



CHAT GPT

ISX | **POWERED BY SALES XCELERATION**
WISCONSIN

USING AI TO GROW SALES

TOOLS AND RESOURCES FOR SALES

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AGENDA

- What is AI and Chat
- Players in Chat space today
- 9 ways to use Chat to support Sales
- Top AI tools Companies are using
- What next

BEFORE
WE GET
STARTED

DISCLAIMER:

- I am not an expert in AI but curious and learning
- Sharing Ideas on how AI helps with Marketing & Sales
- I am not endorsing all companies listed
- Consult with your employer before using any AI tools

WHAT IS AI:

ARTIFICIAL INTELLIGENCE (AI) REFERS TO MACHINES THAT ARE PROGRAMMED TO **THINK AND LEARN LIKE HUMANS**. AI MAKES IT POSSIBLE FOR MACHINES TO LEARN FROM THEIR EXPERIENCES.

WHAT IS CHAT GPT:

ChatGPT (Chat Generative Pre-trained Transformer) is a chatbot developed by OpenAI and launched on November 30, 2022.

It enables users to refine and steer a conversation towards a desired length, format, style, level of detail, and language. Successive prompts and replies, known as prompt engineering, are considered at each conversation stage as a context.

There are many tools in the market like ChatGPT and more coming:



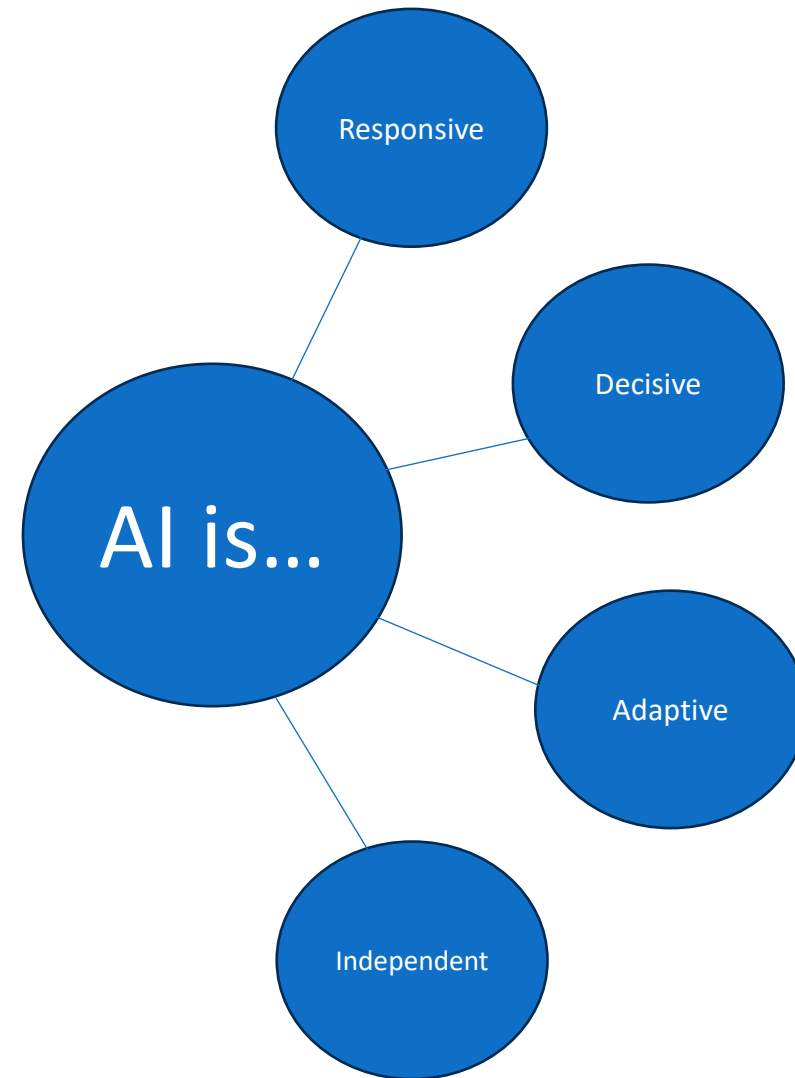
Claude 2

Llama 2

There is now 1.5 Billion monthly active users of ChatGPT

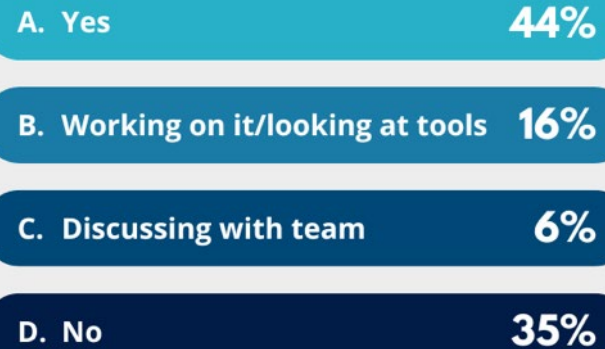
Artificial Intelligence and ChatGPT are not threats.

*They are tools/machines for
efficiency, data interpretation,
decision making, visualization,
information gathering, and
much more.*



AI in Sales:
The Future of
Sales is Evolving
Are you Evolving
with it?

Is Your Company Using AI and ChatGPT Tools in Your Sales Processes?



Results from Sales Xceleration's LinkedIn Poll



SELLERS ARE STRUGGLING TO KEEP UP

AI Challenges

% Respondents



HOW AI CAN BE USED TO SUPPORT BUSINESSES



Analyze customer feedback, understand market trends, and gain insights into customer preferences.



Answer common customer questions, providing real-time support, and even offering personalized product recommendations.



Save time and streamline your team's efforts by handling routine tasks.



It is not a replacement for human intuition and expertise.

Let's Dive Deeper....

9 Ways AI Tools Can Support Sales

TOOLS TO HELP DRIVE SALES





1. CONTENT CREATION:

Copy writing tools:

- Don't know what to say to a prospect or not a great writer that is so easy to solve today with AI writing tools.
