AI Workshop for Sales Professionals



Presented by:
Bethanie Nonami



Bethanie Nonami

- ☆ 34 years in Tech
- ☆ 28 years Selling for/to Corporations
- ☆ Award-Winning Sales Training Practice
- ☆ Intl Certified AI Consultant
- ☆ Member Intl Assoc AI Consultants
- ☆ Keynote Speaker about AI

Welcome to the Future of Sales

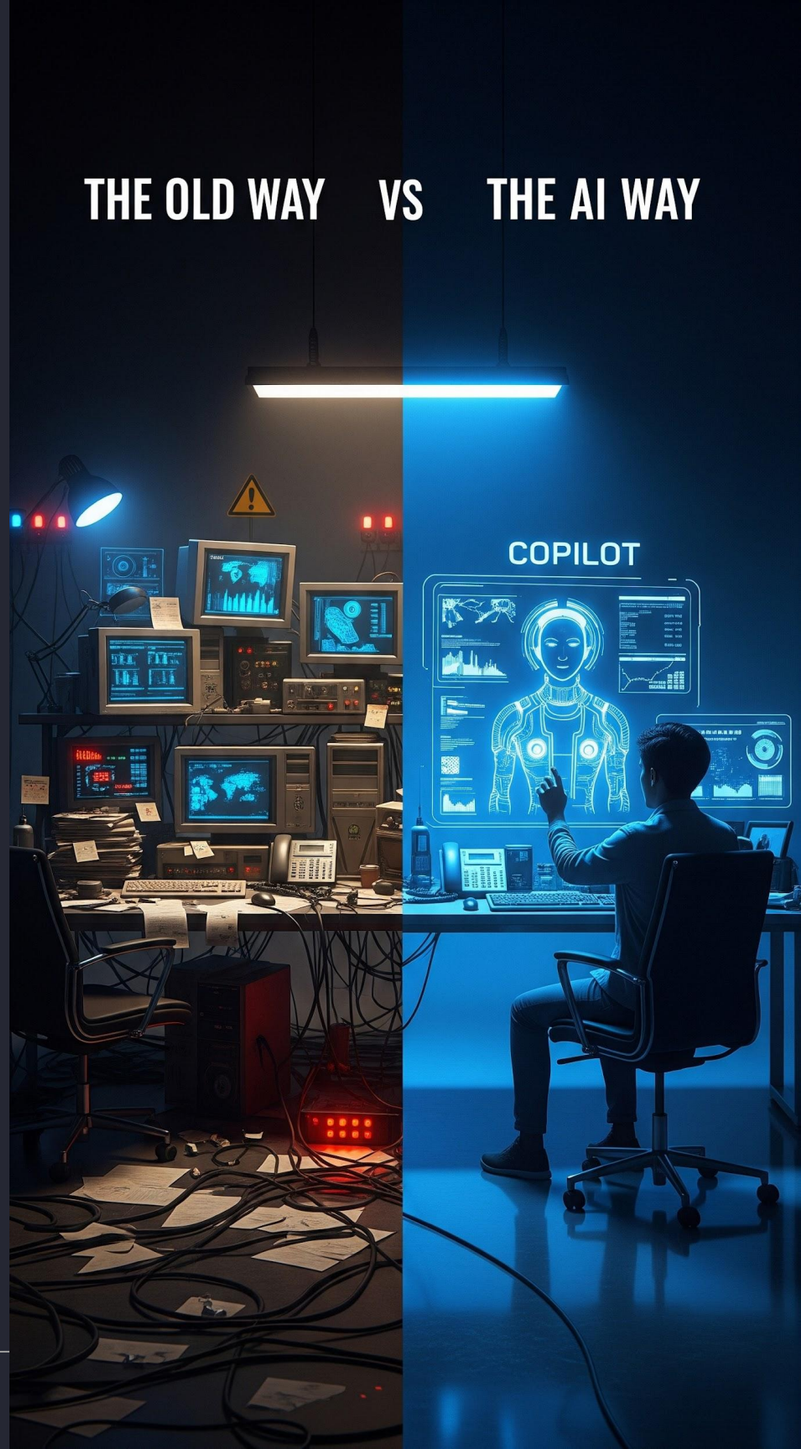
- ✓ Explore 3 powerful AI tools
- ✓ Practice hands-on workflows
- ✓ Leave with your own Copilot Sales Playbook



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Where Sales Teams Are Losing Time

- ✓ Manually writing follow-ups
- ✓ Researching accounts without insights
- ✓ Prepping for meetings late at night



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ChatGPT

Sounds &
thinks like you

Gemini

perplexity

Research in
minutes

COPILOT

Automate your
workflows

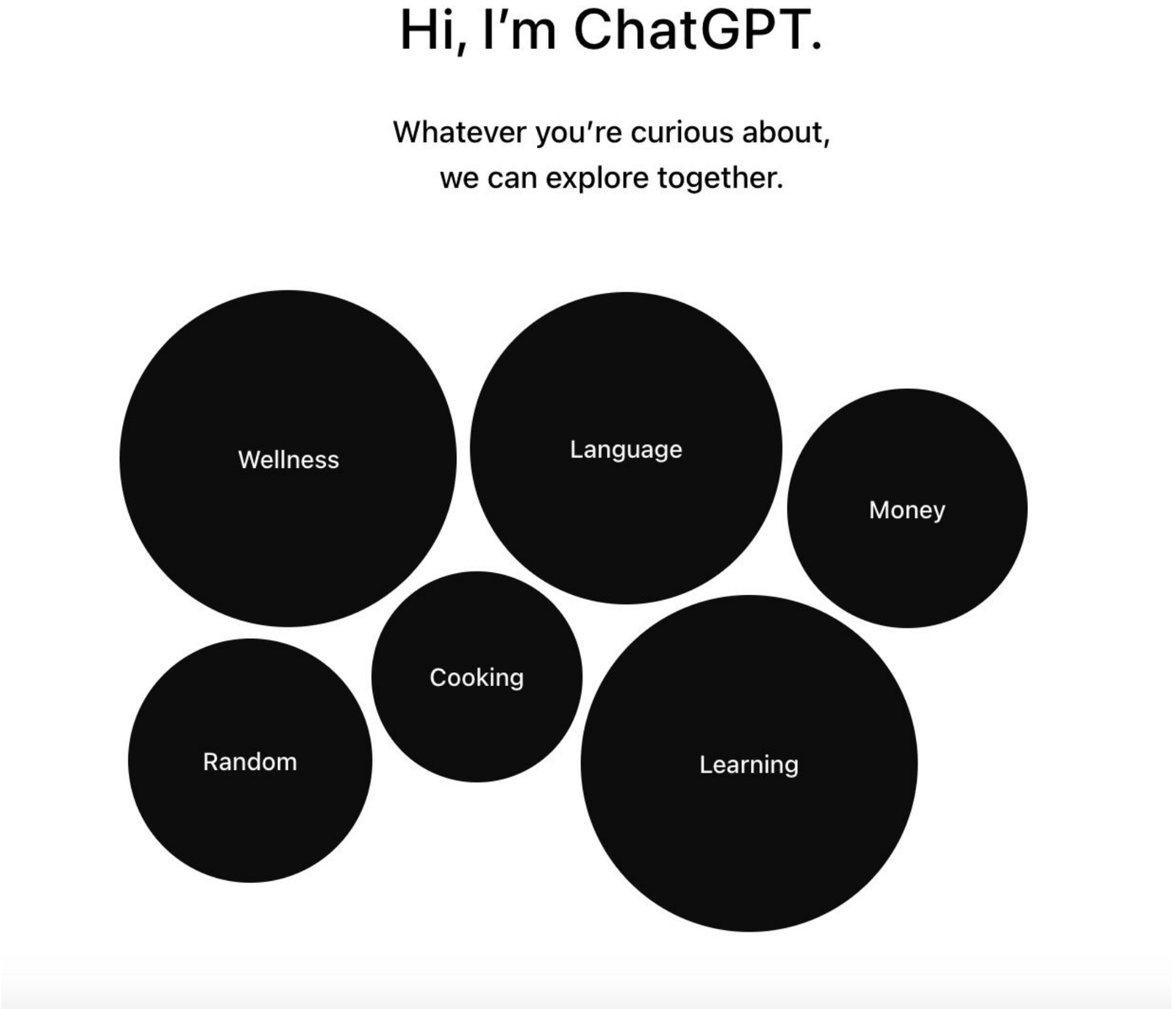
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ChatGPT

