



Keynote & Networking

Generative AI for Sales Enablement

How artificial intelligence tools are revolutionizing lead generation, customer engagement, and the efficiency of sales teams

Thursday 23 January 2024


Time: 6 PM - 9.30 PM

Venue: Bonjour Bonsoir BKK

Co-promoting chambers



Scan to register



Empowering Sales Workers

"AI Meets Sales:
Reimagining Sales Enablement with Generative AI"

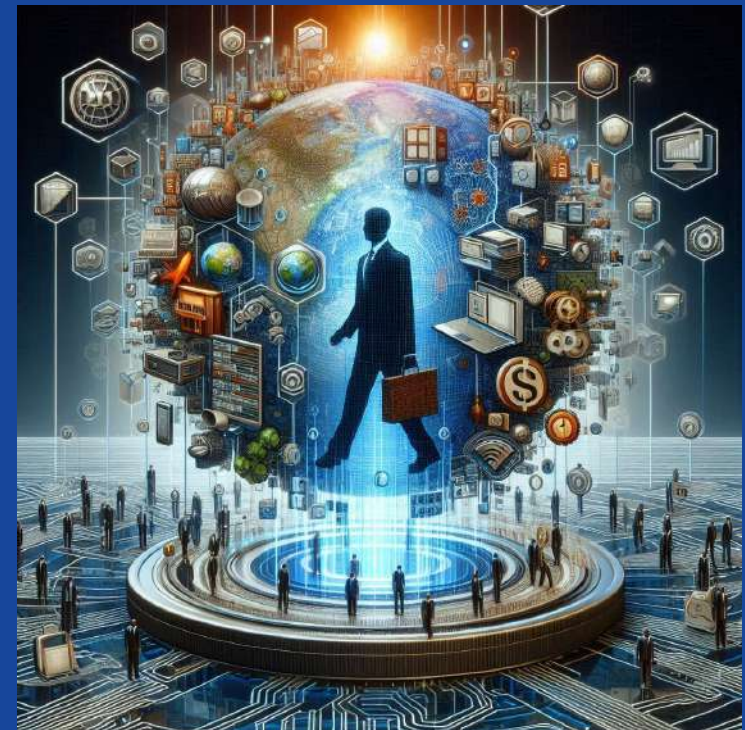
Confidential | 2024 System in Motion



AGENDA



- What is GEN AI?
- What it can do for Sales?
- Practical Uses Cases
 - Proposal Creation
 - Customer Support
 - Sales Transformation
- (Short) Knowledge Management Demo
- Q&A





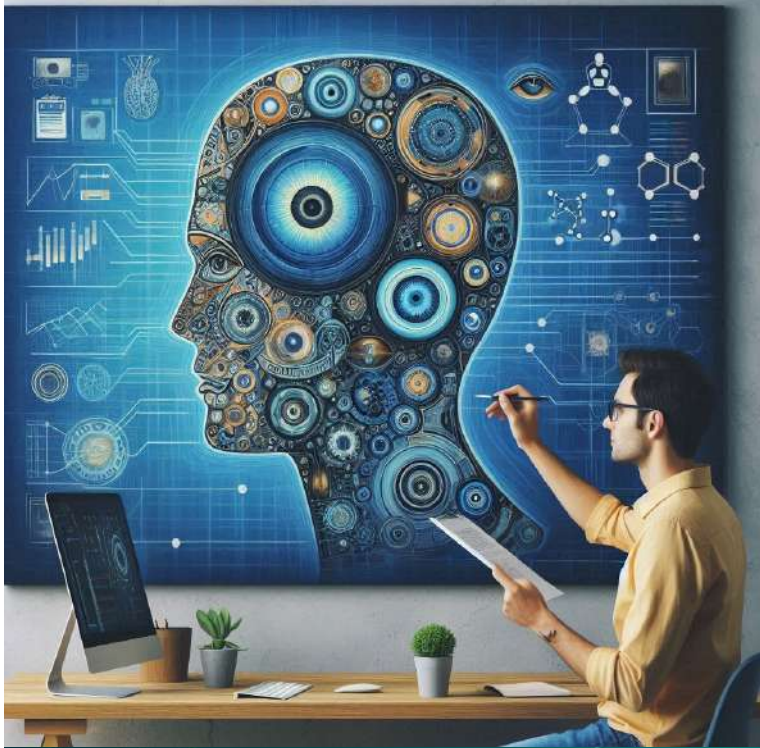
SPEAKER INTRODUCTION

Specialized in Building High Performance Team



Gonzague PATINIER
IT Consultant /Trainer /
Coach (25 yrs exp) | IT...

UNDERSTANDING GENERATIVE AI



• X

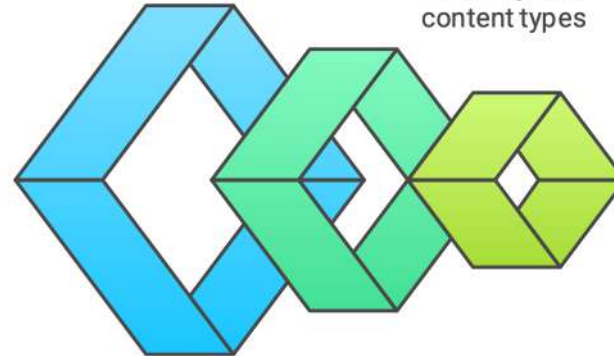
Generative AI Content Creation Process

Data Analysis

Understanding patterns and trends

Content Generation

Creating new content types



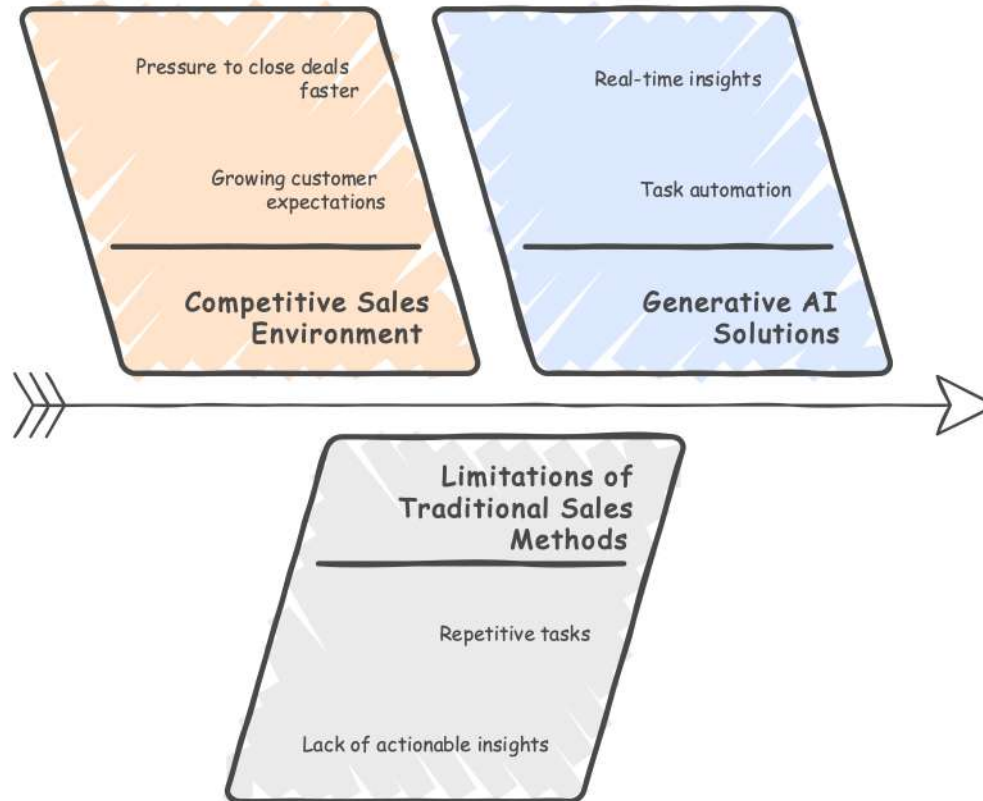
Pattern Learning

Extracting insights from data



THE EVOLVING SALES LANDSCAPE

Enhancing Sales Performance with Generative AI



AUTOMATION AND EFFICIENCY

DATA ANALYSIS AND INSIGHTS

PERSONALISATION AND CUSTOMER
ENGAGEMENT

- Lead Generation
- Personalized Outreach
- Sales Content Creation
- Training and Coaching
- Customer Insights