- The more information you share with the tools the more customized message you get back.

General
copy
writing
tools →

- Jasper
- Rytr
- DataBot
- Chat GPT tools
- Humanlinker

Specialized
copy
support
tools →

- GrammarlyGo (editing)
- Hemmingway (editing)



2. LISTENING AND NOTE TAKING:

Note Taking Tools:

- Focus on the conversation instead of taking notes.
- Helps your team transcribe, summarize, search, and analyze voice conversations.
- Fills out your CRM, logs calls, transcripts and meetings into your CRM.
- With 1 click see action items, tasks, questions, and other key metrics.

AI Meeting Note Taking Tools

- Sembly
- Fireflies
- MeetGeek
- Fathom
- Otter ai
- Chorus (Zoom)



3. LEAD QUALIFICATION:

Virtual Assistant for Researching Prospects:

- This is a program that understands natural language voice commands and completes tasks for the user.
- By engaging in real-time conversations, you can ask relevant questions and do research to qualify leads, gather essential information, and prioritize prospects based on their responses.

Popular AI Virtual Assistant Tools

- Google Assistant
- Siri
- Alexa
- DataBot
- Chatbots



4. COMPETITOR ANALYSIS:

Competitor Research Tools:

- Sales teams can leverage ChatGPT to gather insights about competitors.
- AI tools can be used to find relevant data to answer questions about competitor products, pricing, and market positioning, helping sales reps make informed comparisons during sales conversations.

Popular Competitor Research Tools

- [Speak AI](#)
- [SEM Rush](#)
- [Outranking.io](#)
- [Get Genie AI](#)
- [Similarweb](#)

Tip:

You can also use the standard Chat tools and ask questions like:

- What is the value prop of X company?
- What is X companies pricing?
- What is X company's service offering?

5. SALES ONBOARDING:

Process tools for new sales reps:

- Document any process up to 15X+ faster.
- Boost productivity by getting your sales rep up to speed faster.
- Create consistency in onboarding.
- Collect and document best practices to impact ROI.

Popular Process Documenting Tools

- Scribeshow
- Fogle
- Dubble
- iorad



6. LINKEDIN PROFILE REVIEW:

Analyze YOUR LinkedIn Profile.

- What does it say about me? Does it give a good idea of what I do?
- Learn how to improve your profile to better attract my ideal customer profile and encourage them to interact with you and your content?

