the 3+ category requirement. 

TOP 10 CHALLENGES:

1. HACCP/SQF Audit Compliance for Uniform Hygiene Standards

JSL Foods must maintain SQF certification requiring hygienically clean uniforms that meet GFSI benchmarks. **The challenge:** Inadequate uniform hygiene is a leading cause of food safety audit failures, with contaminated or improperly laundered garments introducing biological, chemical, or physical hazards. Poor documentation of uniform laundering processes—including temperature logs, chemical usage, and HACCP validation—accounts for over 25% of audit failures. Home-washed uniforms allow coliform bacteria and staphylococcus aureus to survive up to 21 days on cotton and 7 days on polyester, creating cross-contamination risks. [sqfi +9](#)

Your opportunity: Prudential's HACCP-compliant uniform rental and laundering program provides validated processes (high-temperature wash cycles, EPA-registered disinfectants, tunnel finishers at 240°F) with complete documentation. Your hygienically clean certification demonstrates third-party verification, reducing audit risk and supporting their SQF maintenance. [vestis +3](#)

2. Cross-Contamination Prevention from Street Clothing

FDA modernized GMPs specifically state "no street clothing should be allowed unless protective outer garments are worn". **The challenge:** Employees wearing street clothes into production areas introduce external contaminants—dirt, pathogens, pet dander, allergens—that transfer to food contact surfaces. This represents one of the "most significant threats" yet "easiest to control" in food manufacturing. Inadequate garment barriers increase contamination incidents and recall risks. [qualityassurancemag +2](#)

Your opportunity: Prudential provides complete uniform programs (tunics, coats, trousers, coveralls, aprons, caps) designed as protective barriers. Your rental model ensures employees never wear contaminated home-laundered or street garments, with fresh, hygienically clean uniforms delivered weekly. [gallagheruniform +4](#)

3. Food-Safe Uniform Design Compliance (No Pockets, Buttons, Proper Fit)

The challenge: HACCP-compliant uniforms must feature specific design elements to prevent foreign object contamination. Traditional uniforms with buttons above the waist pose risks of falling into product lines. Pockets above waist level can harbor contaminants or allow items (pens, tools, personal items) to drop into food. Ill-fitting or dangling garments create entanglement hazards with machinery and increase contamination surface area. Many food manufacturers

TOP 10 OPPORTUNITIES:

1. Comprehensive HACCP Program Partnership

Position Prudential as JSL Foods' **strategic food safety partner**, not just a uniform vendor. Offer integrated HACCP-compliant uniforms + mats + facility services as a complete program supporting their SQF certification maintenance. Emphasize your understanding of SQF audit requirements, GFSI benchmarks, and food safety management systems. [nsf +5](#)

2. Multi-Location Service Expansion

With 3 California facilities and 1 Texas facility, present a **phased rollout strategy** starting with their Southern California plants (your territory) and demonstrating value for eventual expansion to their Houston location. Highlight your multi-state service capability (CA, AZ, TX, CO, GA, NV, OR, SC, VA, NM, ID). [mapquest +3](#) [Prudential-Overall-Supp1](#)

3. Custom Food Manufacturing Expertise

JSL Foods emphasizes "14 points of customization" for their food manufacturing clients. Mirror this approach by offering **customizable uniform solutions** (colors, styles, sizing, embroidered logos with Fortune/Twin Dragon/Spring Home brands) that reflect their premium positioning. [jslfoods +4](#)

4. Third-Generation Family Business Connection

Both Prudential and JSL Foods are **multi-generational family businesses** with deep industry heritage. Leverage this shared value system in your approach—emphasizing long-term partnerships, reliability, and family business principles over transactional relationships. [clutch +3](#)

5. New Facility Support

JSL Foods opened their Houston facility in 2020 and continues to invest in "state-of-the-art technology" and infrastructure. Position Prudential to **support future expansions** with turnkey uniform and facility service programs for new locations, reducing their operational setup burden. [jslfoods +3](#)

6. Audit Preparation and Documentation Support

Offer **pre-audit reviews** of their uniform and facility services program, providing documentation

TASK 3: 8 DISCOVERY QUESTIONS

These questions are designed to get JSL Foods talking about their challenges while uncovering specific pain points that Prudential's solutions address:

1. "As you maintain your SQF certification and prepare for GFSI audits, how are you currently documenting and validating that your employee uniforms meet HACCP hygienically clean standards? What happens if auditors question your uniform laundering process?"

