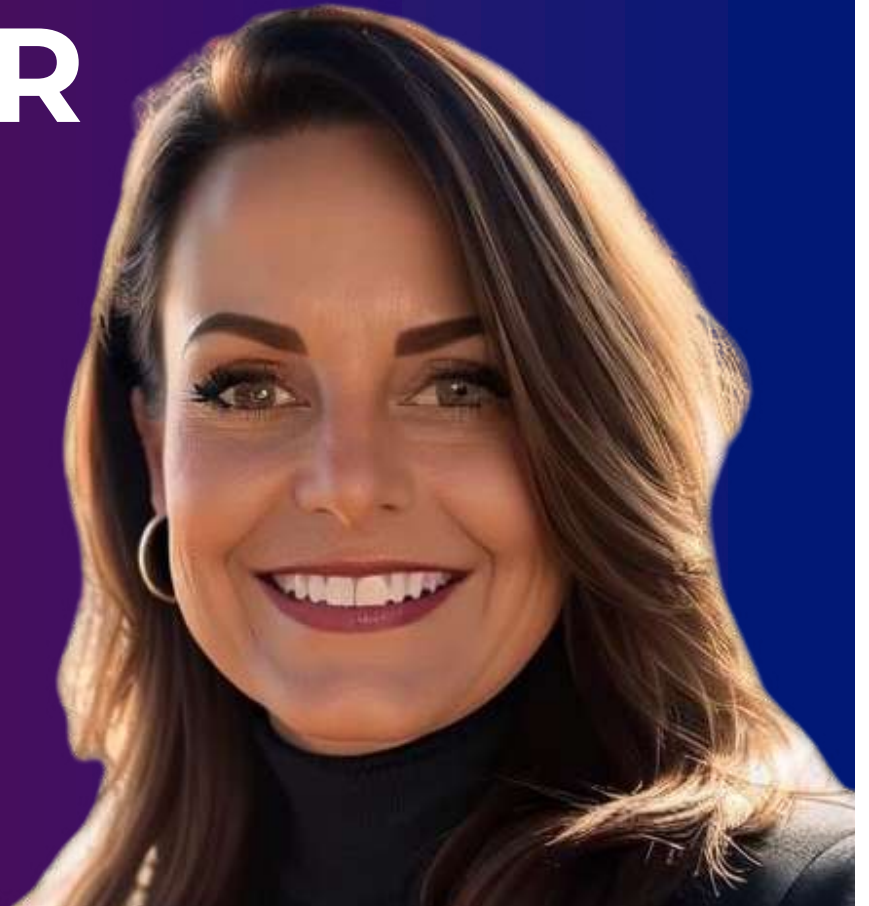


# BECOME A SUPER HUMAN SELLER WITH AI

**DR. LISA PALMER**

CHIEF AI STRATEGIST AT DR. LISA





# Human + AI: Super Human Selling!

Dr. Lisa Palmer | Dr Lisa AI  
Sales Success Summit  
October 17, 2023



## The Average Company Lifespan

- Listed in the S&P 500 index
- Decreased by more than 50 years in the last century
- 67 years in the 1920s
- Just **15 years** today!

that you're in the session

## Kongo Gumi

- Founded 578 AD
- Lasted over 14 centuries!
- Survived countless political crises, wars, and natural disasters - 2 atomic bombs!
- Even when their own government tried to eradicate Buddhism, hence killing their primary industry, they still survived.

**IN TODAY'S ERA OF DISRUPTIVE  
INNOVATION...**

***WHAT DOES THIS MEAN TO YOU?***

What's your general feeling about Artificial Intelligence?

Nobody has responded yet.  
Hang tight! Responses are coming in.

What would have to be true for YOU to use AI every.single.day?

Nobody has responded yet.  
Hang tight! Responses are coming in.