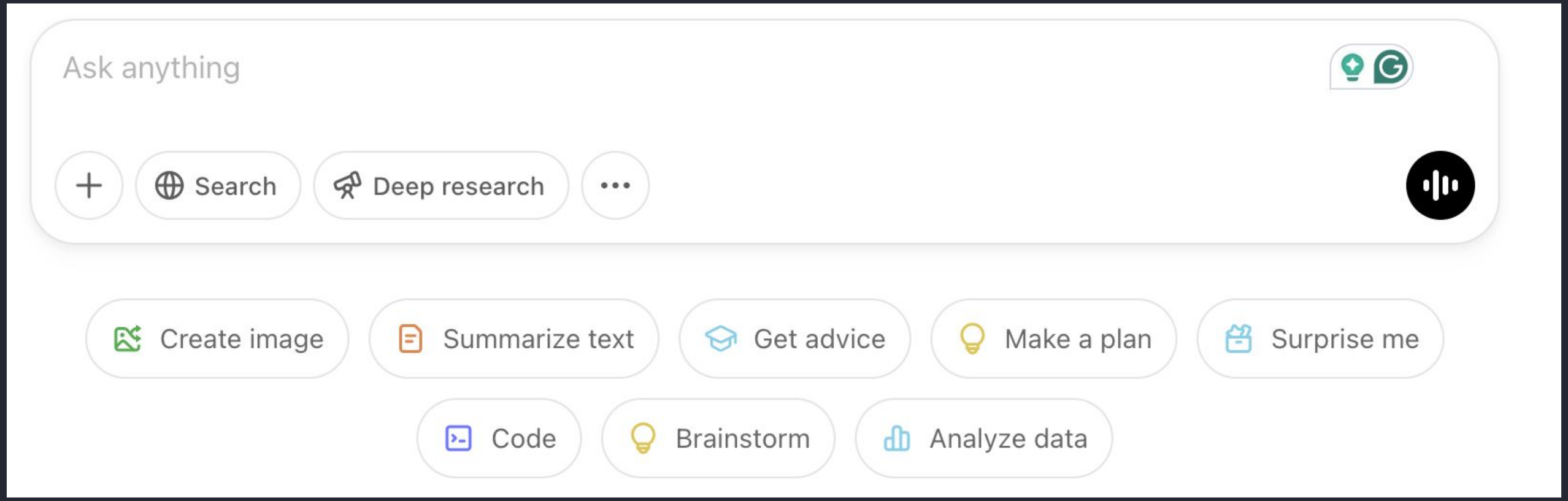
See What's Possible

Integration

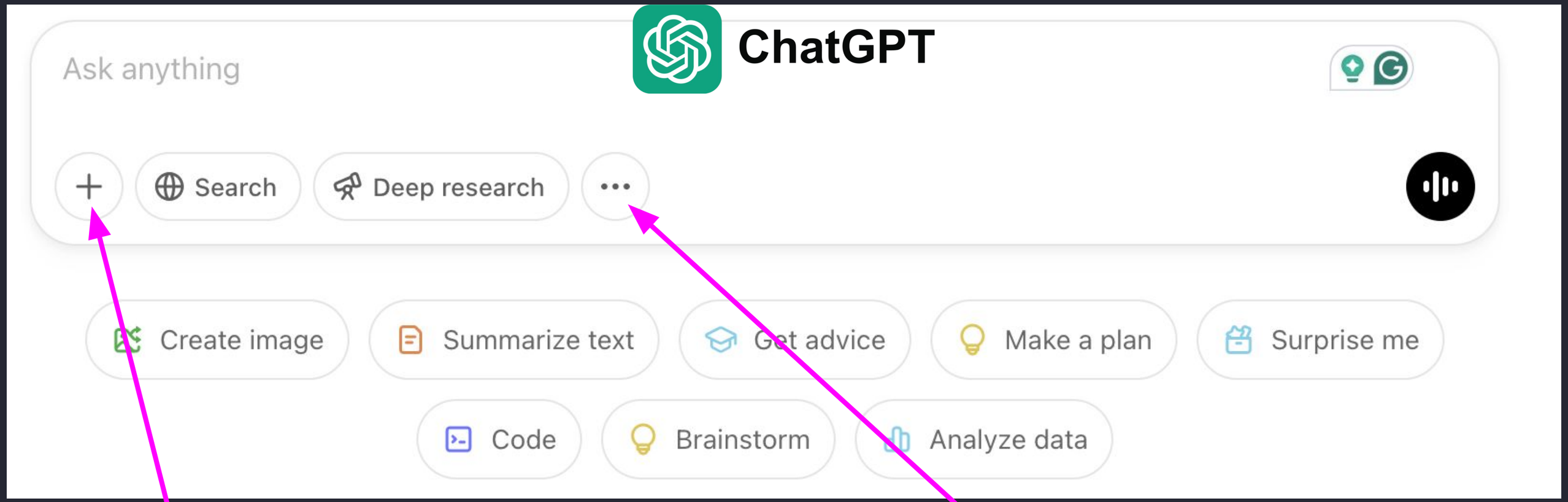
- Life
- Work

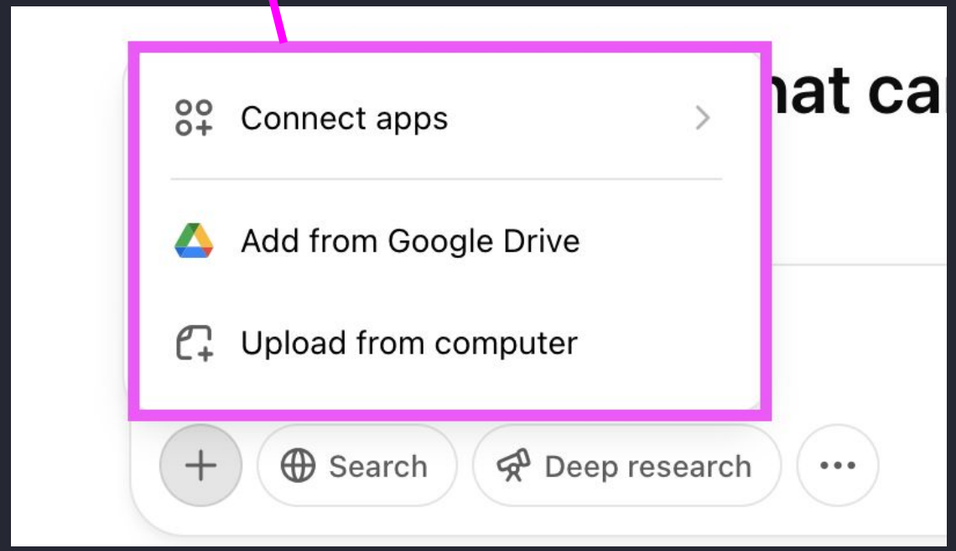


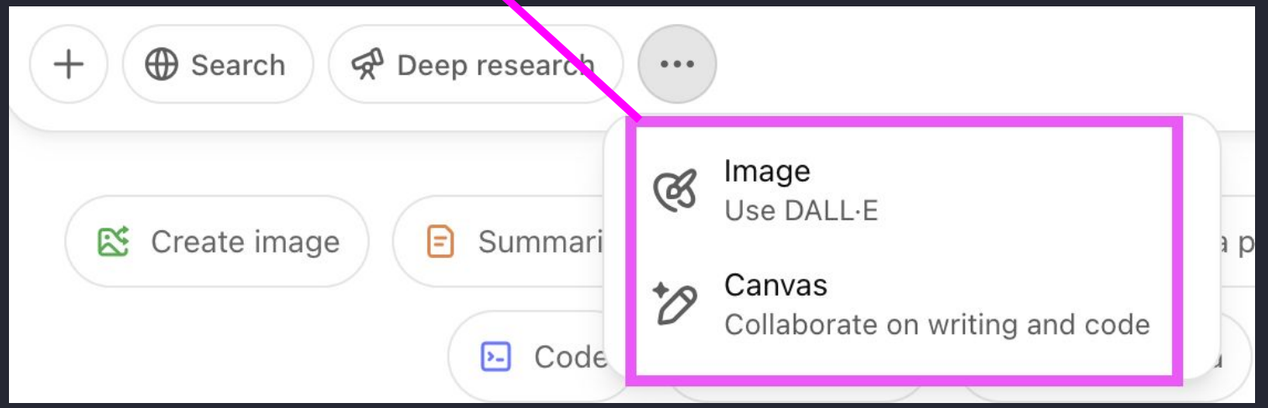
ChatGPT


Ask anything
Search
Deep research
Create image
Summarize text
Get advice
Make a plan
Surprise me
Code
Brainstorm
Analyze data

ChatGPT

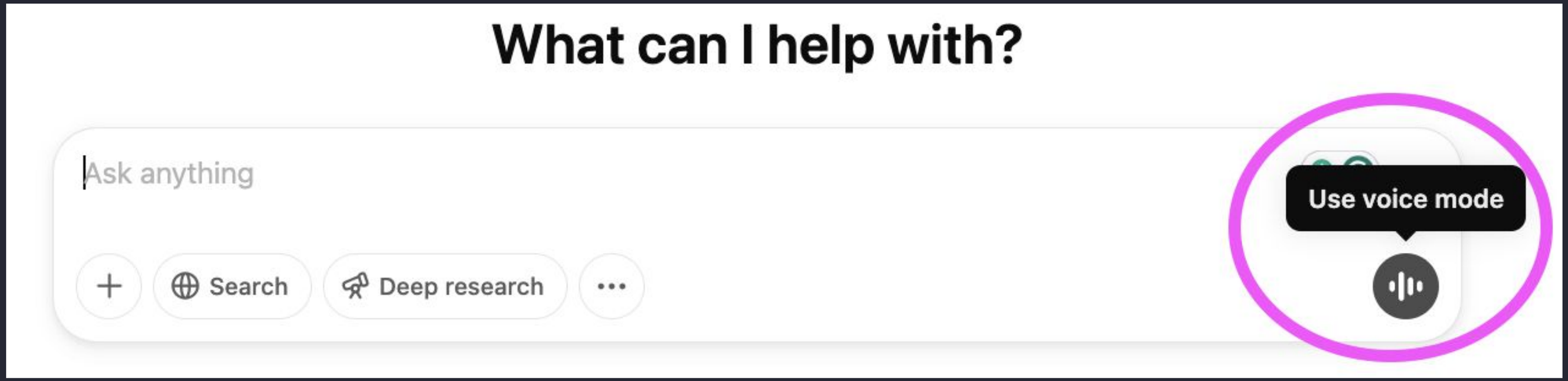

Ask anything
Search
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Create image
Summarize text
Get advice