Why this works: Immediately addresses their highest-stakes compliance requirement (SQF/GFSI certification) and probes whether they have audit-ready documentation—a leading cause of failures. Forces them to articulate documentation gaps or express confidence in current system.

[squizify +4](#)

2. "When I look at food manufacturing operations like yours with multiple shifts and wet processing environments, slip and fall prevention is always top of mind. What's your current approach to floor matting in your production areas, and how often do slip-related incidents or near-misses occur?"

Why this works: Positions you as knowledgeable about their specific operational environment (wet noodle/wrapper production). Asking about incident *frequency* rather than just "Do you have a problem?" encourages honest discussion of safety challenges. [durablecorp +3](#)

3. "With your facilities producing both raw dough products and baked goods under one roof, how do you visually control cross-contamination between raw and ready-to-eat zones? Are you using color-coded uniforms or other zoning systems?"

Why this works: Demonstrates understanding of their specific product mix (noodles, wrappers, cookies/baked goods) and the inherent cross-contamination risks. If they're not using color-coding, you've identified a compliance gap; if they are, you can discuss optimizing their system.

[inspection.canada +5](#)

4. "I've read that food manufacturing is facing significant labor challenges—one report said the industry needs to hire nearly 50% of their current workforce by 2030. How is JSL Foods approaching workforce retention, and have you considered how uniform programs might factor into your employee value proposition?"

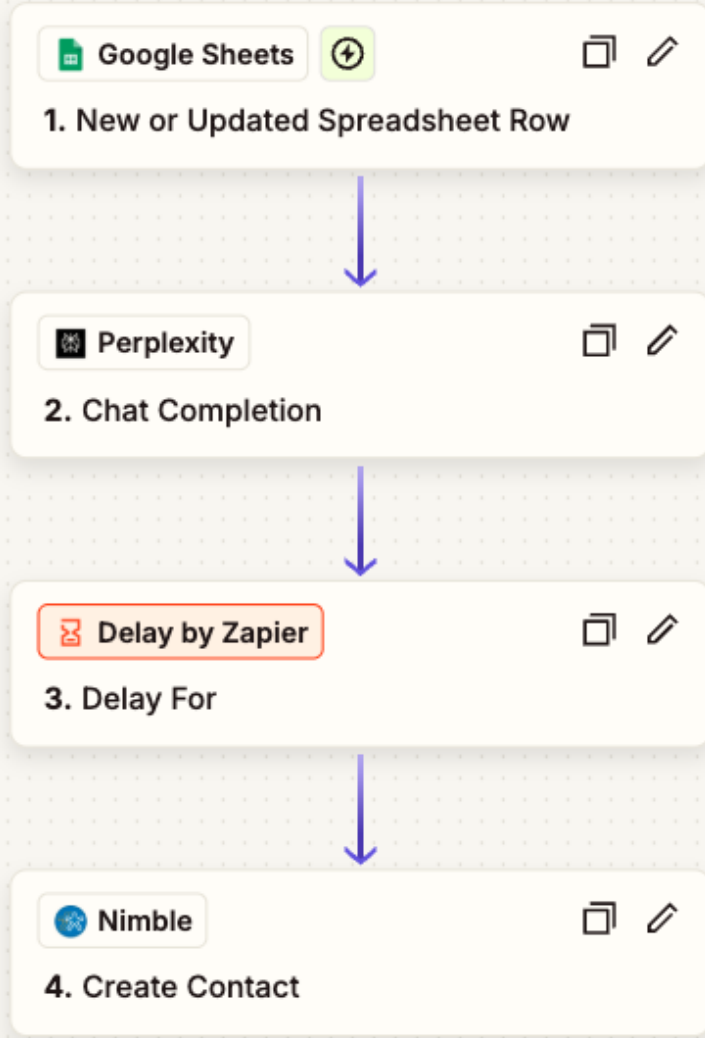
List me 30 more companies in Southern California that are similar in profile and need to this one, doesn't have to be the same industry.