# **ERA OF DISRUPTIVE INNOVATION**

Everything changed on November 30, 2022

# What Is Required For Any Tech To Progress



Technology must be capable

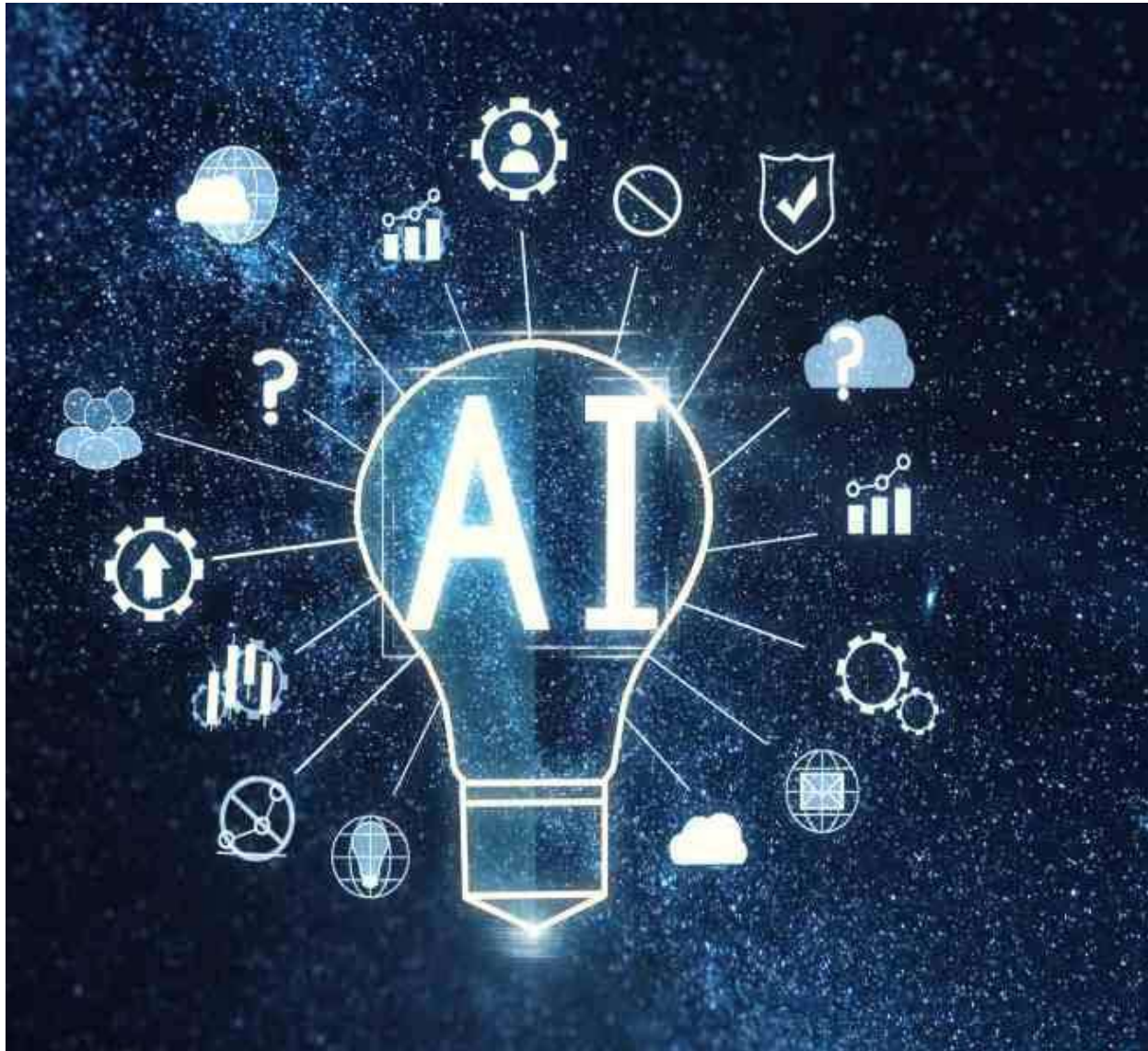


Regulatory environment must be conducive



Society must be willing