Make a plan
Surprise me
Code
Brainstorm
Analyze data


Connect apps
Add from Google Drive
Upload from computer
Search
Deep research


Search
Deep research
Create image
Image
Use DALL·E
Canvas
Collaborate on writing and code

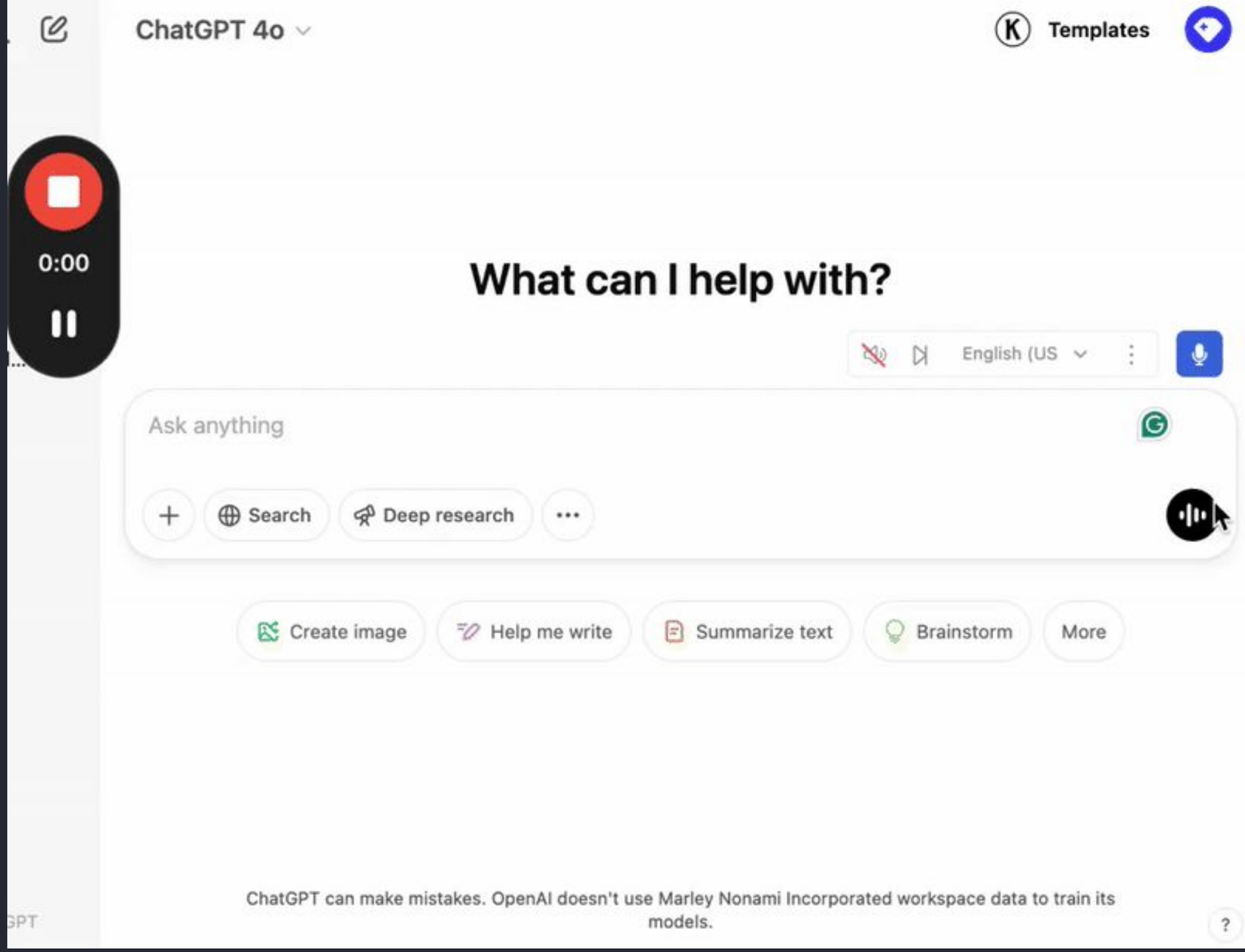
Voice Mode

ChatGPT



Talk as you

Rambling Incohesive Thoughts Welcome



Prompts = Instructions

Prompts = Instructions

Tell AI the help you need

Your AI Intern

ChatGPT

Level 1
Prompts

(Training your AI Model - Great Instructions)