McKinsey
& Company

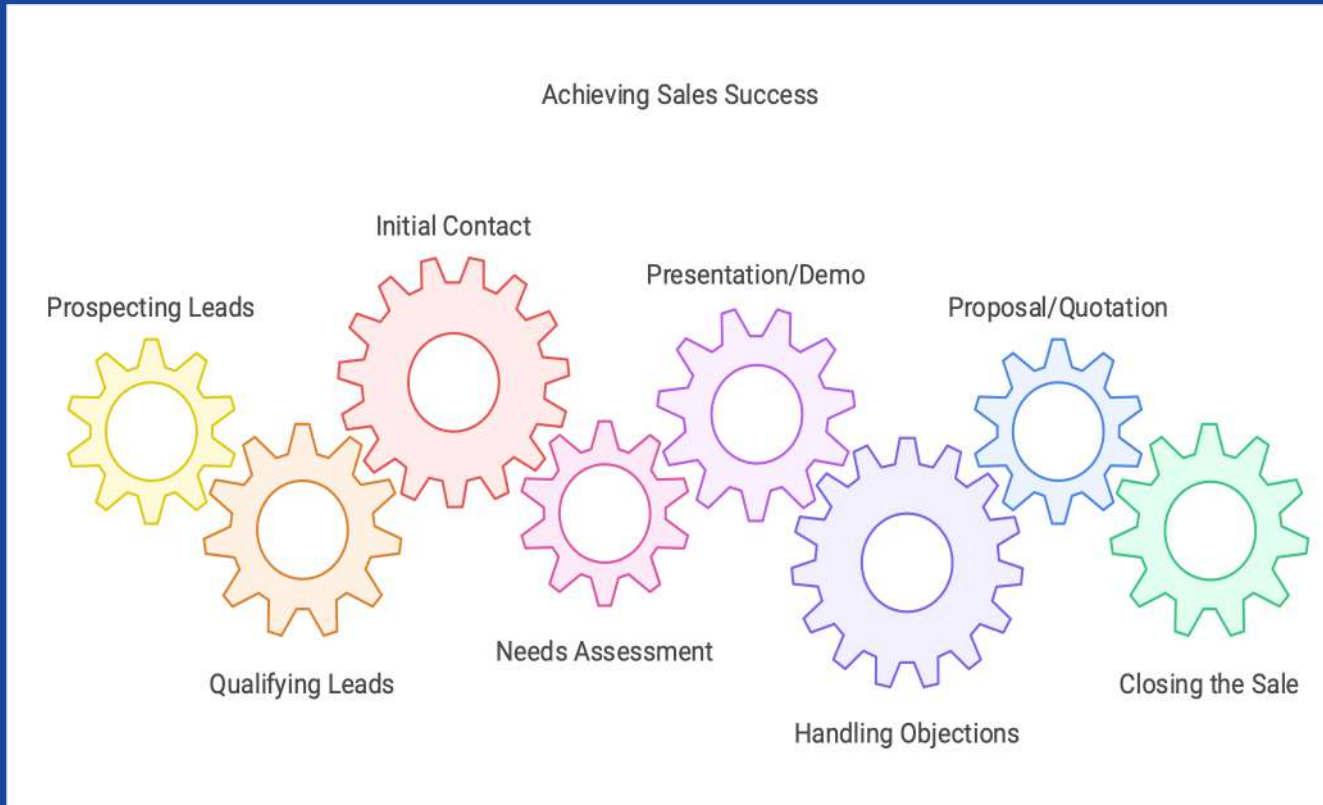


- Email Generation
- Document Summarisation
- RFP Generation
- Knowledge Search
- Script Generation





PRACTICAL EXAMPLES: USES CASES



- Proposal creation
- Customer Support
- Sales Training



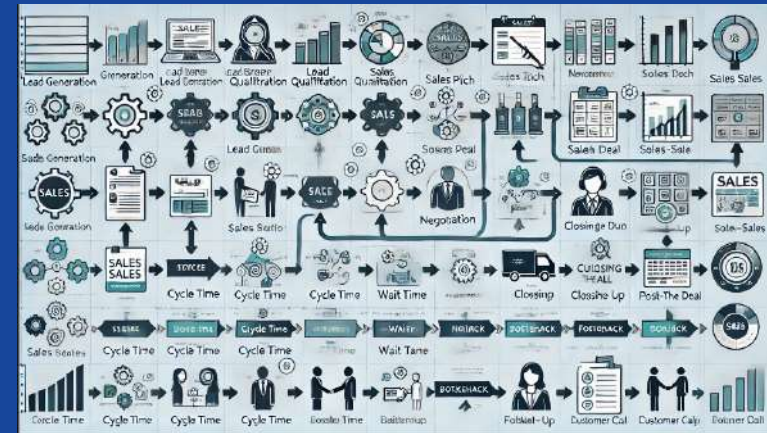
Microsoft Consulting ASEAN
Average of **60 days** from
1st Meeting with customer to service proposal

PROFESSIONAL SERVICES – PRESALES



PROPOSAL CREATION

- Sales Cycle in CRM (Data)
- Lean – Streamline sales process
- Value Stream Mapping
- Proposal generation
 - Knowledge Base (Sharepoint: Proposal / Project Deliverables repository)
 - Technical Writers Team (Philippines)
 - Proposal Standardization (Less customization)





PROFESSIONAL SERVICES – PRESALES

Pro – Manual Approach

- Reduce time to generate proposal
- Improve quality of proposal

Cons – Manual Approach

- Heavy initial HR investment
- Reduce flexibility in scope



With GEN AI

Knowledge Base Larger

Shared in the enterprise

Human to review / amend
and validate

BEVERAGE INDUSTRY– CUSTOMER SUPPORT (SPRINKLE)



Sprinkle Water Support

Sun, 21/07/2024

Hi,
I'm trying to make a new order with my memberID:
123456
But I cannot login on the site.
Here is my name:
John Doe john.doe@example.com
What should I do?
Thanks,
John

08:21

Kindly provide the details below:

1. Member ID or Full Name:
2. Contact Number:
3. Description of Inquiry: Our support representative will be with you shortly.



Mot

BEVERAGE INDUSTRY– CUSTOMER SUPPORT



- Categorise the message

what category of message is this:

Hi,

I'm trying to make a new order with my memberID: 123456

But I cannot login on the site.

Here is my name:

John Doe john.doe@example.com

What should I do?

Thanks,

John

The message falls under the category of **"Customer Support Inquiry"**. Specifically, it is a **"Login Issue"** or **"Account Access Issue"** where the customer is seeking assistance with logging into their account to place a new order.

BEVERAGE INDUSTRY– CUSTOMER SUPPORT



- Extract Customer Details automatically

extract from the message, category of message and customer details (name, telephone, email, member id)

Here is the extracted information from the message:

Category of Message:

- Customer Support Inquiry
- Login Issue / Account Access Issue

Customer Details:

- Name: John Doe
- Telephone: Not provided in the message
- Email: john.doe@example.com
- Member ID: 123456

BEVERAGE INDUSTRY– CUSTOMER SUPPORT



- Retrieve Account Status from Member ID
- Information provided
- Link for payment
- Confirmation of transaction completed

Sprinkle Water Support
Sun, 21/07/2024

You can click check out with Member ID (Blue color) and provide 123456

08:49

We apologize, as we have checked, your account has closed since 2023.

08:50

If your account remains inactive for more than 90 days, it will be automatically canceled. As a result, any coupons and bottles will be removed from the system and cannot be refunded upon your return.

08:50

Ok. Understand.

BEVERAGE INDUSTRY– CUSTOMER SUPPORT



Sprinkle Water Support

Sun, 21/07/2024

Great.
No problem. You have been doing a great job for
customer service.

09:04

Dear JOHN DOE Sprinkle member 123456 (Order# 1122334455), Thank you for choosing Sprinkle. Please complete your payment via [REDACTED] by [REDACTED]/2024 before :expired_time_payment_link. For any inquiry or issue, please contact us at LINE ID @sprinklewater or 02-712-7272. We apologize if you have already paid.

09:05

Thank you for the compliment. That means a lot.

IT INDUSTRY– SALES TRANSFORMATION (LENOVO)



Shift to Solutions and Services

- commitment to offering as-a-service capabilities alongside its traditional hardware products.
- build a global platform that reshapes its digital foundation, moving from one-time transactions to ongoing customer relationships through managed services
- requires not only new business models but also a robust cloud infrastructure to support these services at scale