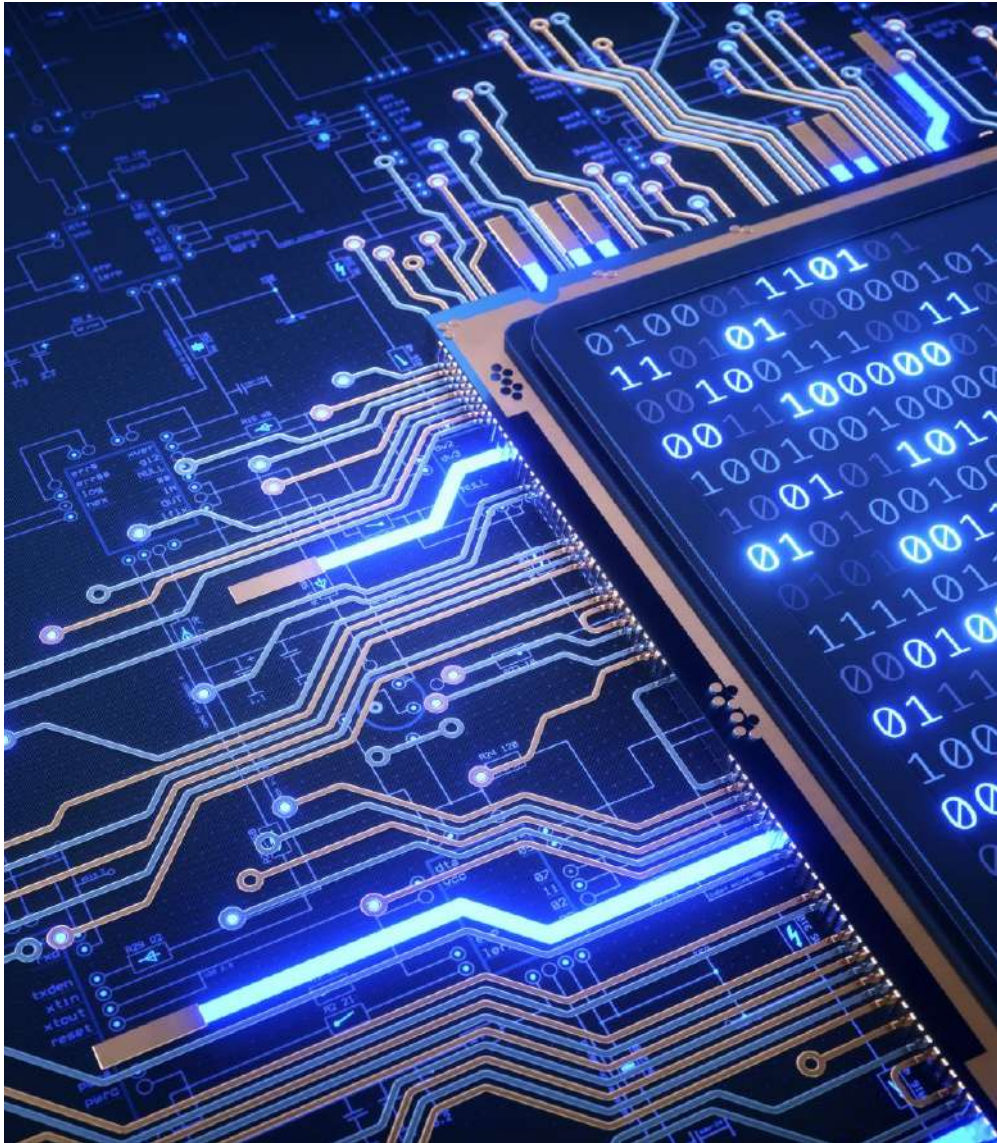




- **AI** **intelligent** **machines** **that** **can** **perform** **tasks** **that** **normally** **require** **human** **intelligence** **such** **as** **learning** **from** **experience** **and** **problem** **solving**