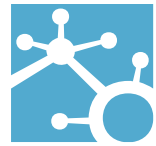
Tools to review and provide improvements to your LinkedIn profile

- LinkedIn Premium
- Jasper
- Link Reader



6.1. OTHER LINKEDIN TOOLS:

1. **Knowledgenet.ai:** Views connections and the strength of those relationships to identify the best warm, multi-threaded approach. Plus provides access to a database of +260M email addresses and +120M cell phone numbers.
2. **CrystalKnows:** Applies AI to analyze LinkedIn profiles and generate detailed personality profiles.
3. **Humanlinker:** Helps sales teams hyper-personalized their interactions. Access actionable data on any LinkedIn profile with the DISC personality and icebreaker generation tool.
4. **People.ai:** It helps identify the most valuable connections, optimize engagement strategies, and improve your overall networking efficiency.
5. **Dux-Soup (one of many tools in the market):** Automates your LinkedIn outreach by sending personalized connection requests, messages, and follow-ups.



KnowledgeNet.ai

delivers 1,000

prioritized warm

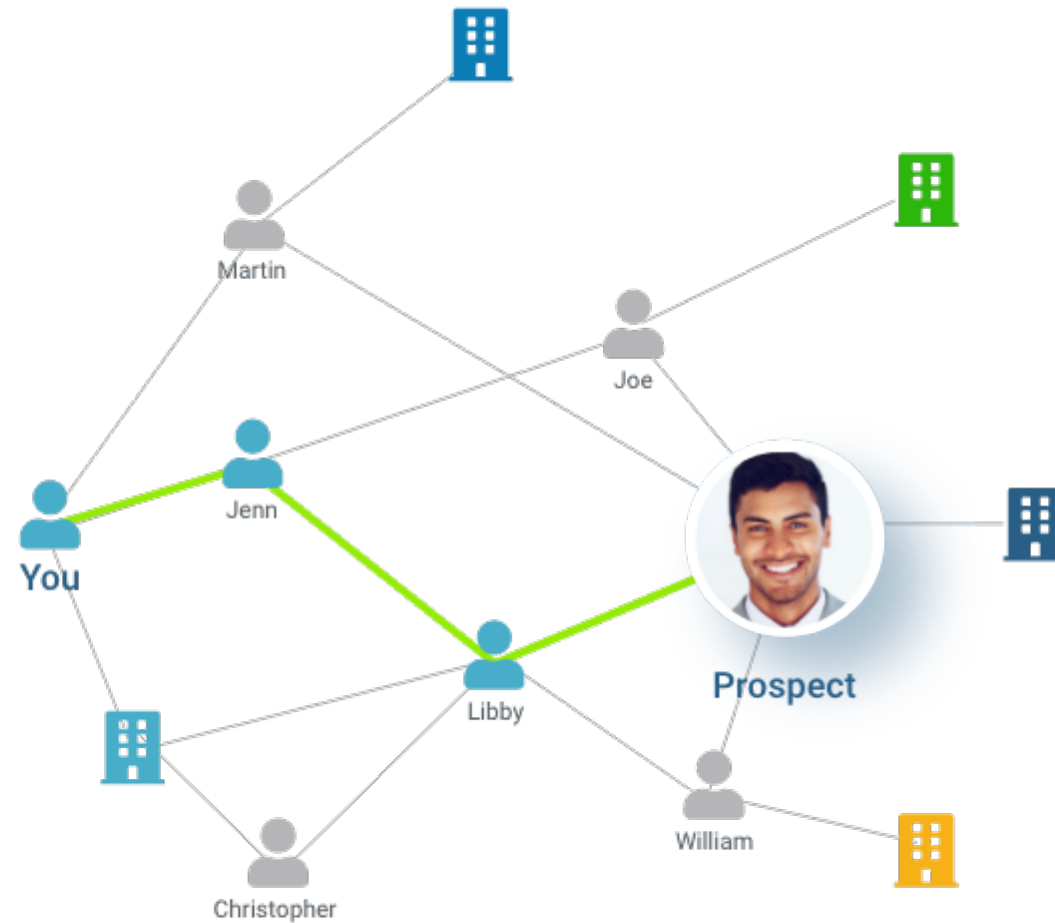
referrals in

10 business days

KnowledgeNet.ai

Leveraging Relationship Intelligence to provide referral based connection paths

We provide detailed information on how a lead is connected through your contacts, relationships with those contacts, and strategies to get introductions.



KnowledgeNet.ai

AI Lead Intelligence



1. We build your relationship brain, in 1 day
2. You provide us your ideal customer profile
3. We use AI to search through 280 million contacts using your brain and your ICP
4. We deliver 1,000 prioritized leads, each with a warm introduction.



