THE BIGGEST CHANGE TO THE WORKPLACE SINCE THE INDUSTRIAL REVOLUTION

The winners will be the people who learn to operate the new machines.



Conceptual AI-generated imagery

WHY I'M HERE

I'm not an AI specialist. I'm a salesperson putting AI to work.



SALES AUTOMATION

Talking about and building automated sales processes.

MY BUSINESS

Developing commercial sales systems around automation.

CHATGPT INTRO

First heard about ChatGPT through a contact in New York.

CHATGPT USER

Signed up and began using it seriously.

AI IN PRACTICE

Using AI across sales, research, content and operations.

AI DOESN'T REPLACE RELATIONSHIPS

It helps me find the right people, prepare better and have more meaningful conversations.



PRACTICAL APPLICATION

HOW I USE AI IN MY SALES PROCESS

A repeatable workflow, not a collection of clever prompts.

01

RESEARCH

Find suitable businesses and understand the market.

02

IDENTIFY

Locate decision-makers and prioritise prospects.

03

ENGAGE

Prepare relevant emails and LinkedIn messages.

04

FOLLOW UP

Handle replies, objections and next steps.

05

CONVERT

Use the insight to have better human conversations.

AI does the repetitive preparation. People build trust and win business.

BECOME THE MACHINE OPERATOR



The opportunity isn't to compete with AI.

It's to learn how to use it.

Start by identifying one repetitive task in your business and ask your AI of choice how AI could do it faster, better or with less manual involvement.