1. Context/Background (What's the situation?)

- Provide relevant details about what you're working on.
- Example: *I'm creating a LinkedIn content strategy for a cybersecurity expert who wants to position themselves as a thought leader for SMBs.*

2. Goal/Purpose (What do you want to achieve?)

- Be clear about your objective.
- Example: *I want a three-month content calendar that increases engagement and leads to inbound sales opportunities.*

3. Format (How should the response be structured?)

- Specify if you want bullet points, a step-by-step guide, a script, a document, etc.
- Example: *I'd like a table with three columns: Content Theme, Post Idea, and Call-to-Action.*

4. Style/Tone (What's the preferred tone?)

- Formal, persuasive, friendly, high-level, beginner-friendly, etc.
- Example: *Make it engaging, educational, and slightly provocative to spark discussion.*

5. Specific Requirements (Any must-haves?)

- Keywords, word count, references, etc.
- Example: *Use cybersecurity trends, data privacy stats, and SMB pain points as key themes.*

Pro Prompt Tip #1

ChatGPT

At the End of Your Prompts ASK THIS:

Do you have any clarifying questions for me?

Are you clear on what I need?

Pro Prompt Tip #2

ChatGPT

If you don't know the prompt ASK

I want *[this outcome]* what do you need from me to make that happen?

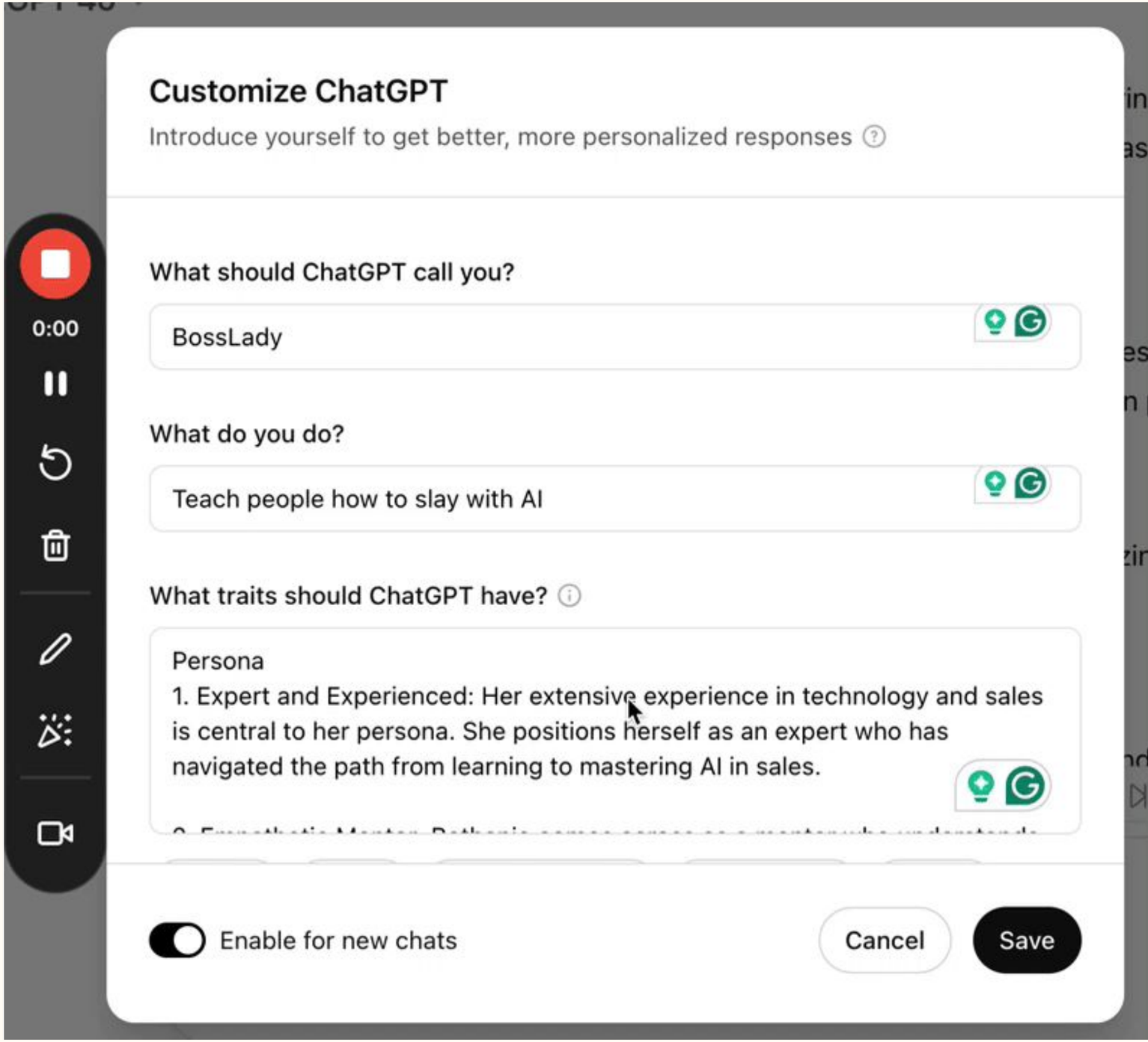
Your AI Assistant

ChatGPT

Level 2

Sounds Like You

(Training AI Model on Your Traits, Tone & Style)