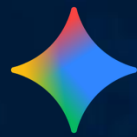
Southern_California_A_Pro Prospects_30_Companies.csv Download CSV

Company Name	Location	Industry	Key Details	ICP Match	Employee Est	Source
FreshPoint Southern California	Los Angeles, CA	Food/Produce Distribution	145,000 sq ft facility, HACCP/SQF Level 2 certified, 85 refrigerated trucks, 9 temperature zones	A - HACCP food safety, large facility, uniforms + mats + facility services needed	200-300	web:167
HPP Food Services (ICPK Corporation)	Wilmington & Buena Park, CA	Food Processing/Co-Packing	Multiple facilities (36k-57k sq ft), SQF/BRC certified, HPP processing, cold-pressed juices, baby food	A - HACCP certified, multiple SoCal facilities, food processing uniforms + cleanroom potential	150-250	web:173, web:179
Produce Services of Los Angeles (PSLA)	Los Angeles, CA	Produce Distribution	HACCP compliant, Steri-Tech food safety partnership, wholesale produce distributor	A - HACCP food facility, uniform + mat + facility service needs, high service dependency	100-200	web:170
Vision Produce Company	Los Angeles & Phoenix facilities	Produce Distribution	HACCP/FSSVP/GMP certified, dedicated Food Safety Manager, warehouses in LA & Phoenix	A - Multi-facility HACCP operation, food safety intensive, strong compliance needs	150-250	web:189
CalPac Foods (ICPK subsidiary)	Torrance, CA	Food Co-Packing/Manufacturing	27,000 sq ft, juice extraction, grinding, mixing, PET bottle filling, food service bags	A - Food manufacturing with HACCP needs, uniforms + mats + janitorial required	75-150	web:173
Armata Pharmaceuticals	Los Angeles, CA	Biotechnology/Pharma Manufacturing	56,000 sq ft, 10,000 sq ft cGMP cleanrooms, automated fill/finish, FDA regulated	A - Pharma cleanroom manufacturing, cleanroom uniforms + services critical, high regulatory intensity	100-180	web:168
Edwards Lifesciences	Irvine, CA	Medical Device Manufacturing	5,000+ Irvine employees, global medical device leader, heart valves, extensive manufacturing	A - Class II/III medical device, cleanroom needs, 5,000+ employees + high program value	5,000+	web:169, web:172
Medtronic (Irvine Operations)	Irvine & Northridge, CA	Medical Device Manufacturing	Neuroscience & diabetes divisions, spinal systems, neurostimulators, insulin pumps	A - Medical device cleanroom manufacturing, Class II/III devices, large facility	1,000+	web:169
Applied Medical	Irvine/Orange County, CA	Medical Device Manufacturing	Global leader minimally invasive surgery, surgical devices, bariatric/cardiac equipment	A - Medical device manufacturing, cleanroom requirements, multiple Orange County facilities	500-1,000	web:181
Intuitive Surgical	Sunnyvale, CA (NorCal but SoCal operations possible)	Medical Device/Robotics	12,000+ da Vinci robots globally, robotic surgery systems, cleanroom assembly	A - High-tech medical device cleanroom manufacturing, critical regulatory compliance	Variable by location	web:169
Dexcom	San Diego, CA	Medical Device Manufacturing	Continuous glucose monitoring systems, FDA Class III devices, diabetes management	A - Class III medical device, cleanroom manufacturing, high regulatory intensity	500-1,000 San Diego	web:169





Agent / Automation Platforms



Gemini Enterprise



Lovable



CoPilot Studio



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

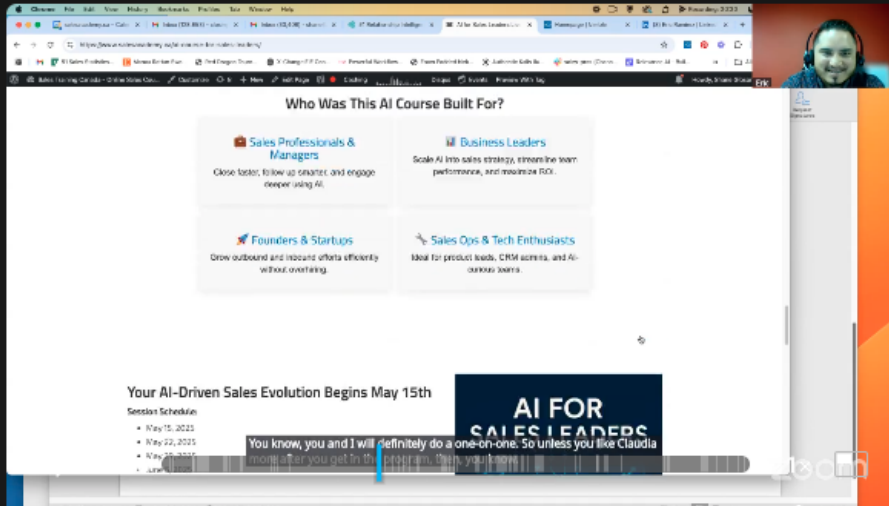


Discovery Prep Sheet (micro niche/client)

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

Discovery Cheat Sheet – JSL Foods Inc.