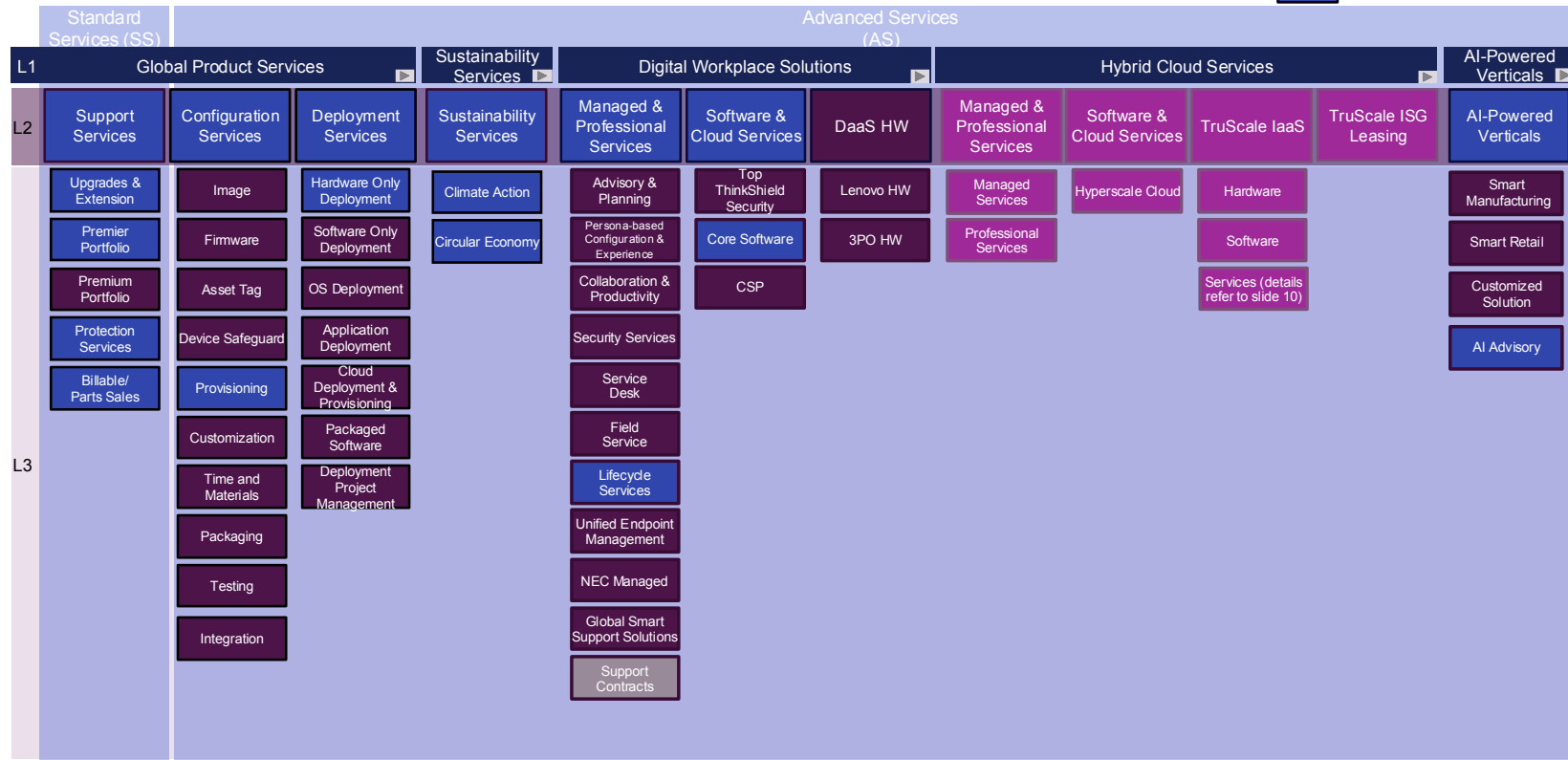


IT INDUSTRY– SALES TRANSFORMATION (LENOVO)



Services Offering Hierarchy

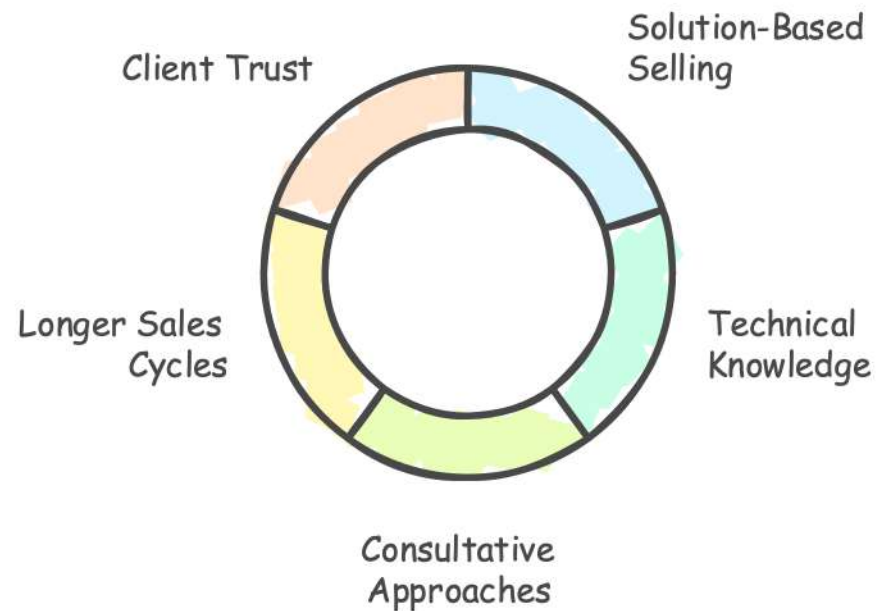
- Dedicated PCSD Offerings
- Dedicated ISG Offerings
- Dedicated MBG Offerings
- Shared Offerings



IT INDUSTRY— SALES TRANSFORMATION (LENOVO)



Sales Team Transformation Challenges



IT INDUSTRY– SALES TRANSFORMATION (LENOVO)

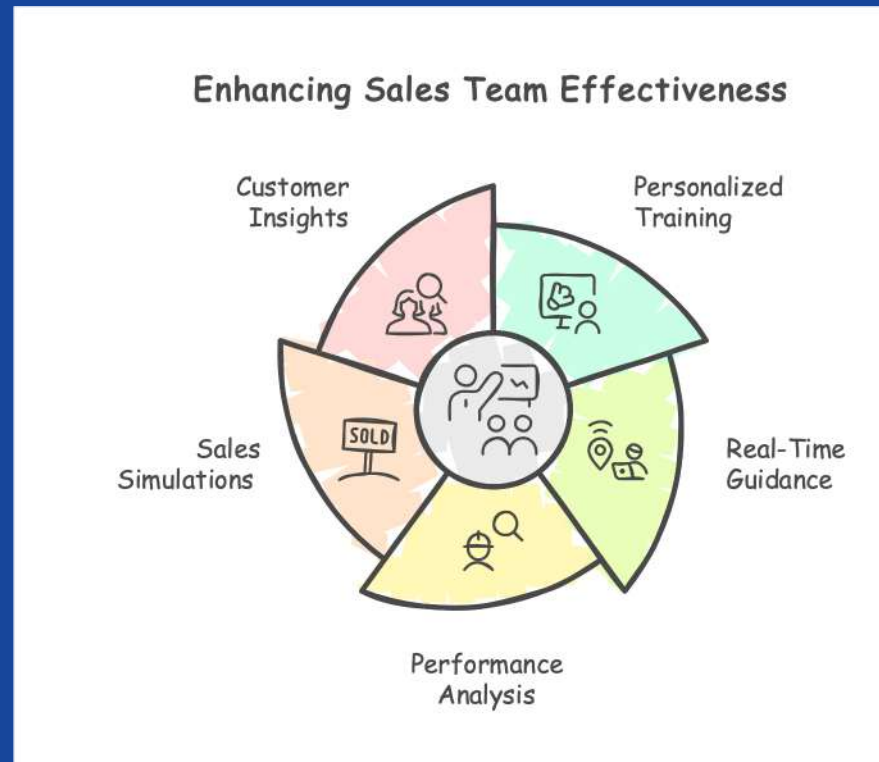


- Customized / Personalised Training
- Knowledge Base:
 - Q&A
 - FAQ
 - ...
- Sales Simulations Scenario
 - Handling objections
 - Uncover needs



IT INDUSTRY– SALES TRANSFORMATION (LENOVO)

An AI sales coach



TRAINING PLAN GENERATION

Created Training Plan based on given time period and using the information provided in the knowledge base



Command: Generate a training plan of AIM product, 4 hours

1. Detailed training plan

Module Number	Learning Objectives	Duration	Key Knowledge Points	Assessment Content	Acceptance Criteria
1	Introduction to AIM and its Core Features	1 hour	Overview of AIM, key features, and its applications in knowledge management and AI.	Quiz on AIM features and benefits	Participants should correctly answer 80% of the quiz.
2	Data Security and Privacy in AIM	1 hour	Data storage methods, privacy measures, and security features of AIM.	Case studies discussion	Demonstrate understanding through case analysis.
3	Multi-Model Support and Knowledge Management	1 hour	Integration with multiple models, knowledge organization, and intelligent retrieval.	Practical exercises	Successful completion of exercises.
4	Customization and Practical Implementation	1 hour	Customizable features, application in different business contexts, and real-world implementation.	Scenario-based tasks	Clear and feasible use case presentation.