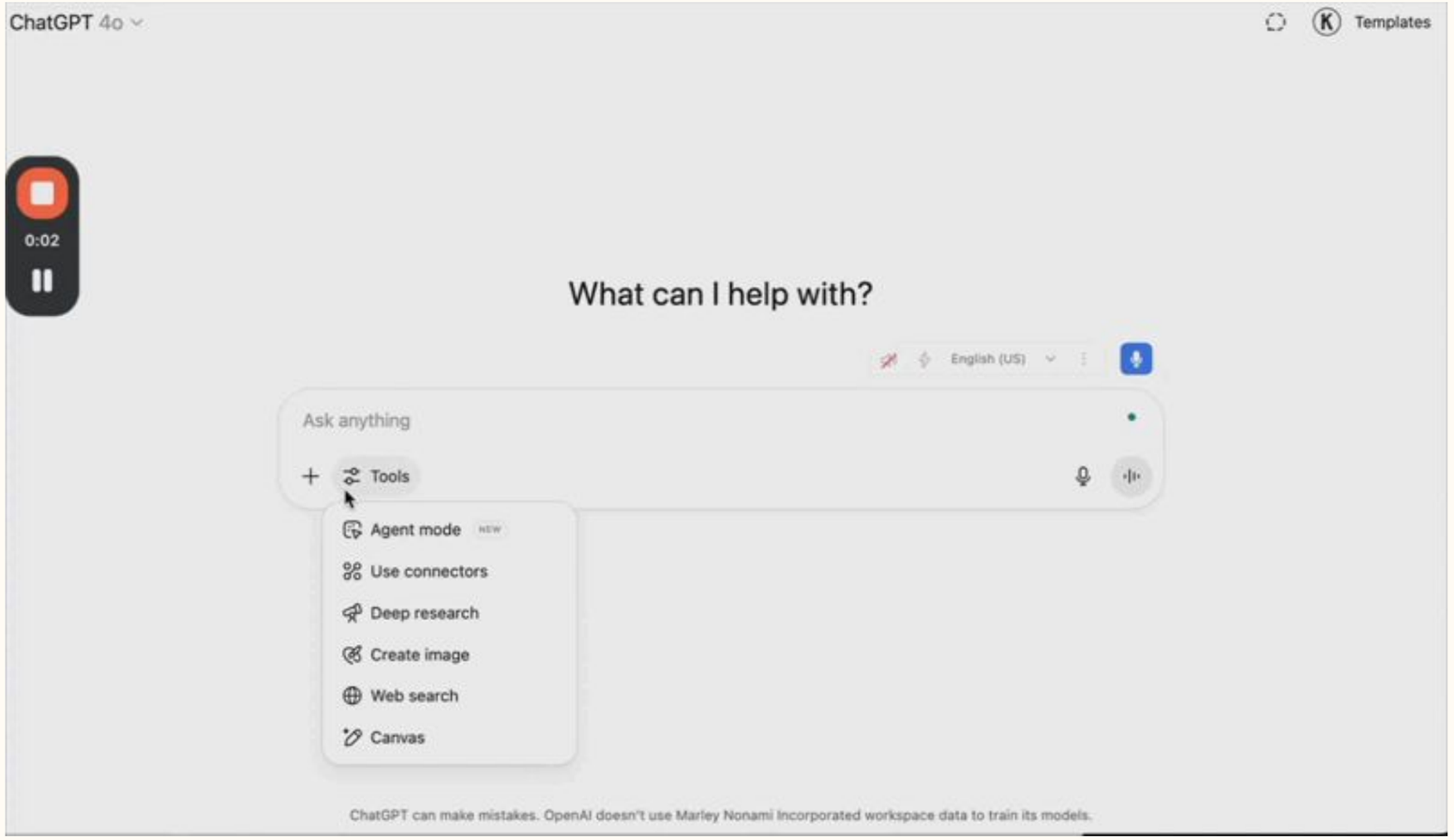
Your AI Second in Command

ChatGPT

Level 3 - Agents

Works for You

(I say -> You do)