Problem, Challenge or Goal	Cost or Benefit?	Our Product, Feature or Solution	Business Outcome	Benefit Metrics
Labor retention & fatigue (90-112 employees, 4 facilities, tight labor market)	\$2,305 per worker replacement. 5-10% turnover = \$10K-\$25K annual cost per facility.	Anti-fatigue matting + professional uniforms (no home laundering burden). Workplace comfort improvement.	Improve retention 2-5%. Reduce MSDs. Increase productivity 5-8%.	\$4.6K-\$11.5K savings/facility. 30-40% MSD claim reduction.
OpEx management during supply chain volatility (Asia imports, recent TX expansion)	\$65K-\$130K CapEx for in-house program + equipment + labor. Supply chain pressure on budgets.	Managed rental program: CapEx → predictable OpEx. Multi-facility scalability (3 CA + 1 TX).	Convert to OpEx. Improve cash flow. Free 10-15 hrs/month management time.	Eliminate \$65K-\$130K CapEx. \$8K-\$15K/month predictable expense.



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

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

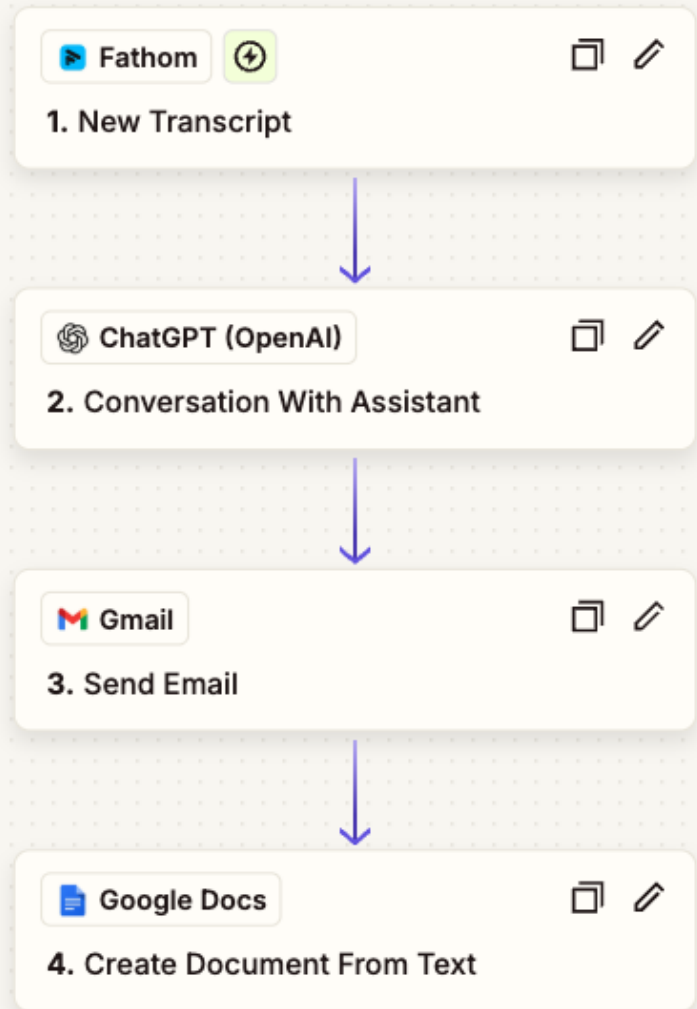
-  No clear **call structure** or agenda set
-  Jumped into pitching too early—before understanding the real problem
-  Surface-level questions only—no root causes or emotional drivers uncovered
-  Missed blindspot and future-state exploration

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.



