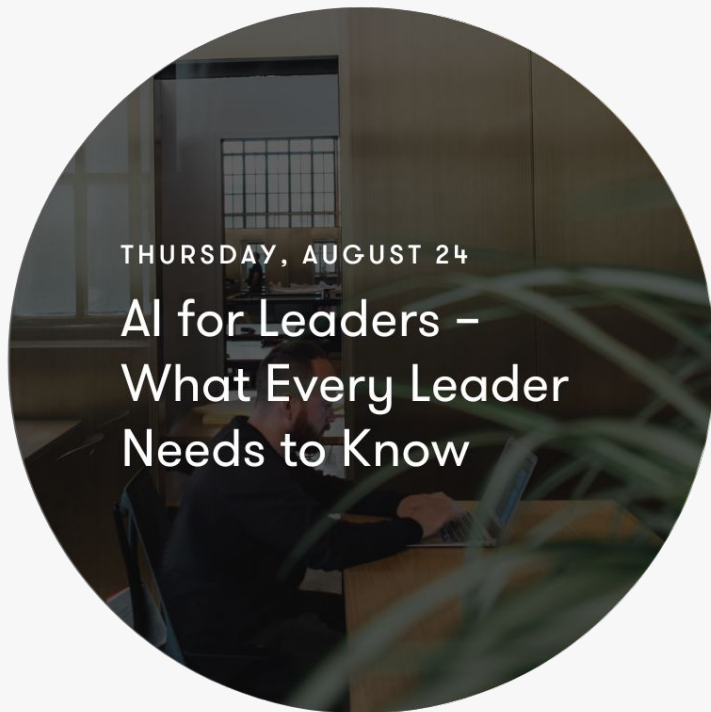


SKALED

Sales AI Unleashed

Transformative Sales Techniques for
the Modern Sales Professional

SESSION **#1**



THURSDAY, AUGUST 24

AI for Leaders –
What Every Leader
Needs to Know

01**What is Generative AI**
Why it matters in sales**02****Why Now**
70% unchecked usage**03****The AI Blueprint to Augment
Sales**
4 Use Cases & 9 Goals**04****Upcoming**

Your Hosts

**Jake Dunlap**

Founder & CEO, Skaled

As the Founder and CEO of Skaled, Jake helps executives around the world design repeatable, sustainable sales models and processes that outperform industry standards and accelerate business growth.

jake@skaled.com

[in/jakedunlap](https://www.linkedin.com/in/jakedunlap)

**Kevin Dorsey**

SaaS Sales Consultant, Keynote Speaker, & Advisor

Kevin has a long history of scaling sales teams from 0-150+ sales reps and driving revenues from 0-100M+ ARR (and counting). He has won multiple awards and named a top sales leader by companies like Salesforce, LinkedIn, Crunchbase, and DemandBase.

[/in/kddorsey3](https://www.linkedin.com/in/kddorsey3)

What is Generative AI?

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Generative AI, or generative artificial intelligence, is a form of machine learning that is able to produce text, video, images, and other types of content.

ChatGPT, Claude, Bing, and Bard are examples of generative AI applications that produce text or images based on user-given prompts or dialogue.

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Why it matters in **sales.**



Why it matters in sales

- Faster onboarding and ramp up
- More efficient research and prospecting
- Higher quality conversations
- Increased sales and shortened sales cycles