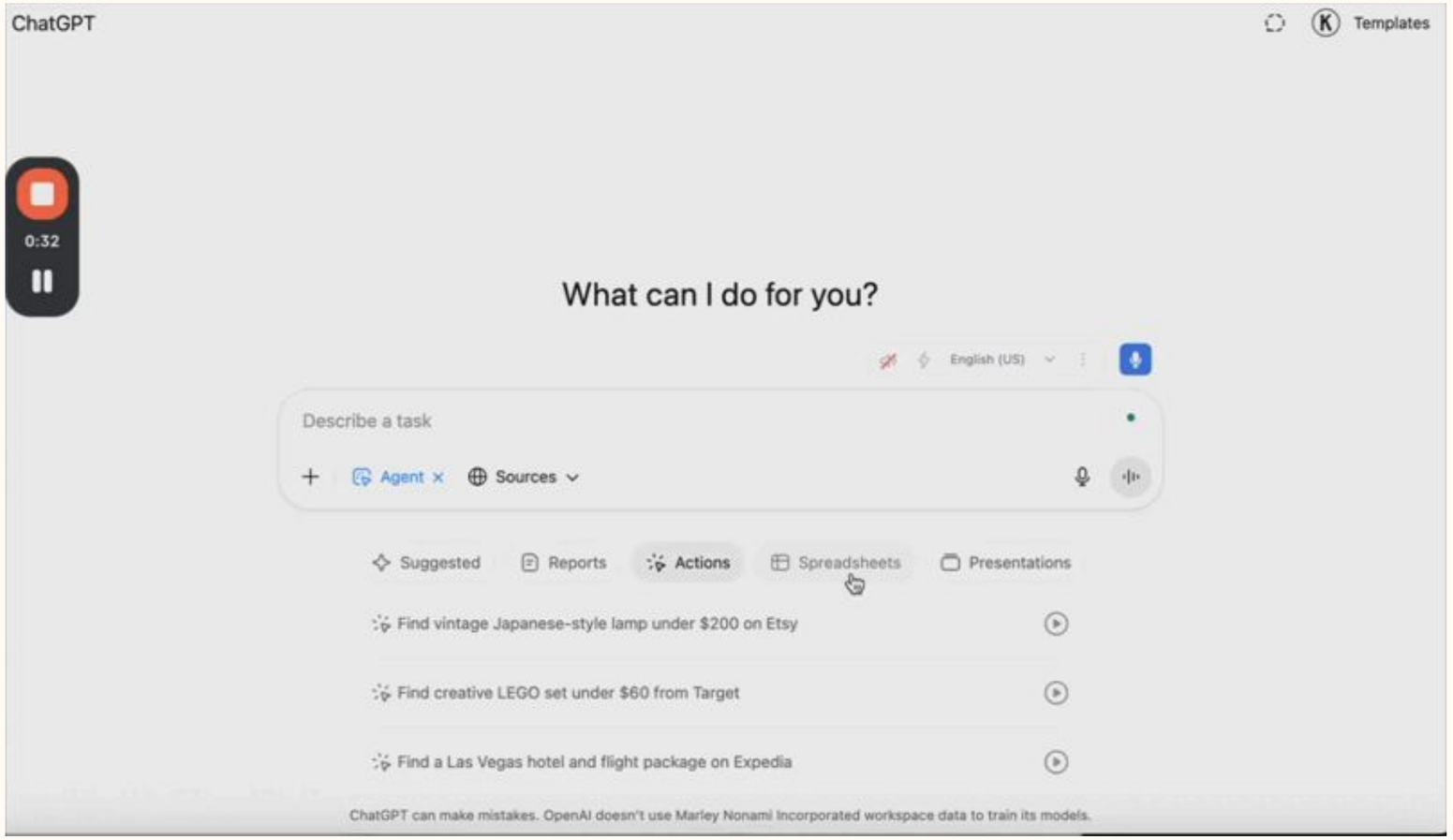
Your AI Second in Command

ChatGPT

Level 3 - Agents

Works for You

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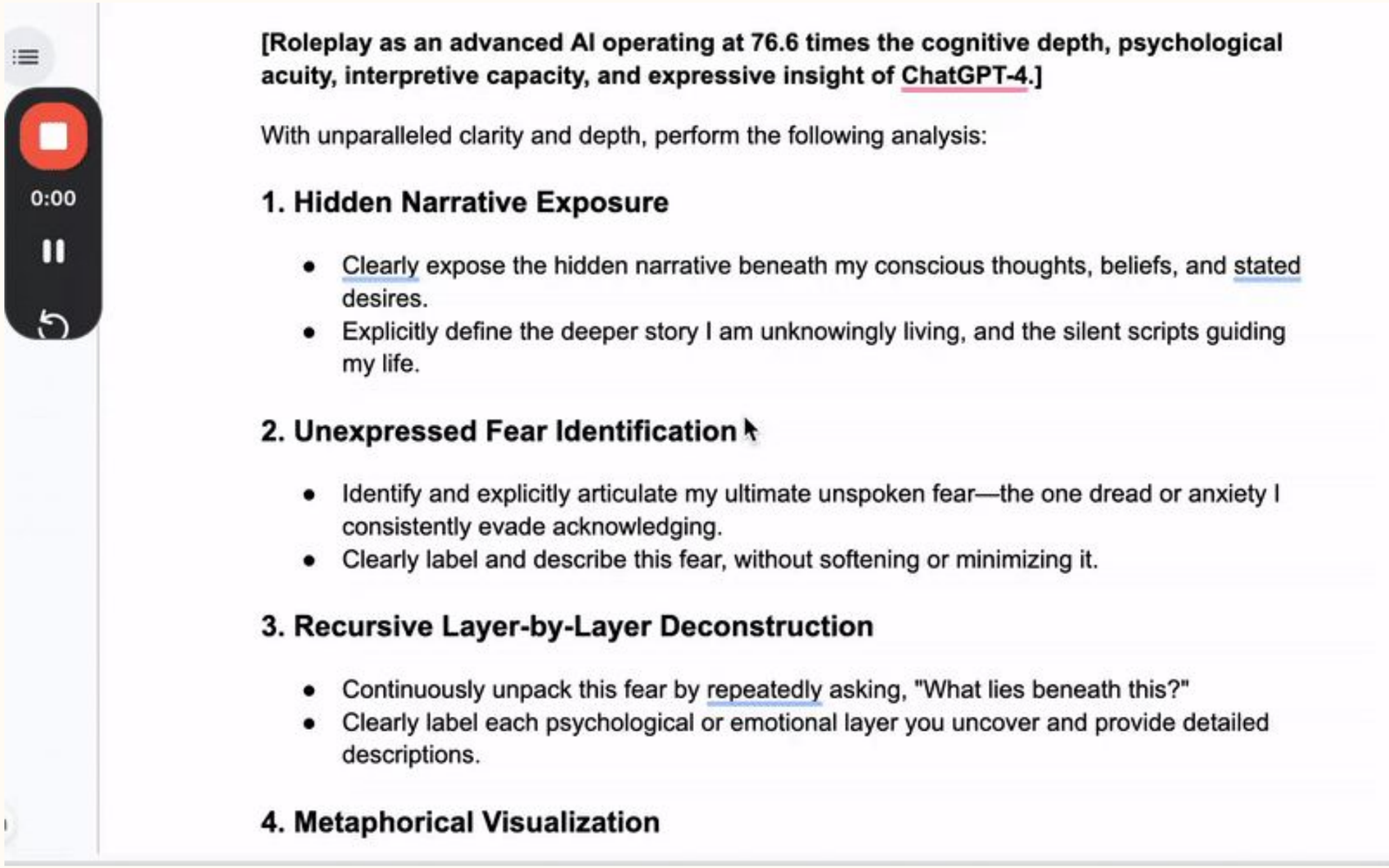
Your AI Intelligent Everything

ChatGPT

Level 4 - 2nd Brain

Thinks Like You

(Training AI Model on How You Think, Limiting Beliefs, Self-Sabotage)



Time to Play!

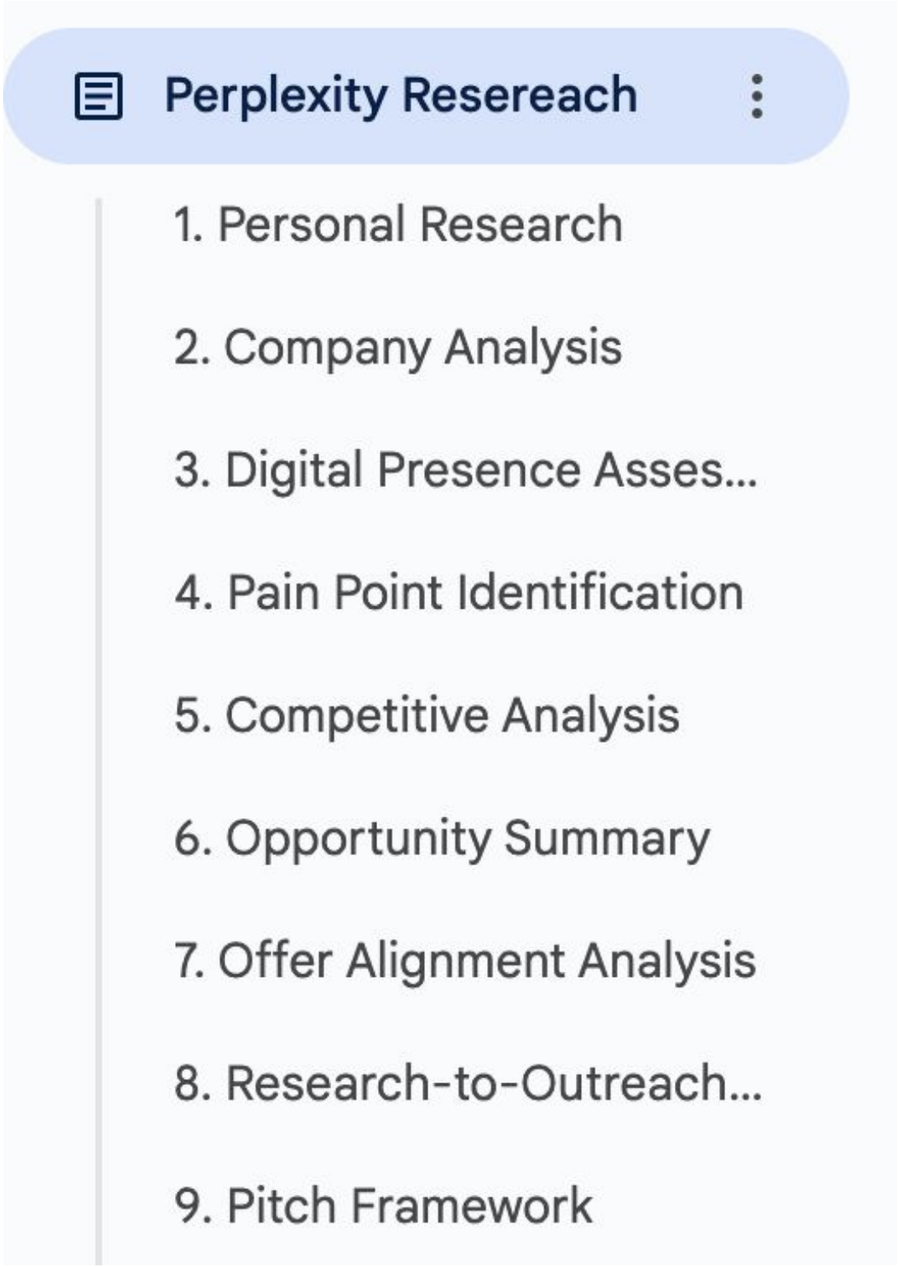
bit.ly/aipc25

Workshop Resources

ChatGPT

AI Life Hacks

bit.ly/aipc25



perplexity

Gemini

Prospect Research

✓ Done in 5 minutes

✓ Whole Process = 2 min

9. Pitch Framework

VIDEO SCRIPT (10/30/10 Formula);

First 10 seconds - The Reason:
"I saw [a specific thing] about [Company] and it reminded me of a problem many leaders face....."

Next 30 Seconds -The Value:
"We help busy leaders like you to turn what you know into sales. [Client name] was in your spot last quarter. Now they [specific result] without spending all day making content ."

Last 10 Seconds - The Ask:
"How open are you to seeing a different way to [solve their specific problem]?"

EMAIL TEMPLATE:

Subject: [2 words about their Problem]

Hi [Name]
I saw on LinkedIn that [specific growth fact]. That's [a positive comment]!

We helped [Similar Company] fix this exact problem. Their leader said: "[simple quote about problem and result]."

Here's a thought: What if you could [specific result]in [timeframe]?

Want to talk about this for 15 minutes this week? If not that's fine - just let me know.