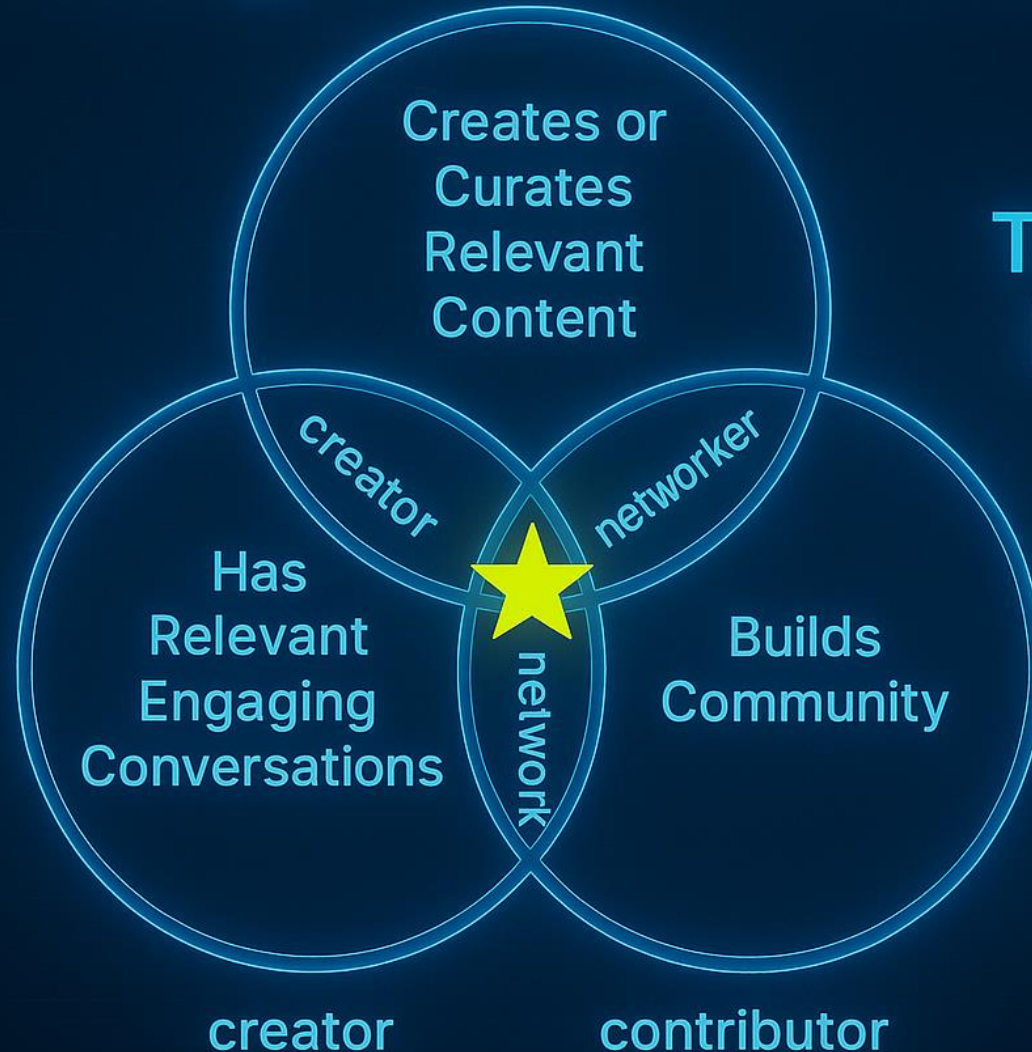
Prompt:

- 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 / Assistants

- 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



Thought
Leader

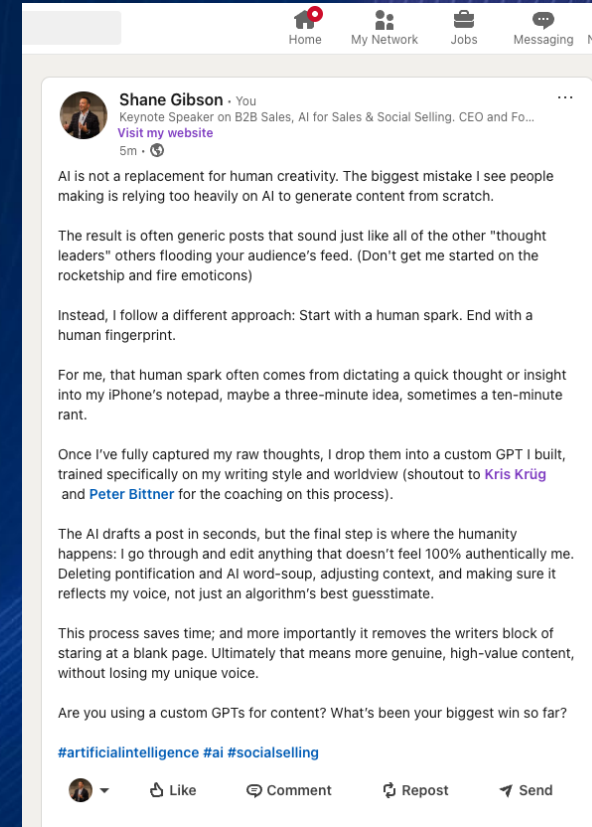
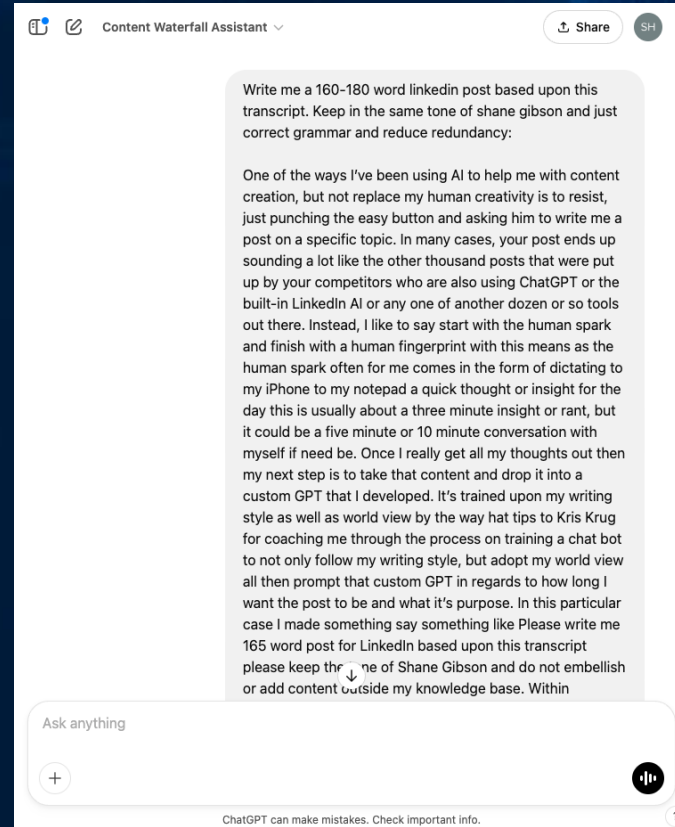
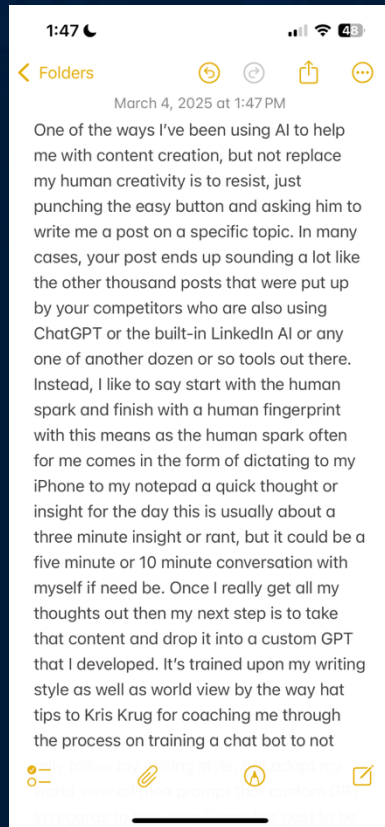


\$10,000
Photo



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.

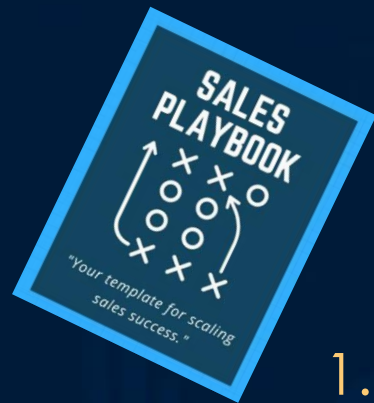
The future of sales belongs to those who adapt fast, think human-first, and tech-enabled second.

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	20%
Admin and Project Management	18%
Copilot Tools	18%
Data Enrichment Tools	15%
Lead Scoring and Qualification	12%
Other	10%

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



Building Your Humanized AI Revenue 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!