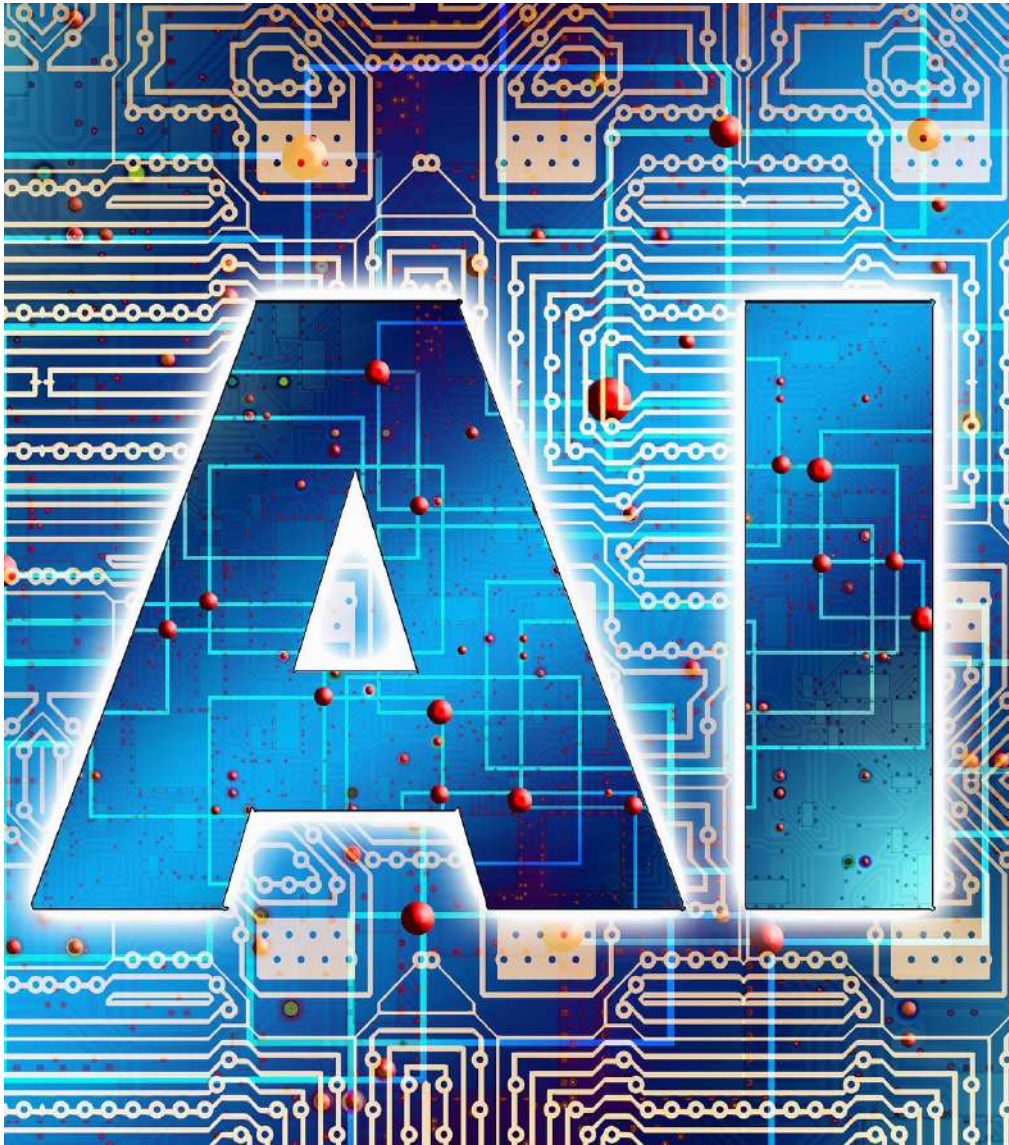
- **AI** **can** **be** **used** **in** **many** **ways** **including** **robotics** **and** **automation** **to** **perform** **repetitive** **tasks** **and** **improve** **efficiency** **and** **accuracy** **of** **work** **processes**