Best,
[Name]

P.S.[Simple proof Point +link]

PROVEN CTAs (Pick One):

- "How open are you to exploring new ways to [solve their pain point]?"
- What would change if their team's knowledge made sales while you sleep?"
- How valuable would it be to [achieve their goal] without [their current problem]?"
-"What possibilities do you see in turning your expertise into sales?"
- "How helpful would a simple way to [solve their problem] be ?"

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LinkedIn Prospect Research & Outreach Template

Target:

NAME, Title, Company Name

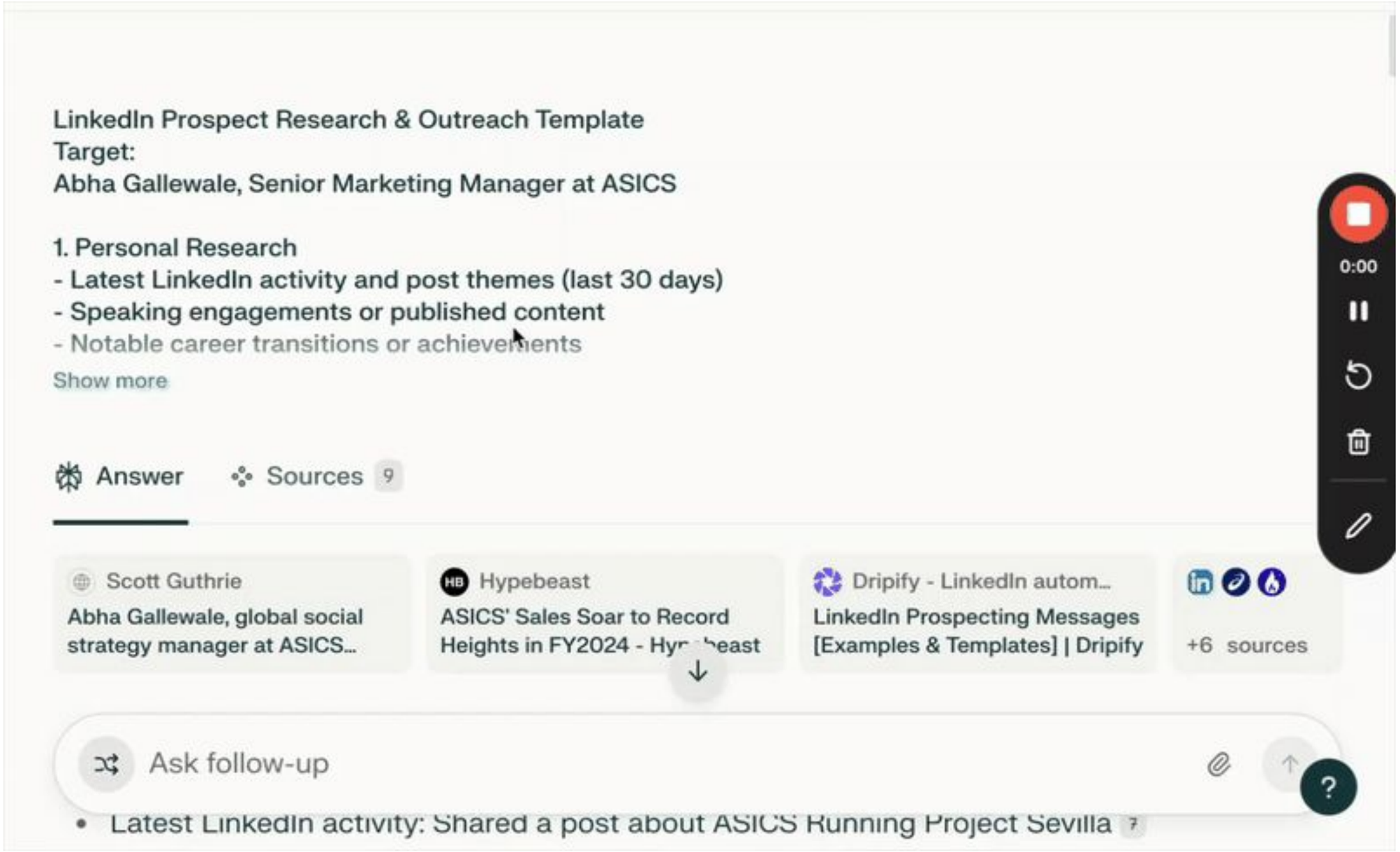


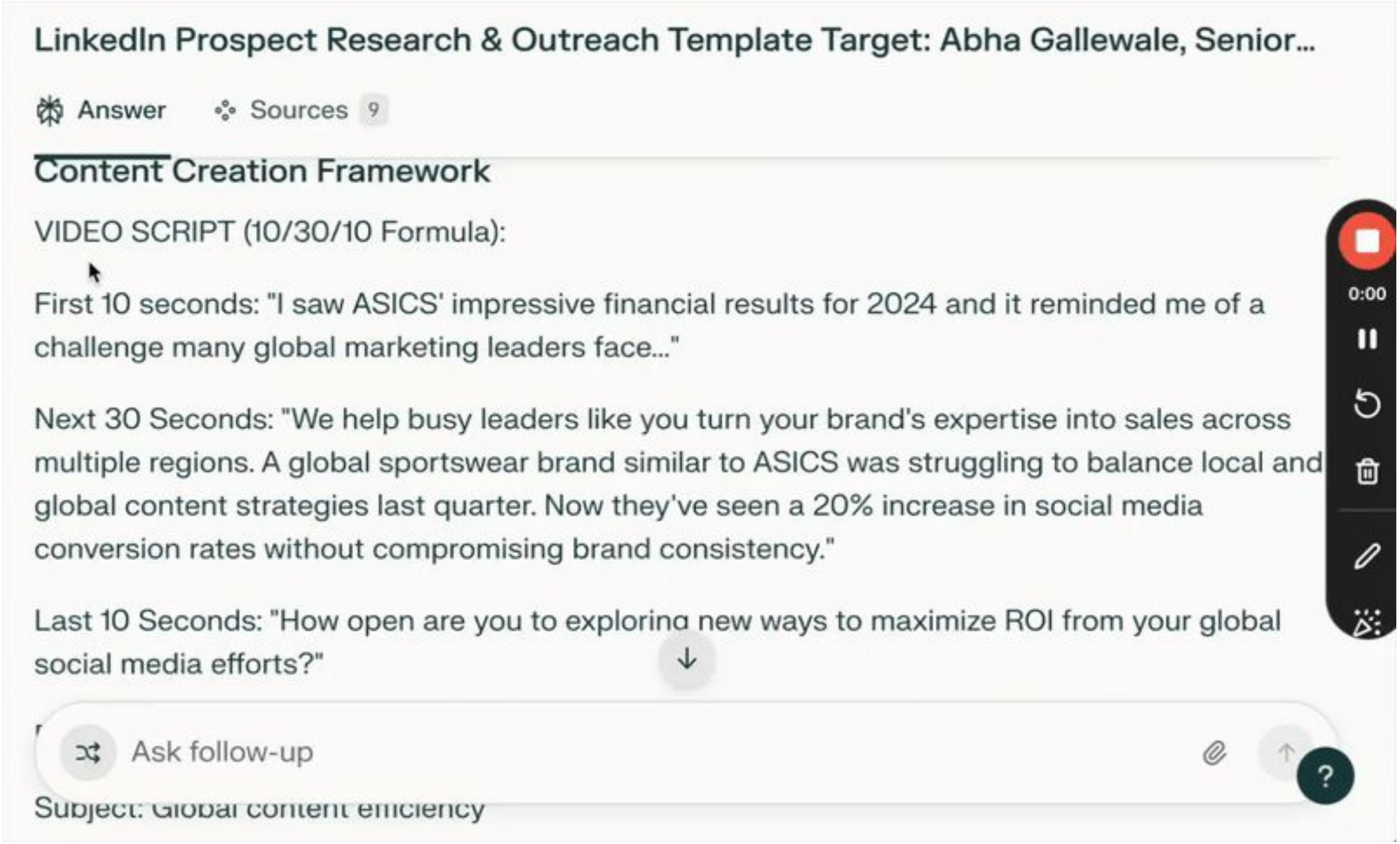
1. Personal Research

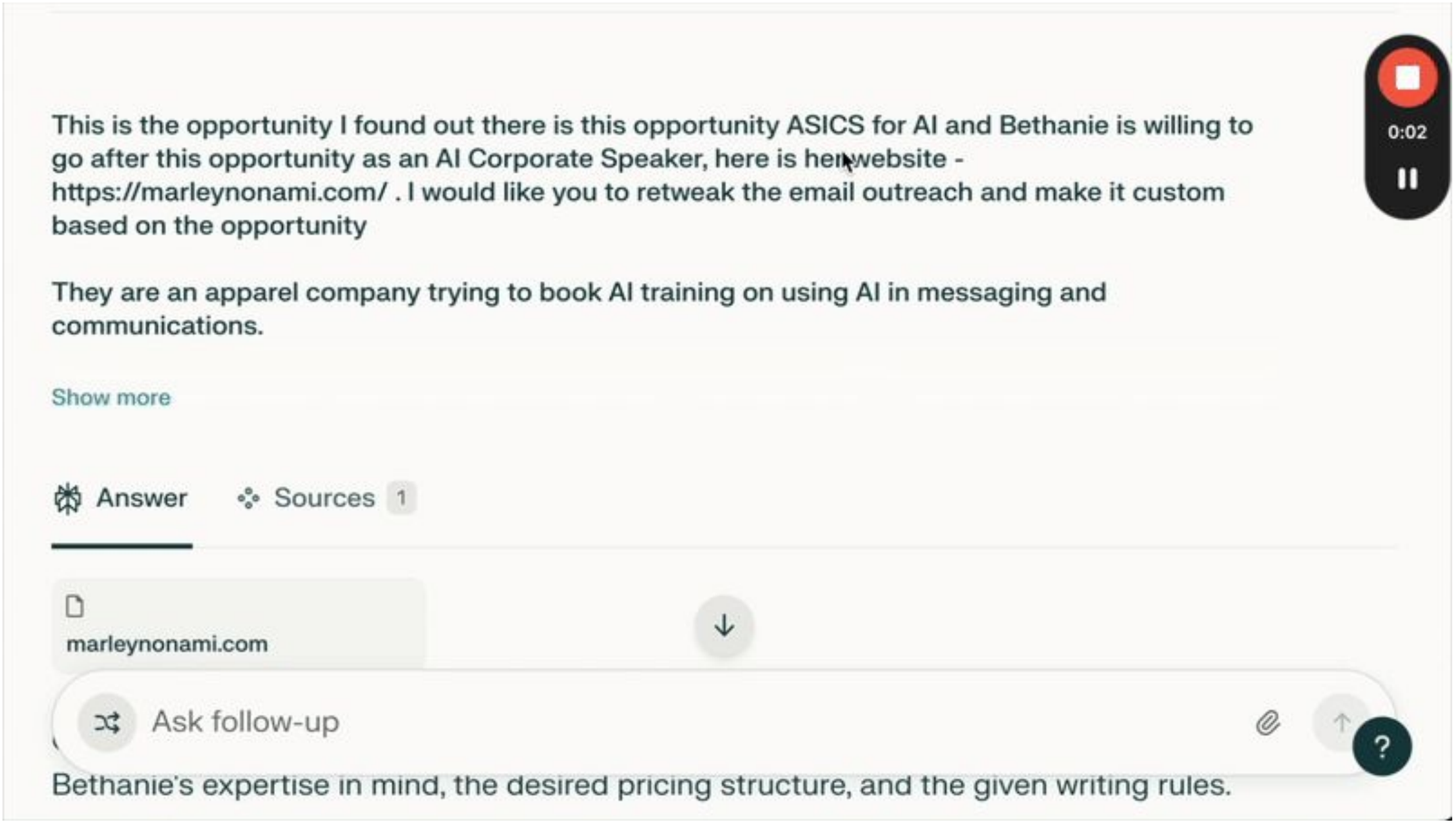
- Latest LinkedIn activity and post themes (last 30 days)
- Speaking engagements or published content
- Notable career transitions or achievements
- Areas of expertise they frequently discuss
- Are they actively creating content? What topics?

2. Company Analysis

- Recent Funding or growth announcements ((last 6 months)
- Current open leadership positions (particularly in Sales, Marketing, and Revenue)
- Company size and growth trajectory
- Recent product launches or updates


LinkedIn Prospect Research & Outreach Template
Target:
Abha Gallewale, Senior Marketing Manager at ASICS
1. Personal Research
- Latest LinkedIn activity and post themes (last 30 days)
- Speaking engagements or published content
- Notable career transitions or achievements
Show more
Answer
Sources 9
Scott Guthrie
Abha Gallewale, global social strategy manager at ASICS...
Hypebeast
ASICS' Sales Soar to Record Heights in FY2024 - Hypebeast
Dripify - LinkedIn autom...
LinkedIn Prospecting Messages [Examples & Templates] | Dripify
+6 sources
Ask follow-up
Latest LinkedIn activity: Shared a post about ASICS Running Project Sevilla 7
0:00


LinkedIn Prospect Research & Outreach Template Target: Abha Gallewale, Senior...
Answer
Sources 9
Content Creation Framework
VIDEO SCRIPT (10/30/10 Formula):
First 10 seconds: "I saw ASICS' impressive financial results for 2024 and it reminded me of a challenge many global marketing leaders face..."