2. Recommended courses and related files

Module Number	Learning Objectives	Course Title	Relevant Books	Related Links
1	Introduction to AIM and its Core Features	Understanding AIM: Features and Applications	"Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell	AIM Overview
2	Data Security and Privacy in AIM	Ensuring Data Security and Privacy in AIM	"Security and Privacy in Communication Networks" by Joaquin Garcia-Alfaro et al.	Data Security Measures
3	Multi-Model Support and Knowledge Management	Integrating Models and Managing Knowledge with AIM	"Machine Learning: A Probabilistic Perspective" by Kevin P. Murphy	Model Integration Guide
4	Customization and Practical Implementation	Customizing and Implementing AIM in Real-World Scenarios	"AI for People and Business" by Alex Castrounis	Use Case Development

QUESTION GENERATION

Created a question list using the info from selected knowledge base, tailored to the question amount and types



Command:
Generate 4 T&F Questions and 1 multiple choice questions based on AIM product

Future capabilities with customization

No.	Knowledge	Type	Question	Answer	Reference
1	Data Security	True/False	The AIM product ensures data security by storing all data in external servers. True or False?	False	AIM product ensures data security by storing all data in the customer's own architecture, ensuring that there is no risk of data leakage to external servers.
2	Multi-model Support	True/False	The AIM product cannot integrate multiple models and knowledge bases. True or False?	False	The AIM product supports multiple models and knowledge base integration, allowing it to adapt to different application scenarios and providing a flexible solution.
3	Application Scenarios	True/False	The AIM product can generate personalized learning content for online education platforms. True or False?	True	The AIM product can generate personalized learning content, enhancing the user learning experience on online education platforms.
4	Efficiency Improvement	True/False	The AIM product improves employee efficiency by automating knowledge classification and retrieval. True or False?	True	The AIM product automates the classification and retrieval of documents, significantly improving employee efficiency in managing knowledge.
5	Technical Features	Multiple Choice	Which of the following is NOT a feature of the AIM product? A) High-efficiency retrieval B) Smart content generation C) External server data storage D) Multi-knowledge base management	C) External server data storage	AIM product does not store data on external servers; it ensures data security by storing data within the customer's architecture.

***Manual adjustment available for**

1. Add or remove specific knowledge points
2. Question quantities
3. The weight of knowledge points
4. Select Question Types with Set Counts

The screenshot shows a configuration panel for question generation. At the top, 'Select Knowledge base' is set to 'AIM'. 'Knowledge Point' includes 'AI Accelerator', 'Data Security', and 'Text Processing'. A dropdown for 'Select Knowledge point' is open, showing 'AI Accelerator', 'Data Security', and 'Text Processing'. The 'Amount of total question' is set to 9. Below, a 'Random allocate' section shows weights for 'AI Accelerator' (33%), 'Data Security' (33%), and 'Text Processing' (33%). Underneath, there are controls for 'Multiple Choice', 'Short answer', and 'T/F' with minus, 1, and plus buttons. At the bottom, there are 'Preview' and 'Generate' buttons. Blue arrows point to the dropdown (1), the amount field (2), the weight field (3), and the type buttons (4).

***Performance-Based Weight adjust:**
Analyzes examinee' performance to adjust the focus on weaker areas in subsequent exams.

CONVERSATION WITH ASSISTANT

Simulate role-based conversations across scenarios, adjustable via prompts for conversation practice.



Scenario

System In Motion is hosting an exclusive VIP sales meeting themed "AI for Innovation"

AI Role : Sales



Claire

Over 10 years of experience in AI software platform solution sales designed to provide personalized recommendations.

Objectives

- Elevate Sales Representatives' Customer Insight
- Boost Versatility and Professionalism in Sales
- Enhance CRM and Sales Conversion Through Simulation

Scenario

Helen is attending an AI Conference and interested in the "AIM" product by System in Motion.

AI Role : Customer



Helen

HR manager at a manufacturing firm attending the AI Conference. Seeking IT solutions for expanding business.





DEMO OF KNOWLEDGE BASE ASSISTANT

AI COURSES



Empower Knowledge Workers

Level-up Your Generative AI Skills

AI Fundamentals Beginner - Intermediate	AI Mastery Advanced	AI for eCommerce Specialization	AI for Executives Strategy - C-Level
GenAI Must Knows <ul style="list-style-type: none"> Fundamentals L1 Text Generation <ul style="list-style-type: none"> (ERCFC) Framework L2 Text Generation <ul style="list-style-type: none"> Chain-of-Thought AI in Enterprise <ul style="list-style-type: none"> Data Governance Integration 	L3 Text Generation <ul style="list-style-type: none"> Chain-of-Thought Tree-of-Thought L4 Text Generation <ul style="list-style-type: none"> Reverse Prompting Medprompt Knowledge Managmnt <ul style="list-style-type: none"> RAG Internal Misuse 	EC1.1 eCom operations <ul style="list-style-type: none"> Tone, persona, market Product content Feedback & improv. EC1.2 client engagmnt <ul style="list-style-type: none"> Personalization Campaign planning Personalized journeys Sentiment driven insights 	GenAI Must Knows <ul style="list-style-type: none"> Fundamentals L1&2 Text Generation <ul style="list-style-type: none"> (ERCFC) Framework Chain-of-Thought L1 Image Generation <ul style="list-style-type: none"> Basic principles Strategy <ul style="list-style-type: none"> 20-min Business Model AI in Enterprise <ul style="list-style-type: none"> Data Governance Integration

Coming up with FTCC
AI Fundamentals / AI for Executives
Week of February 17-21, 2025

ONLINE

Over 2,700 Professionals Trained

AI COURSES FOR BUSINESS

January

English 1h30	Chinese 1h30
Level 3 14/01 Paul • 10h-11h30 GMT+8 Level 4 16/01 Paul • 15h-16h30 GMT+8	Level 1 21/01 Chenzhiing • 10h-11h30 GMT+8 Level 2 24/01 Zhang Jiao • 15h-16h30 GMT+8

2 sessions L1&2 or L3&4
¥800 (= \$110)

February

English 1h30	Chinese 1h30
Level 1 11/02 Gonzague • 10h-11h30 GMT+8 Level 2 13/02 Gonzague • 15h-16h30 GMT+8	Level 3 18/02 Paul • 10h-11h30 GMT+8 Level 4 20/02 Paul • 15h-16h30 GMT+8

Early Bird (up to 1 week before training)
2 sessions L1&2 or L3&4
¥590 (= \$79)

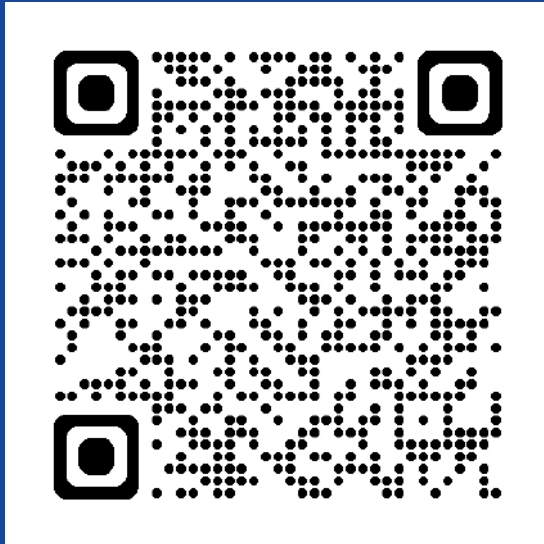
System in Motion
www.system-in-motion.com



BOOK A DEMO

Book a **personalized demonstration** of our advanced knowledge-based chatbot. This is a unique opportunity to see firsthand how our chatbots can assist your team by streamlining information retrieval and decision-making processes.

During the demo, you'll have the chance to experiment with the technology using **your own data** in a secure and productive environment.



<https://system-in-motion.com/en/demo>

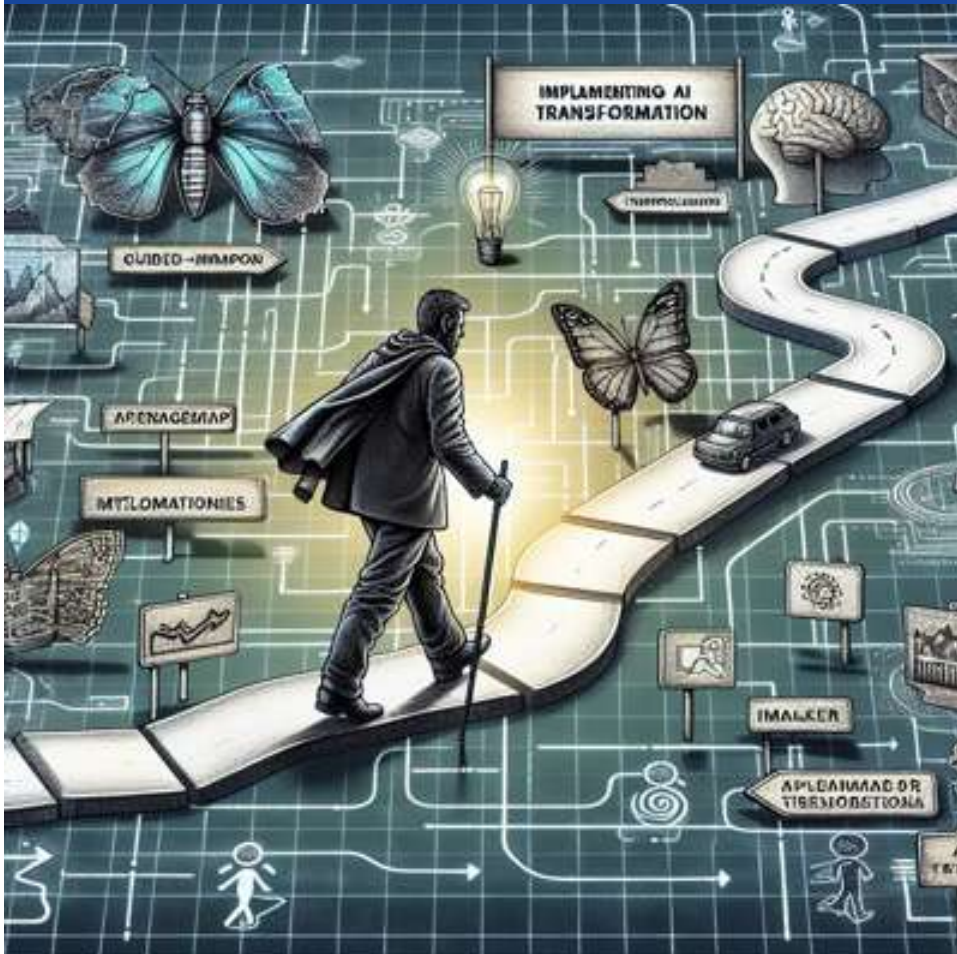
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Q & A ? !