# ARTIFICIAL NARROW INTELLIGENCE

- [Placeholder text]
- [Placeholder text]
- [Placeholder text]



# AI IS NOT “PROGRAMMED”

- [Placeholder text]
- [Placeholder text]
- [Placeholder text]
- [Placeholder text]



# GENERATIVE AI

- **Generative AI is a subset of AI that can create new content, such as text, images, and audio, based on a set of input data.**
- **Generative AI models are trained on large datasets of data, such as text, images, and audio, to learn the patterns and relationships between the data.**
- **Generative AI models can be used to create new content, such as text, images, and audio, that is similar to the content in the training data.**
  - **Generative AI models can be used to create new content that is similar to the content in the training data.**
  - **Generative AI models can be used to create new content that is similar to the content in the training data.**
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  - **Generative AI models can be used to create new content that is similar to the content in the training data.**





**NUMBER OF AI TOOLS  
RELEASED IN 2023**

**7,000+**







## AI INDUSTRY DISRUPTION

1. Healthcare
2. Customer Service and Experience
3. Media
4. Banking, Financial Service, and Insurance (BFSI)
5. Professional Services
6. Logistics
7. Retail
8. Manufacturing
9. Transportation
10. Marketing / Content
11. Defense / Cybersecurity
12. Education
13. Energy
14. Agriculture
15. And more...no one is immune!

# AI-FUELED DISRUPTION TAKES 2 PATHS



## Productivity / Profitability

AI-powered automation and optimization can significantly increase productivity and profitability by streamlining processes, reducing waste, and improving efficiency. This leads to higher margins and faster time-to-market for new products and services.



## Revenue

AI-powered personalization and targeted marketing can drive revenue growth by identifying high-value customer segments and delivering tailored offers. This increases conversion rates and customer lifetime value, leading to sustained revenue growth.



## AI IS DISRUPTING BUSINESS

- [Ed Hochberg](#)  
[LinkedIn](#)  
[Twitter](#)  
[LinkedIn](#)  
[LinkedIn](#)
- [S. Subramanian](#)  
[LinkedIn](#)

