

AI & The Future of Sales

With Shane Gibson



Yes!

Indeed Sales Openings March 2024:

Sales:	18,352
VP/Director/Sales Manager:	2,472
Total opportunities:	20,824

The same search in 2021 showed 98,000 open positions

Dichotomy

1. There are fewer positions posted
2. These positions are paying better
3. They're taking longer to fill 90-120 days



There is a talent,
competency
and tech gap.

The Future of B2B Selling is Hybrid

Number of distinct channels that B2B customers use during their decision journeys¹

2016

5

channels

Email
In-person
Phone
Supplier website
E-procurement portal²

2019

7.5

channels

Email
In-person
Phone
Supplier website
Procurement department²
Mobile app
Trade show

Dec 2021

10

channels

Email
In-person
Phone
Supplier website
Procurement department²
Mobile app
E-procurement portal²
Video conference
Web chat
Google/web search

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

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
- Google/web search
- LinkedIn
- Facebook
- Instagram
- TikTok
- WhatsApp
- Review Sites

Virtual Sales Competency Map



Technology Intelligence (TQ)

- ❑ 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

We are in an era of continual learning and application of technology.
There's no end point, only sales evolution and innovation

According to CompTIA: AI is expected to make 85 million jobs redundant and create 97 million new jobs by the end of 2025. (Net 12 million job growth)

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

Salesforce Study

Generative AI Snapshot Research: The AI Divide

Survey of 4,000 people+ across the United States, UK, Australia, and India

Sales attitudes toward Gen AI

“...one-third of salespeople surveyed said they used or planned to use generative AI – compared to 51% of marketers – 61% of sales pros said they believe generative AI will help them better serve their customers.”

Most are missing the big picture!

- Sales professionals are most likely to use generative AI to help with:
 - Basic content creation (82%)
 - Analyzing market data (74%)
 - Automating personalized sales communications (71%)
- 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



einstein



HubSpot



FATHOM



vidyo.ai

Crystal



bombora

FATHOM



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.

Never look at a blank page again
& Never stall before you start again





Long Your Sales Growth

As part of an event, your regional sales team
presented sales results. It also had a strong
message of consistency, innovation, market focus,
technology strategy, or financial performance.
Write a 4-5 sentence summary of the key
points of a successful sales process
which is likely to be used by your sales team.
Write a 4-5 sentence summary of the key
points for your sales team.
Write a 4-5 sentence summary of the key
points for your sales team.
Write a 4-5 sentence summary of the key
points for your sales team.

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.

Crystal Augmented Emotional Intelligence



The image shows a LinkedIn profile for Julian Lee, a Channel News Publisher and Partner Community Builder at TechnoPlanet. The profile includes his bio, company affiliations (TechnoPlanet and University of Toronto), and a list of mutual connections. A Crystal AI overlay is positioned on the right side of the profile, providing personalized sales insights. The overlay includes a header with the text "You have 8 unique profiles left." and a section titled "SALES STAGES" which shows a combination of "Initiator (DI)" and "Influencer (Id)". Below this, it provides advice on how to sell to Julian, stating he will be direct and creative. It also offers a dropdown menu for selecting a sales stage, currently set to "Proposal and Negotiation". A section titled "DISCUSSING MONEY" provides further advice on when to discuss money with Julian, suggesting to speak in big-picture, people-centered terms.

Crystal AI Overlay:

- You have 8 unique profiles left.
- Julian Lee**
DISC Prediction
- SALES STAGES**
- Your DISC: Initiator (DI) + Julian's DISC: Influencer (Id)
- How you should sell to Julian**
You'll be direct and creative.
They'll be the same, but more on the direct side than on the creative side.
- Shane, sell to Julian knowing that while you're both naturally resourceful and big-picture-driven, it'll take extra energy for you both to talk fine details and process.
- For more insights, choose a sales stage below:
Proposal and Negotiation
- DISCUSSING MONEY**
- When discussing money with Julian**
Speak in big-picture, people-centered terms.