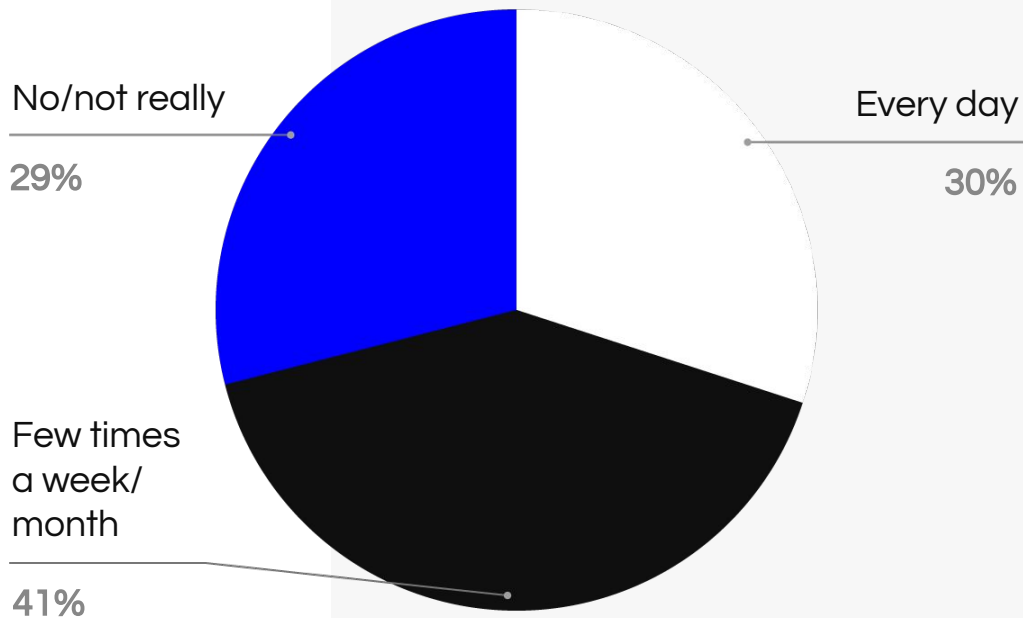
Why it matters in sales

- Your prospects/buyers will be using it.
- Can make repetitive tasks faster/easier
- Knowledge used to be the blocker, now it doesn't have to be.



Why Now?

70% of reps use ChatGPT (or similar) every day/week, but most leaders don't know how they are using it.



*Respondents: 622

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If this goes unchecked.

Pitfalls Today

No control as a sales leader

No governance or formal way of evaluating prompts for accuracy

No way to scale or make repeatable

If reps/organizations misuse ChatGPT, it could cause more work and time vs making reps more efficient



What else are organizations
missing?

Prompt styles/scenarios

Roles Playing aids in training

Scenario Planning prepares for various sales situations

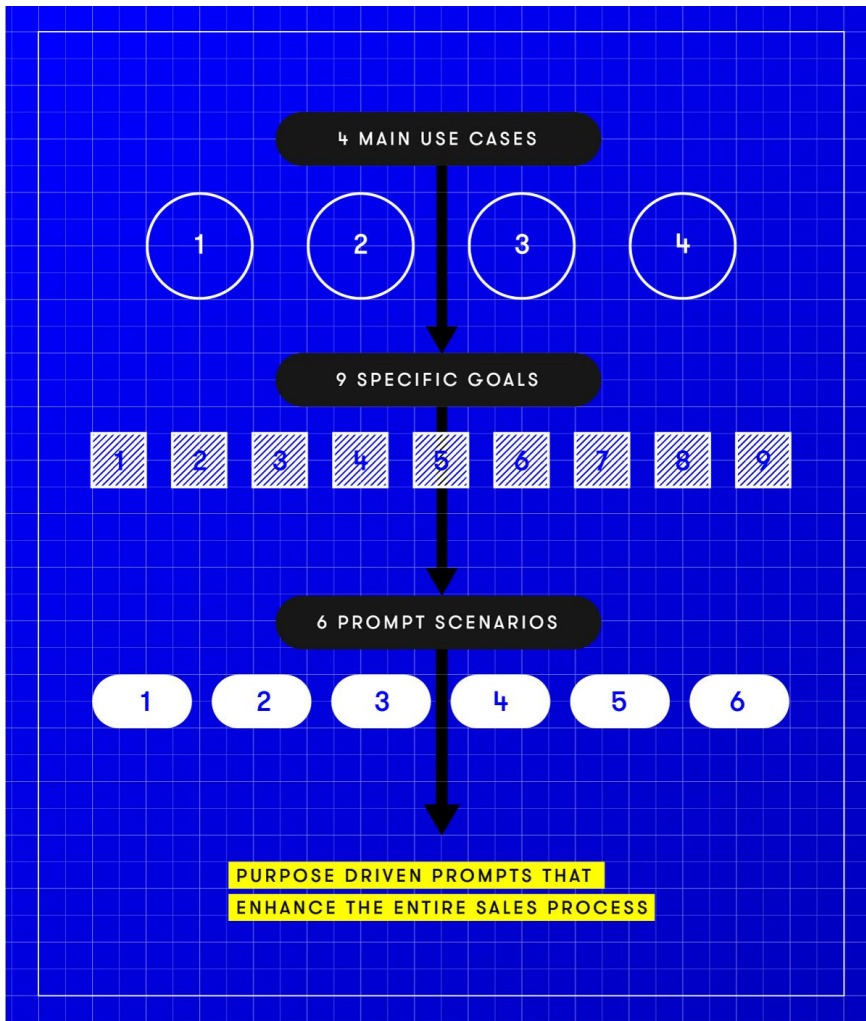
Researching helps speed up time to personalization