# AI IS DISRUPTING JOBS

## What makes **your** job exposed to GPT?

Exposure: potential economic impact

● Low Exposure



● High Exposure



Low wages



Jobs requiring low formal education



Manufacturing



Jobs requiring many hours of on-the-job training



Agriculture



Critical thinking Skills



Mining



Science skills



High wages



Work that requires college degree or higher



Writing



Minimal on-the-job training



Programming

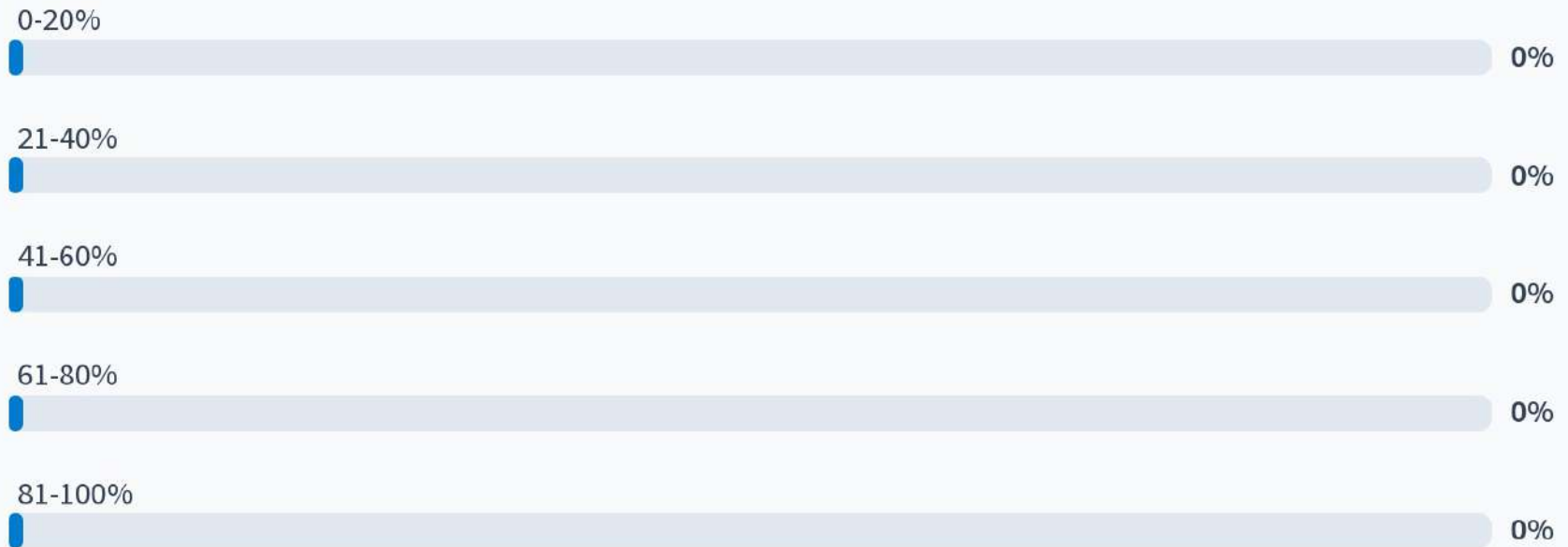


Routine & repetitive work



Information processing

## What percentage of your clients and prospects are talking about AI?





# AI SUCCESSES







# 2023 - NOT JUST HYPE

Generative AI is a game-changer for content creation, marketing, and customer support. It can generate high-quality text, images, and videos in minutes, saving businesses time and money. From personalized email campaigns to social media posts, generative AI is streamlining content production and enhancing customer engagement.

Generative AI is revolutionizing the creative industry by enabling artists and designers to explore new possibilities and create unique, personalized content. From generating concept art to creating virtual worlds, generative AI is pushing the boundaries of creativity and opening up new avenues for artistic expression.

Generative AI is transforming the way we work by automating repetitive tasks and streamlining workflows. From data analysis to report generation, generative AI is helping businesses optimize their operations and improve productivity. It's a powerful tool for streamlining business processes and enhancing efficiency.

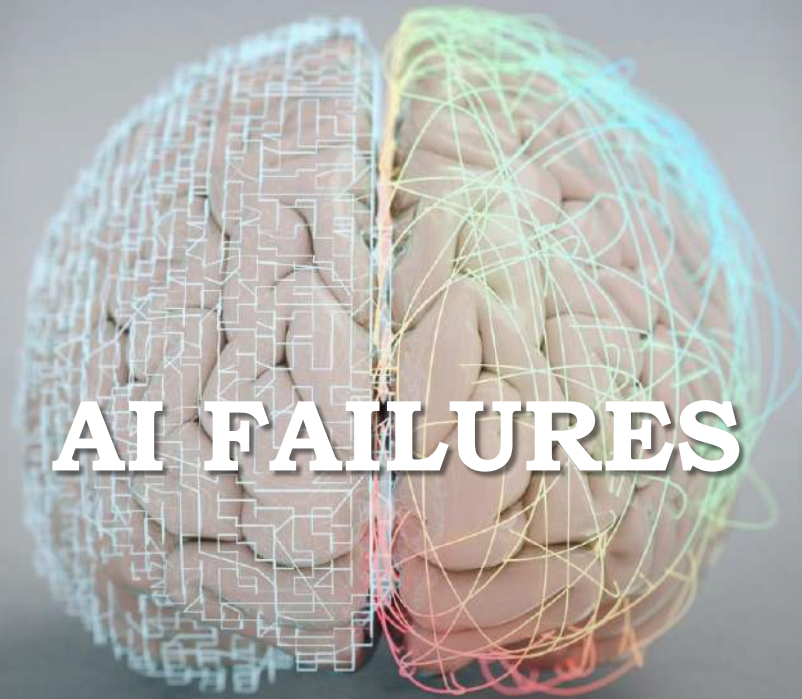
Generative AI is a powerful tool for personalization, enabling businesses to tailor their products and services to individual customers. From personalized recommendations to customized marketing messages, generative AI is helping businesses create a more personalized and engaging customer experience.