7. PROPOSAL CREATION:

Improve your final proposal with AI:

- Crafting a persuasive proposal is no easy feat.
- AI can make it easier to write, revise, and edit your document.
- Create more persuasive and engaging proposals while saving you time and energy.

Tools to help
write quality
Proposals

- Any of the Chat GPT tools
- Better Proposals
- Moonbeam
- Copy.ai

8. VIDEO CREATION:

Create professional videos using AI.

- Avatars allow you to create professional looking videos with a digital avatar in minutes.
- No editing skills or equipment required.
- Create professional videos without mics, cameras, or actors.
- Turn your text into high-quality videos with AI avatars and voiceovers
- Video Business Cards

Samples:

- Just one picture used to make face talk: [Sample Video](#)
- Avatar with typed in script: [Sample Video](#)

- [Synthesia.io](#)
- [HeyGen](#)
- [Rephrase.ai](#)
- [Pitch59](#)



9. SALES AI DRIVEN PLAYBOOK:

Provide your sales team with a guide that:

- Ensures they have the right messaging (calls, emails, LinkedIn, etc)
- Shares points of differentiation to ensure they are prepared for sales calls
- Gives them clarity on their Ideal Customer Profiles and Buyer Personas
- Helps them have deeper conversations to uncover needs with a list of discovery questions

Sales Xceleration offering done through a workshop or with our Sales Framework

USING THE SALES PLAYBOOK

Packed with proven strategies, valuable insights, and actionable tips, this playbook is designed to equip sales representatives with the tools they need to thrive in their daily interactions with prospects and customers.

From handling objections with finesse to tailoring pitches to specific buyer personas, this comprehensive resource will empower the reps to build strong relationships, drive results, and achieve sales greatness. Let them embark on this exciting journey and elevate their sales performance to new heights!

SALES PLAYBOOKS LAY THE FOUNDATION FOR REPEATABLE, SCALABLE SALES

Standardized Approach

Sales reps can refer to the playbook to ensure consistency in their interactions with prospects and customers. They follow the guidelines to deliver a unified message and align their sales strategy with the company's vision. For example, when introducing a new product or service, the playbook provides a script with key talking points to convey the value proposition accurately.

Sales Process Guidance

In their daily workflow, sales reps can rely on the playbook to navigate different stages of the sales process. From initial outreach to closing the deal, the playbook outlines the best practices for each stage. For example, during the discovery phase, the playbook offers a set of well-crafted questions to better understand the prospect's needs and pain points.

Buyer Persona and Industry Insights

Sales reps can leverage the playbook's buyer personas and industry overviews to tailor their sales approach to specific customers. Armed with this knowledge, they can have more meaningful conversations that resonate with prospects' unique challenges and goals.

Competitor Analysis

The playbook may include competitive intelligence, helping sales reps understand the strengths and weaknesses of competitors. By referencing this information, reps can position the company's offerings more effectively, highlighting key differentiators.

A well-crafted sales playbook is the compass that guides a sales team towards repeatable and predictable revenue.

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- Sales Strategy 1
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TOP AI WEBSITES & AI TOOLS