Skills Trainer accelerates development planning

Long Term Planning protects the customer lifecycle and retention

Brainstorming allows new ideas to be validated or dismissed quickly

The AI Blueprint to Augment Sales

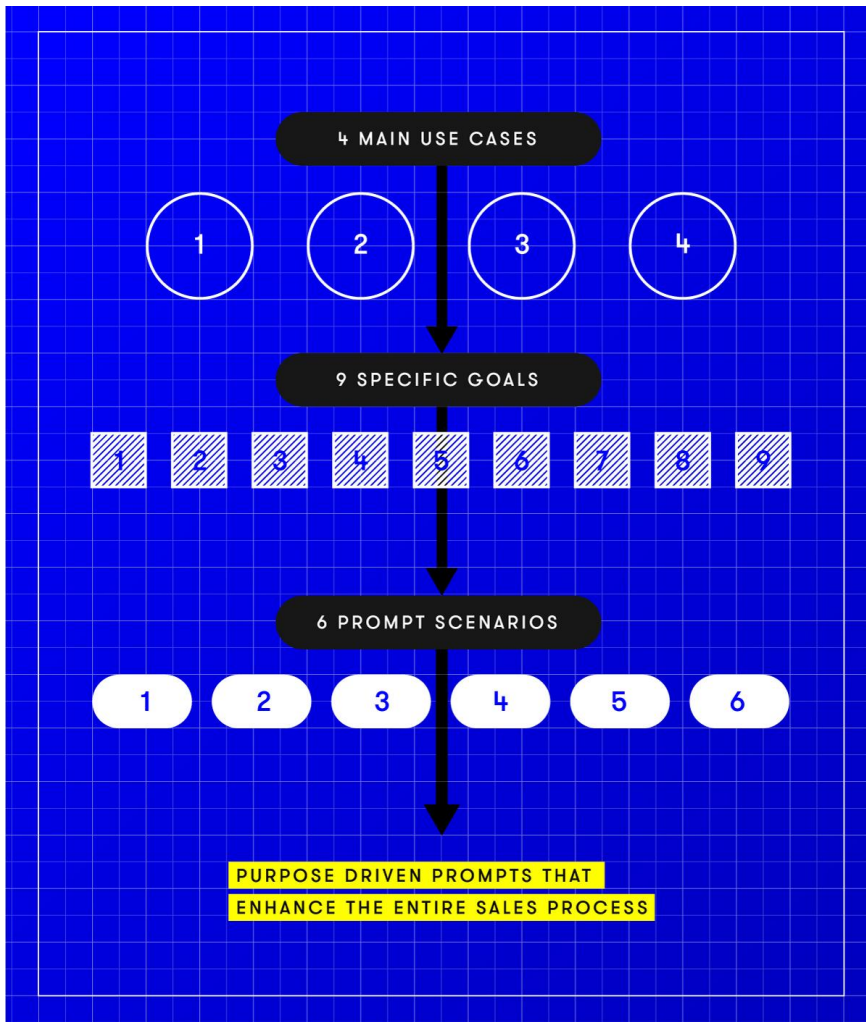


The AI Blueprint to Augment Sales

A system that works for any sales process of any size.

The system is designed to be infinitely scalable and repeatable.

The result is better communication, faster sales cycles, higher retention rates, and faster onboarding and skill building.



The AI Blueprint to Augment Sales

Use Cases

- Pipeline generation
- Closing more deals
- Growing customer relationships
- Leading and coaching for performance

Goals:

- 1. Personas and Research (person and company)
- 2. Messaging
- 3. Complex Deal Navigation
- 4. Problem to Solutioning Framing
- 5. Follow-Up and Re-Engagement
- 6. Get up to speed on new clients
- 7. Foster Lasting Relationships
- 8. AI-Powered Onboarding
- 9. Targeted Skill Building

Pipeline Generation

Preparation & Research

Provide company/industry overview to get up to speed quickly.

Analyze customer needs/pain points based on past interactions

Suggest relevant content to share with prospects.

Messaging

Draft customized outreach templates for specific personas/verticals.

Review transcripts and refine messaging to resonate better.