YOUR NEXT STEP?



1. Practice makes perfect
2. Save your favorite prompts
3. Register to our newsletter for weekly tips & use cases
4. If you need help to improve your prompts, contact our prompt experts
5. Register for Level 2
6. Register for Knowledge management demonstration



Image placeholder

Revolutionizing Sales Strategies with AI





Agenda

- 01 Speaker Introduction
- 02 Sales Funnel Overview
- 03 Inbound & Outbound
- 04 Company Highlights
- 05 Outbound Sales Funnel



Julien Gadea

With over a decade of experience in AI innovation, Julien has been dedicated to creating solutions that empower sales teams and B2B marketers.

[SalesMind AI](#), Founder & CEO
[LinkedIn](#)

Sales Funnel

AI is entering in every stage of the funnel for scalable growth

Spark Curiosity

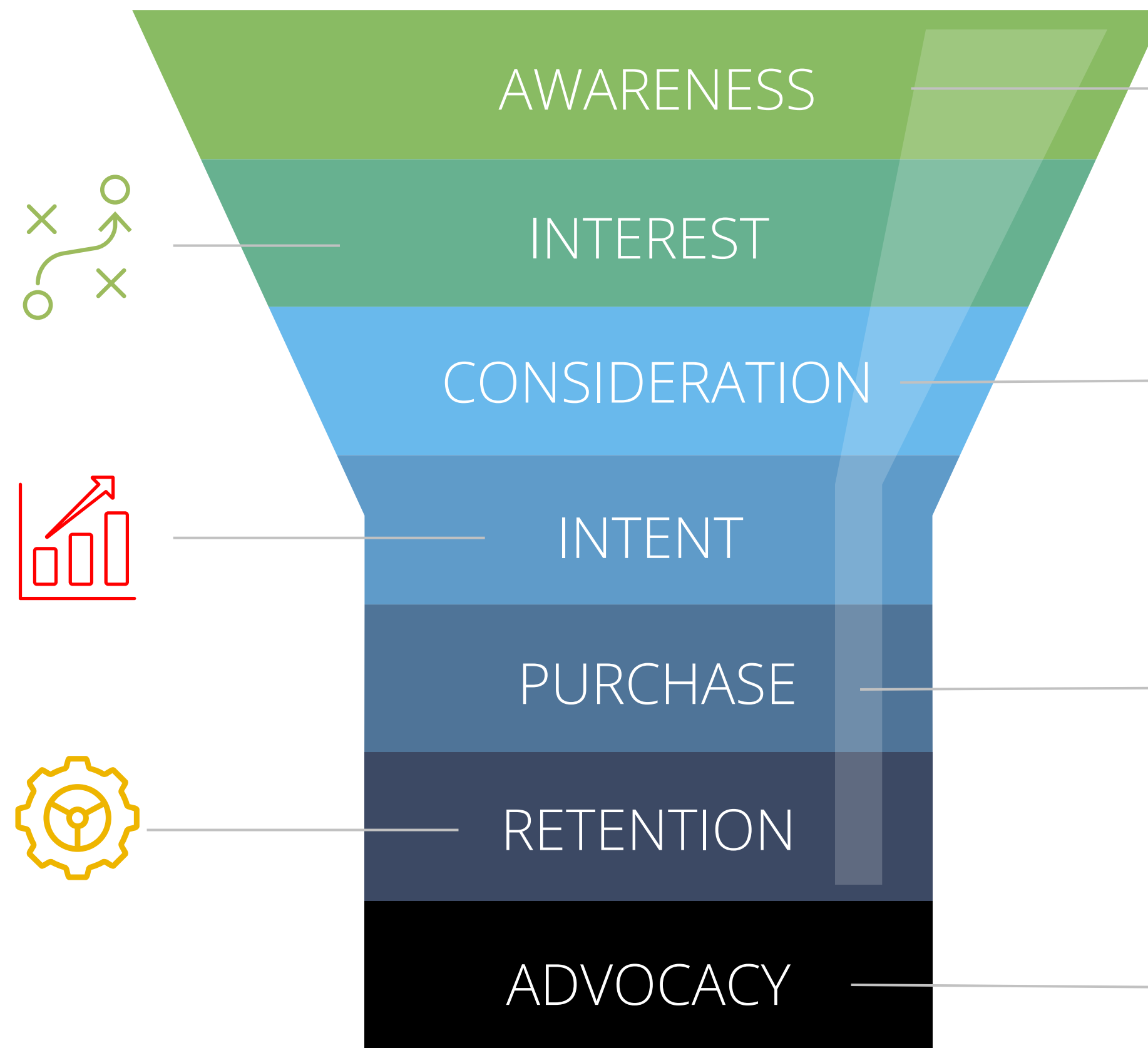
Share educational blogs or videos and follow up with email & DMs.

Encourage Action

Provide a free trial or pricing options and follow up with detailed proposals.

Nurture Loyalty

Use newsletters with tips and make proactive check-in calls to maintain relationships.



Build Visibility

Run targeted ads and identify prospects to create visibility.



Build Trust

Offer free webinars or case studies and schedule discovery sessions to address needs.



Ensure Success

Streamline checkout and onboarding while offering one-on-one consultations..



Create Promoters

Encourage reviews via email campaigns and send personal referral requests.

Buyer Journey #X

Moving Through the Funnel with Multiple Touchpoints

Ads

Capture attention with personalized ads, addressing pain points to spark interest and drive engagement.

Social Media Interactions

Engage with prospects through comments, DMs, or shares to nurture interest and trust.

Visit

Provide a seamless in-store or online experience to showcase value and address customer needs



Social Media Post

Share compelling visuals, stories, or client testimonials to create awareness and spark curiosity.

Review Online

Reinforce trust by ensuring positive and reliable reviews across multiple online platforms.

Spread Out

Encourage customers to take the extra step by sharing their experiences with others.

Buyer Journey #X

Moving Through the Funnel with Multiple Touchpoints

Email

Introduce your solution with a personalized message. Build interest with key pain points.

Demo

Showcase how your product solves specific challenges. Tailor the demo to your audience.

Meeting

Showcase the product during a 1:1 call with prospect to ensure interest.



Social Media Post

Share thought leadership or case studies to generate awareness and spark curiosity.

Social Media Interactions

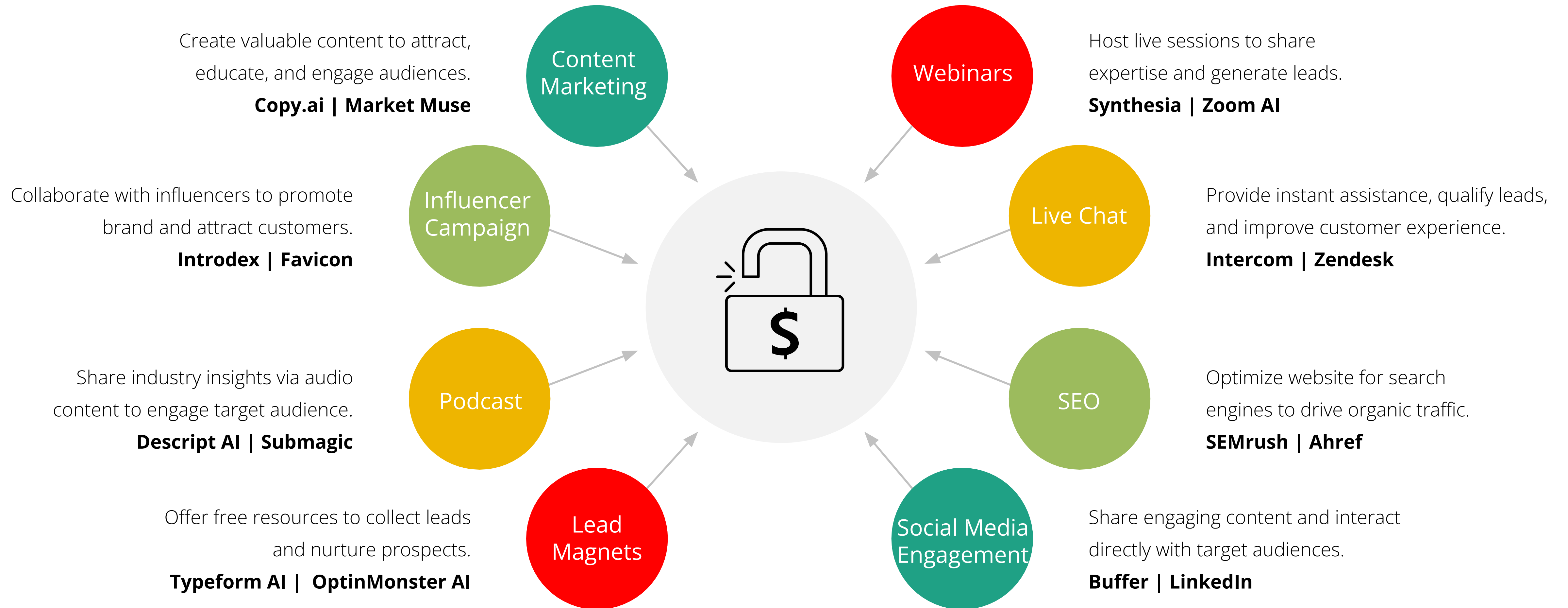
Engage with prospects through comments, DMs, or shares to nurture interest and trust.