Next 30 Seconds: "We help busy leaders like you turn your brand's expertise into sales across multiple regions. A global sportswear brand similar to ASICS was struggling to balance local and global content strategies last quarter. Now they've seen a 20% increase in social media conversion rates without compromising brand consistency."
Last 10 Seconds: "How open are you to exploring new ways to maximize ROI from your global social media efforts?"
Ask follow-up
Subject: Global content efficiency
0:00


This is the opportunity I found out there is this opportunity ASICS for AI and Bethanie is willing to go after this opportunity as an AI Corporate Speaker, here is her website - https://marleynonami.com/ . I would like you to retweak the email outreach and make it custom based on the opportunity
They are an apparel company trying to book AI training on using AI in messaging and communications.
Show more
Answer
Sources 1
marleynonami.com
Ask follow-up
0:02
Bethanie's expertise in mind, the desired pricing structure, and the given writing rules.

perplexity

bit.ly/aipc25

Prospect Research for LinkedIn Outreach

What Sales Reps Can Do With Copilot

- ✓ Outlook: Draft replies, summarize threads
- ✓ Excel: Analyze pipeline in one click
- ✓ Teams: Summarize calls + assign next steps

Your Challenge This Week

- ✓ Run the LinkedIn + ChatGPT workflow on a real deal
- ✓ Use Copilot in one meeting or one email thread
- ✓ Share the result with your team



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You Are the Future of Sales

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You don't need to be more technical.

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You Are the Future of Sales

You don't need to be more technical.

You need to be more YOU—with better tools.

Bethanie Nonami



Give feedback to Bethanie

Scan this QR code

Or go to

https://talk.ac/bosslady

and enter this code when prompted

PCAM

Powered By talkadot

Questions



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