Closing More Deals

Complex Deal Navigation

Summarize complex account situation and next best steps.

Highlight potential challenges and strategies to mitigate.

Problem to Solution Framing

Analyze customer objections and provide tailored responses/solutions.

Rework product/service capabilities to address concerns.

Follow-Up & Re-Engagement

Generate follow up emails to keep warm leads engaged.

Strengthen Customer Relationships

Get Up to Speed on Clients

Digest account history and relationships to prep for meetings.

Create customer profiles summarizing key details.

Foster Lasting Relationships

Track interactions and suggest timely touchpoints to nurture customers.

Draft relevant content recommendations customers may appreciate.

Leading & Coaching For Performance

AI-Powered Onboarding

Quickly create customized onboarding checklists/programs.

Suggest training content to get new hires up to speed rapidly.

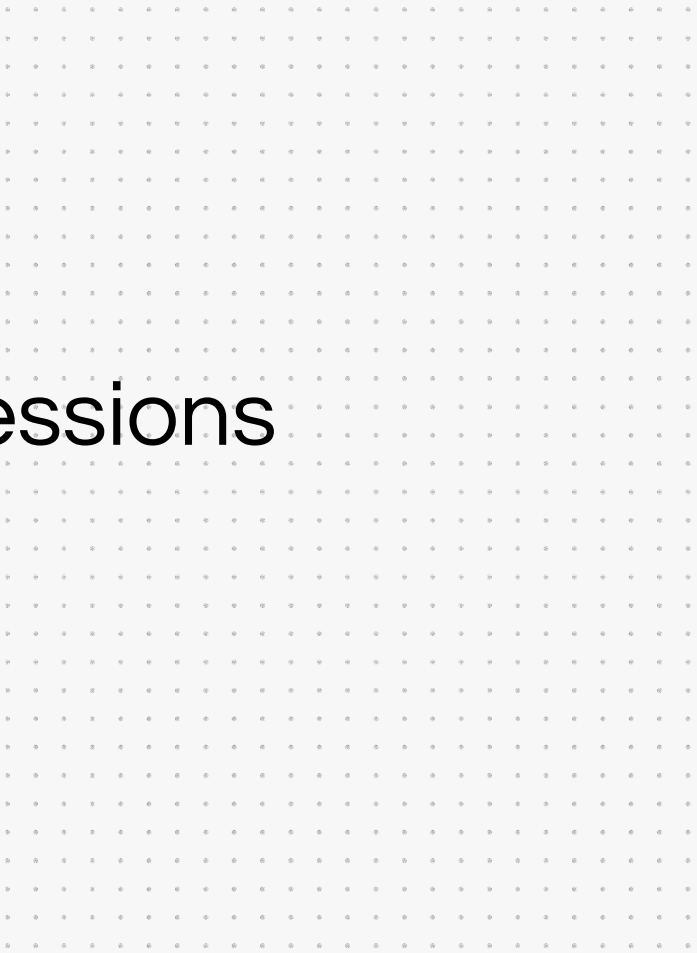
BONUS - Onboarding Customers is another use case.

Targeted Skill Building

Identify skill gaps and recommend development resources.

Create personalized training prompts for reps to practice selling scenarios.

Upcoming Sessions



Upcoming Sessions

8/31 - Onboarding for New Sales Hires with AI

9/7 - How to Centralize AI Excellence in the Sales Organization

9/14 - Pipeline Building with ChatGPT and Other AI Tools

9/21 - ChatGPT to Help Sales Teams Close Complex Deals

9/28 - How to Overcome Objections and Re-Engage Deals with ChatGPT

10/5 - Growing Customer Relationships with AI

10/12 - Helping Leaders Become Better Coaches with AI

10/19 - Recap and the Future of AI for Sales Leadership - What Every Leader Needs to Do From Here

Next Week

THURSDAY, AUGUST 31

Onboarding for New Sales Hires with AI

Where to use it in the process

5 ways to cut your ramp time in half

Ongoing development

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Book a meeting to discuss AI In your organization and our upcoming **AI Sales Accelerator Workshops**

Book time 🖱️

<https://savvyca.com/skaled-consulting/chatgpt>

Thank you!

SKALED

skaled.com
info@skaled.com
+1 512-553-9136

Austin
11801 Domain Blvd, 3rd Fl
Austin, TX 78758

New York City
270 Lafayette St, #208
New York, NY 10012