Offer

Provide a customized proposal or quote. Emphasize ROI and solutions for stakeholder needs.

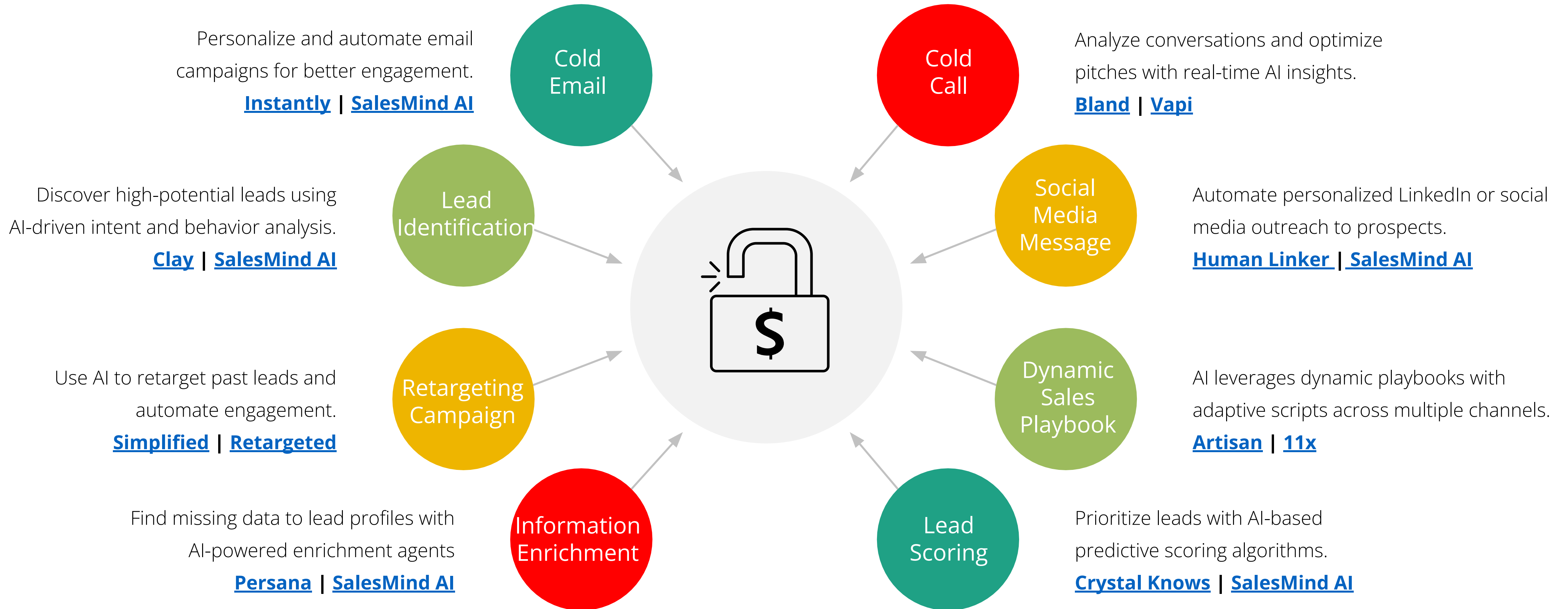
Inbound

Getting better using AI



Outbound

Getting better using AI



**“Inbound and
outbound are
the two sides of
the same coin”**



Problems VS solutions

Traditional method created use case that only AI can scale

Time-Intensive Research

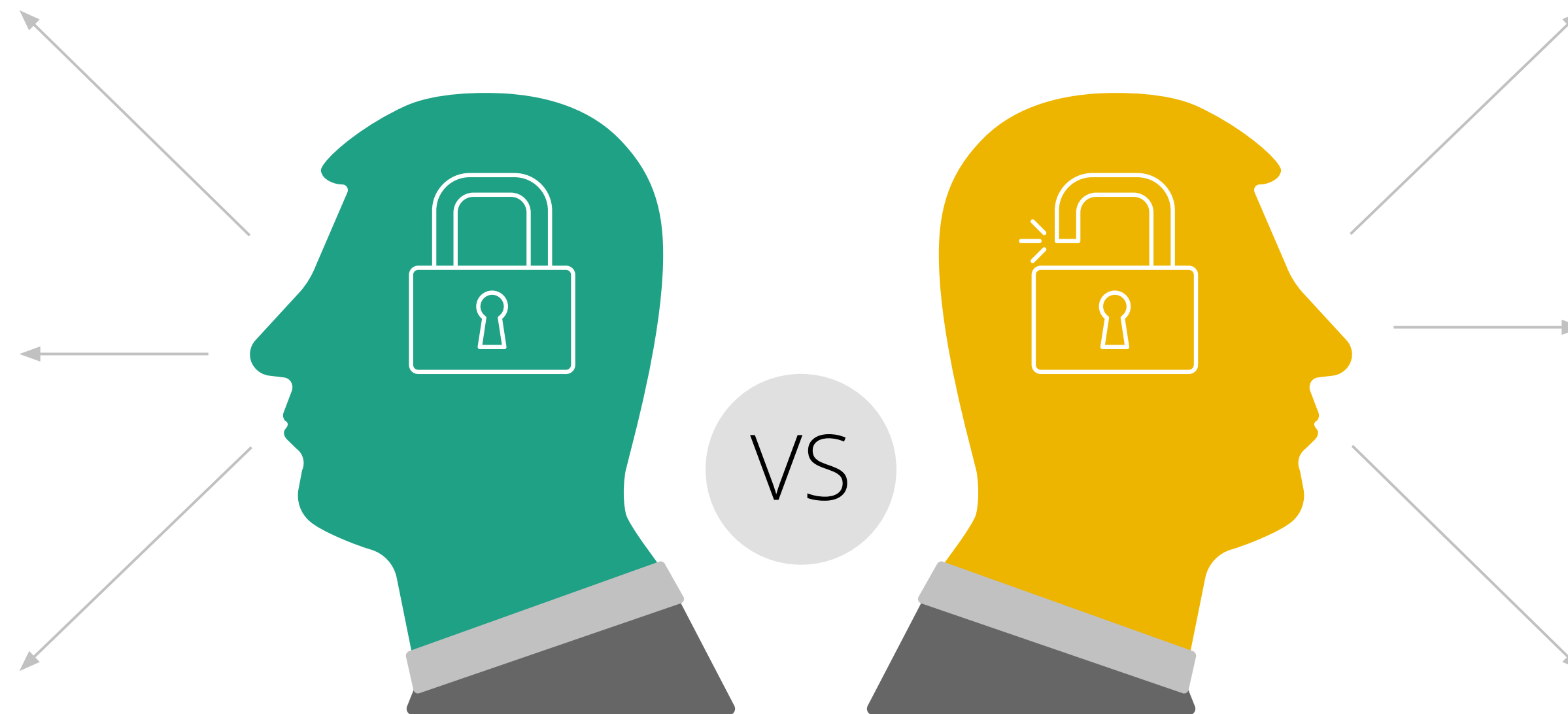
Sales reps spend excessive time researching leads manually.

Low Cold Outreach Success

Cold outreach often results in low conversion rates.

Inefficient Data Handling

CRM data entry reduces selling time.



Automated Lead Generation

Implement AI tools to automate lead generation and qualification.