Crystal

How you should sell to Julian:

- You'll be direct and creative.
- They'll be the same, but more on the direct side than on the creative side.
- Shane, sell to Julian knowing that while you're both naturally resourceful and big-picture-driven, it'll take extra energy for you both to talk fine details and process.
- When discussing money with Julian
- Speak in big-picture, people-centered terms.
- Explain what the price will bring as far as flexibility in options and cool feature roll-outs.
- Show your pricing model through colorful graphics and charts.



Shane Gibson
KEYNOTE SPEAKER & AUTHOR



12 NON-NEGOTIABLE SALES TRUTHS

SHANE GIBSON'S SALES,
SOCIAL SELLING AND
INFLUENCE PODCAST

AI

Record 16-minute Podcast / Rant



Step 2 Process:

- Trim Video if needed
- Extract MP3 for Podcast
- Upload to podcast hosting
- Upload to YouTube (don't publish yet)
- Upload Video to Vidyo.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 Score IntelliClip™ 45s
- The Importance of Prospecting a... 70 Score IntelliClip™ 32s
- Sales Tips and Insights for Success 70 Score IntelliClip™ 56s
- Keys to Successful Sales and Bra... 67 Score IntelliClip™ 51s

Create custom Clip



Edit & Download Video



Video 10 – AI is a must for competitive sellersip



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...

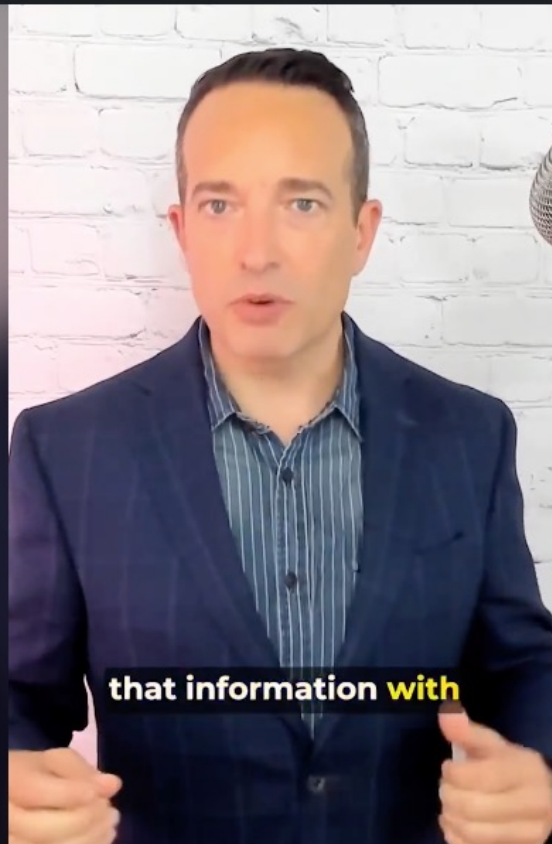
Visit my website

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](#)

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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.

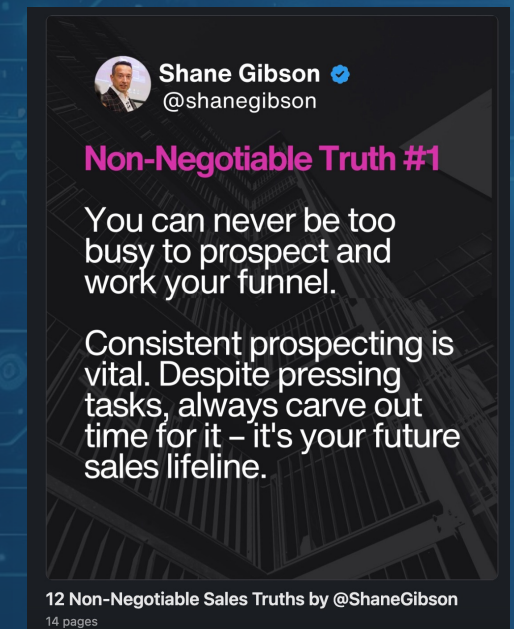
Non-Negotiable Truth #2 – An inquiry is not necessarily a lead, regardless of their “sentiment.”

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

2024 and beyond

1. Remote Digital-First Strategy and UX
2. Personalized Customer Experience via AI
3. AI ambient in the sales tech stack
4. New sales competencies will change sales roles
5. 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/aigvbot