FEBRUARY 2024



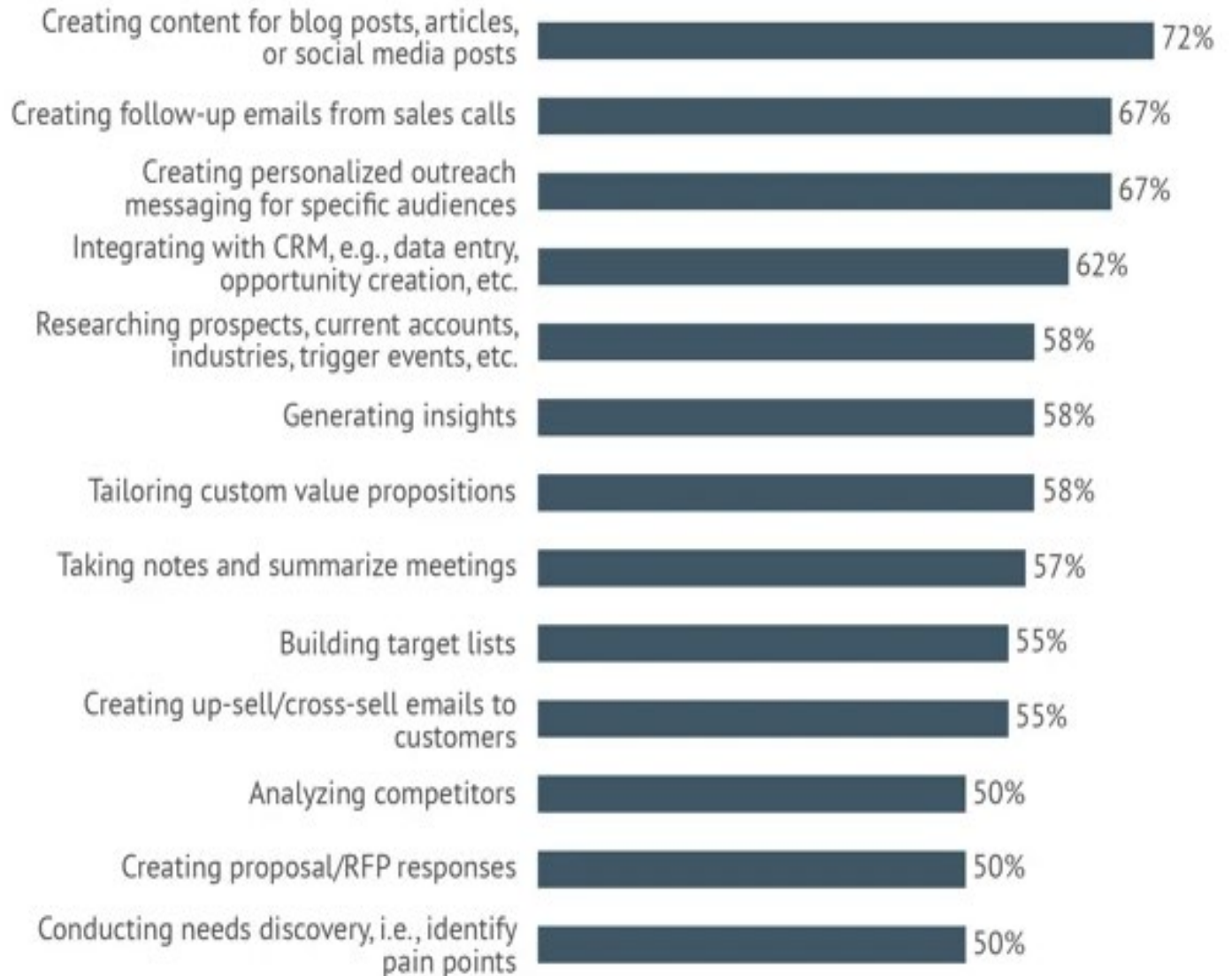
Discover The Best AI Website

11000+ Best AI Companies and Tools, Auto Updated Daily By ChatGPT

Best AI Tools in February 2024

Ranking	Tools	Monthly Visit	Growth	Growth Rate	Introduction	Tags
	Gemini & Gemini Advanced	316.1M	↑ 316.1M	↑ 2375891.73%	Direct access to Google's AI models on your phone.	AI models, Mobile app, Image recognition, Text translation
	OpenAI Sora	1.7B	↑ 32.3M	↑ 1.97%	AI model creating scenes from text.	AI, video creation, text-to-video, imagination,
	OpenAI	1.7B	↑ 32.3M	↑ 1.97%	OpenAI creates safe AGI for humanity through research and	OpenAI, AGI, AI, research, API, safety, technology, future,

SALES USERS ARE GETTING GREAT VALUE FROM AI



STRATEGIES FOR IMPLEMENTING AI IN MARKETING AND SALES

1. Explore AI and Use It Frequently
 - Start with Chatbots, then explore other tools
2. Build and Communicate a Company AI Policy
 - Identify acceptable tools, processes and security
3. Promote Continuous Learning
 - Achieve the benefits as a team, recognizing people adopt transformational change differently
4. Celebrate Success
 - Report and celebrate the biggest impacts from saving time, getting better leads, and closing more business



Don't Forget

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Remember false data could be provided and pull it into the response generated. When using ChatGPT, always have a human verify the information. | <ul style="list-style-type: none"><input type="checkbox"/> ChatGPT stores anything you add to it so keep that in mind and don't put in confidential information unless you are using a tool that doesn't share it. |
|--|---|

THANK YOU



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