Data-Driven Outreach

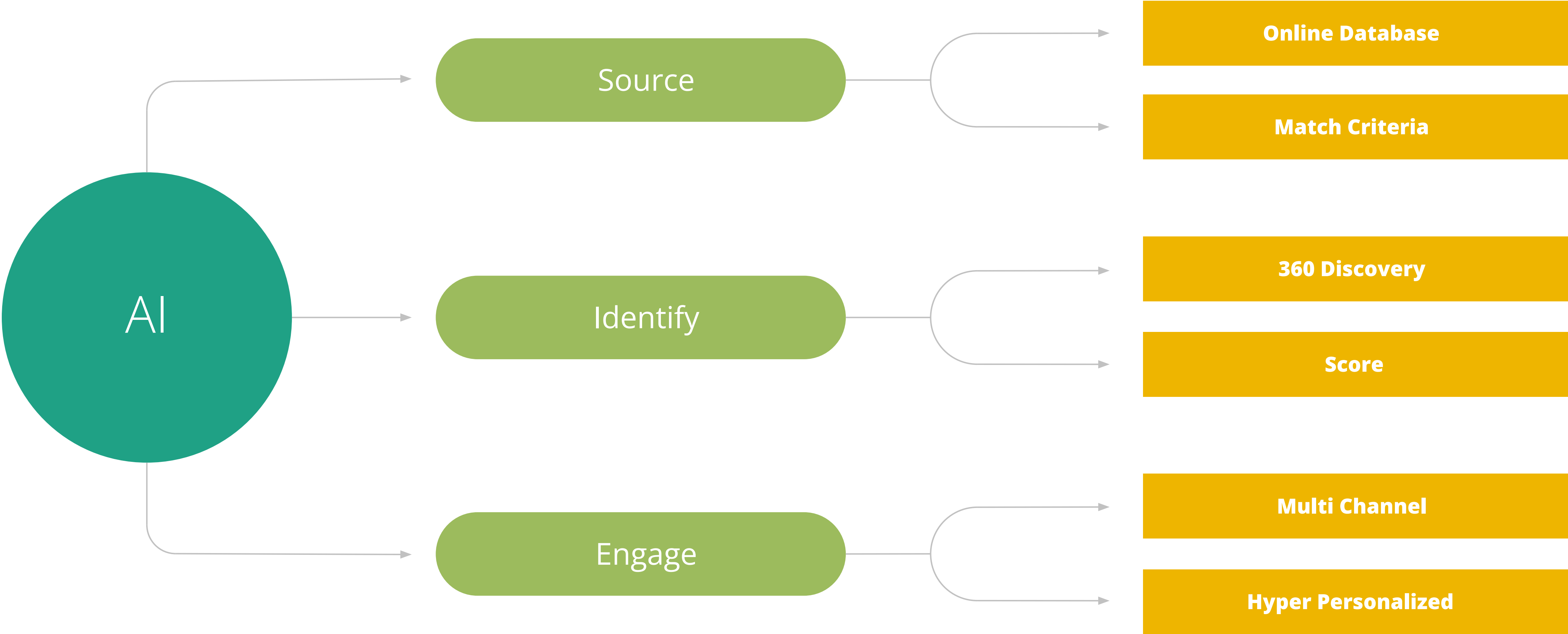
Use data-driven insights to craft personalized outreach.

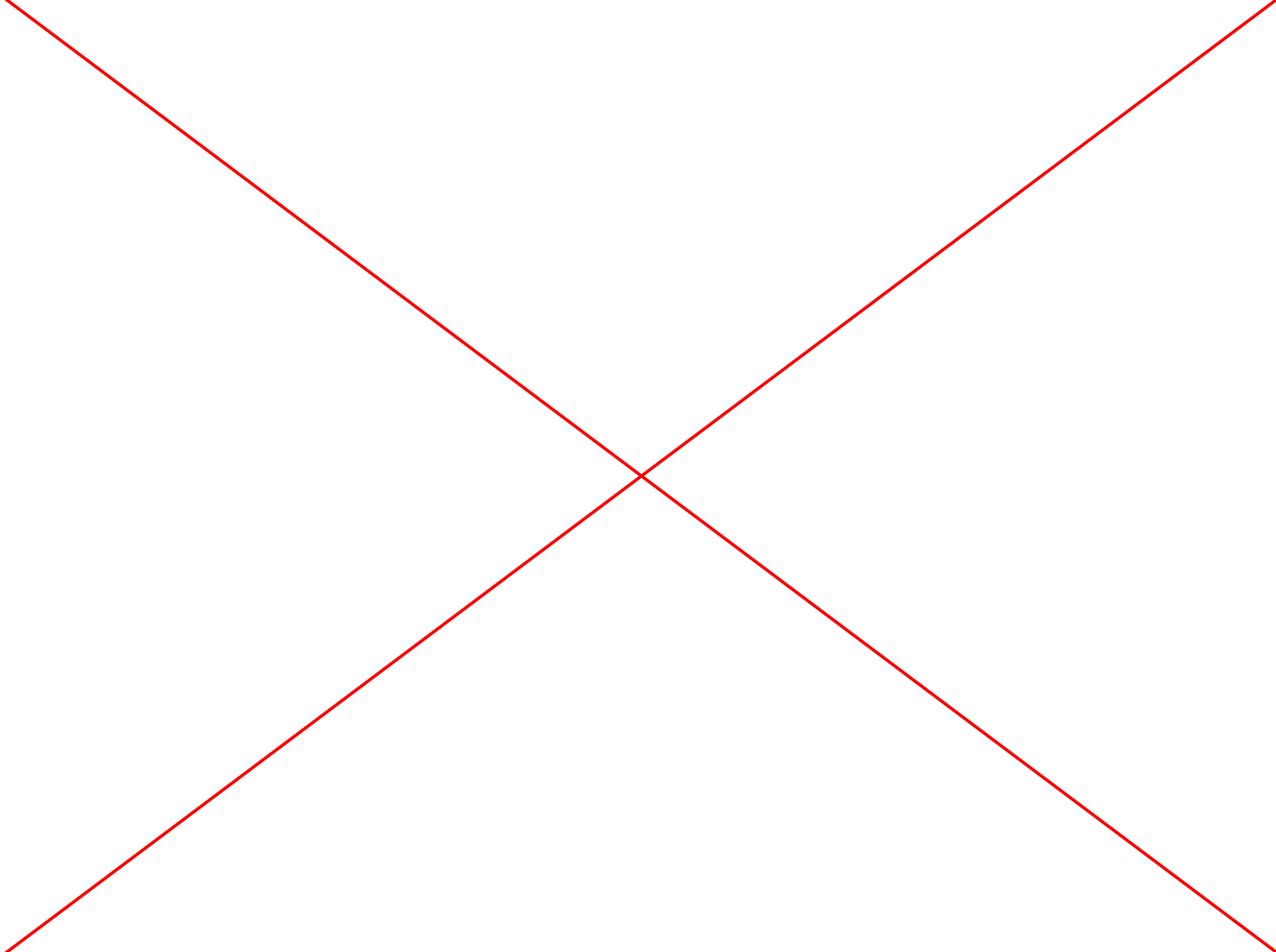
Smart CRM Integration

Adopt tools that auto-sync prospect interactions with CRM systems.

Awareness - Lead Identification

How AI agents serve this purpose?





Interest - Engagement

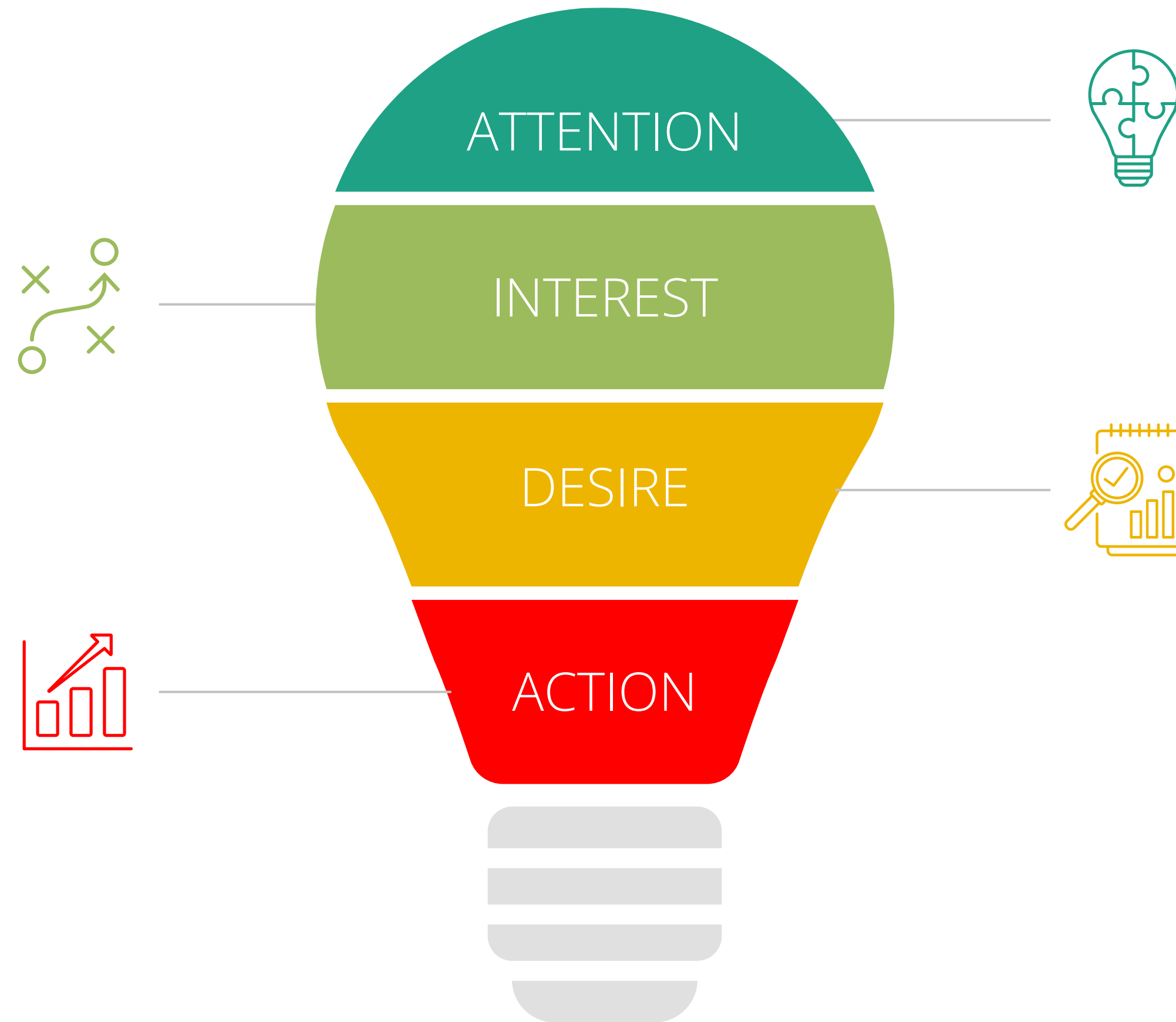
Engage prospects with 6-12 touchpoints to build interest and qualify leads effectively.

Content Sharing

Offer resources like blogs, guides, or case studies to address specific needs.

Invitations

Invite prospects to webinars, Q&A sessions, or demos to showcase your solution's value.

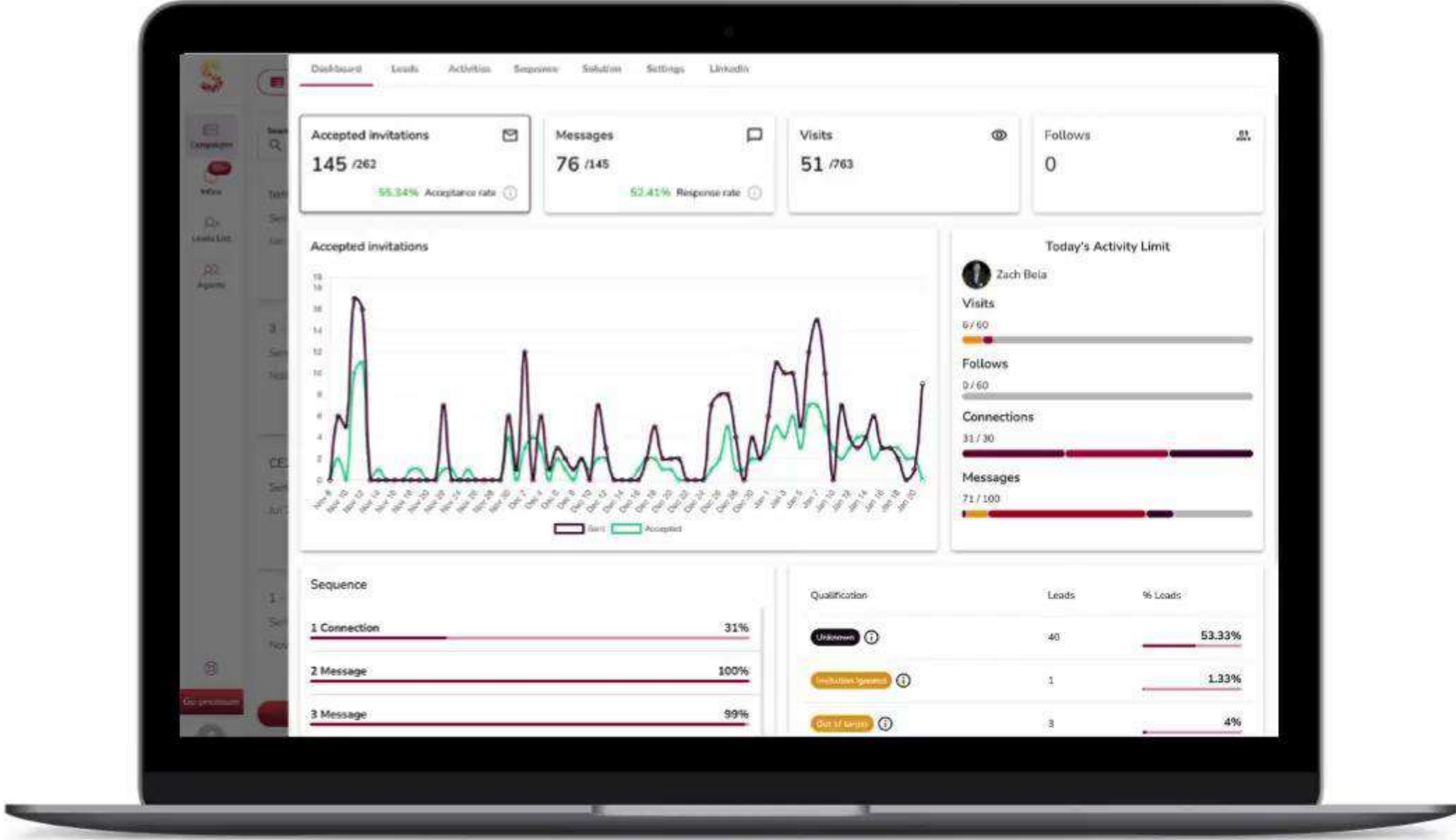


Follow-Ups

Send tailored messages or ads based on prospect behaviors to drive engagement.

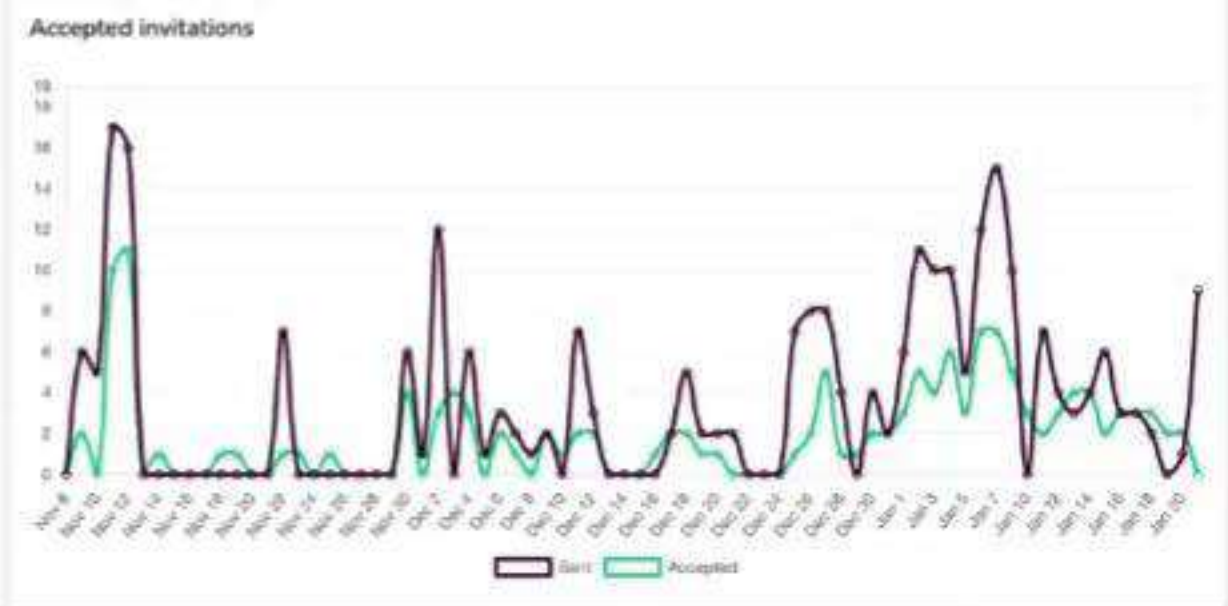
Discovery Questions

Ask questions to understand their pain points, urgency, and how your solution can help.



Dashboard Leads Activity Sequence Solution Settings LinkedIn

Accepted invitations 145 / 262 55.34% Acceptance rate	Messages 76 / 145 52.41% Response rate	Visits 51 / 763	Follows 0
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Today's Activity Limit

Zach Bela

Visits	6 / 60
Follows	0 / 60
Connections	31 / 30
Messages	71 / 100

Sequence

1 Connection	31%
2 Message	100%
3 Message	99%

Qualification	Leads	% Leads
Unknown	40	53.33%
Invitation ignored	1	1.33%
Out of leads	3	4%

Consideration - Lead Qualification

AI scoring acts as the foundation, connecting enrichment, predictive intelligence, and automation to deliver a complete, effective lead qualification system.



THANK YOU!



GET IN TOUCH:

SalesMind

www.sales-mind.ai