Generative AI is a powerful tool for data analysis, enabling businesses to uncover hidden insights and trends in their data. From identifying customer segments to predicting market trends, generative AI is helping businesses make data-driven decisions and optimize their strategies.

**No-code AI** is a game-changer for businesses, enabling non-technical users to create and deploy AI-powered applications. From chatbots to recommendation engines, no-code AI is democratizing AI and making it accessible to a wider range of users. It's a powerful tool for streamlining business processes and enhancing efficiency.

What is your favorite AI tool?

Nobody has responded yet.  
Hang tight! Responses are coming in.



# AI FAILURES



## RECRUITING TOOL

1. Identify the target audience

2. Research the target audience

3. Develop a recruitment strategy

4. Create a recruitment plan

5. Implement the recruitment plan

6. Monitor and evaluate the results

7. Adjust the recruitment strategy

8. Repeat the process as needed

9. Stay up-to-date on industry trends



# INVERNESS F.C. BALL TRACKING SYSTEM

The system repeated by  
mistook the man's head for  
the ball leaving fans missing  
the real action of the game



## FACE ID HACKED BY 3D PRINTED MASK

1. The researchers used a 3D printer to create a mask that mimics the facial features of the user. The mask is made of a material that is flexible and can be used to cover the user's face. The mask is designed to be used with a smartphone that has face ID enabled. The mask is used to unlock the phone by mimicking the user's facial features. The researchers found that the mask was able to unlock the phone in 99.7% of cases. This is a significant achievement as it shows that face ID can be hacked by a 3D printed mask. The researchers also found that the mask was able to unlock the phone in 99.7% of cases. This is a significant achievement as it shows that face ID can be hacked by a 3D printed mask.

What fear do you have about AI becoming so entrenched in the workplace?

Nobody has responded yet.

Hang tight! Responses are coming in.

**IS AI REPLACING  
HUMANS?**









# CALL TO ACTION





**TOP SELLERS USE THOUGHT  
LEADERSHIP PRACTICES...**

***AI CAN BE USED IN EVERY STAGE!***



Methodology Stage	ChatGPT (LLM)	Poe.com (Multiple LLMs)	Microsoft Designer, Canva, or Dalle3	Microsoft Auto-Creation of Slides from Word Documents	YouTube Summarizer Browser Extension	GPTRReader Browser Extension	HeyGen
<b>Research</b>	<p>Load all publicly available data, reports, white papers, interviews, etc. about the prospect and company into ChatGPT. Load information about your company, products, and services as well as information about you into ChatGPT. Give it the following prompt, "Use the information in this thread to give me insights about [Customer Name] that will help me to sell [Company Name] products and services to them. When you provide an answer, please explain the reasoning and assumptions behind your response. If possible, use specific examples or evidence to support your answer of why this approach is the best. Moreover, please address any potential ambiguities or limitations in your answer, in order to provide a more complete and accurate response."</p>	<p>Load all publicly available data, reports, white papers, interviews, etc. about the prospect and company into ChatGPT. Load information about your company, products, and services as well as information about you into ChatGPT. Give it the following prompt, "Use the information in this thread to give me insights about [Customer Name] that will help me to sell [Company Name] products and services to them. When you provide an answer, please explain the reasoning and assumptions behind your response. If possible, use specific examples or evidence to support your answer of why this approach is the best. Moreover, please address any potential ambiguities or limitations in your answer, in order to provide a more complete and accurate response." Also, can use these multiple models to synthesize information gathered from all of the LLMs.</p>	<p>Create visually appealing infographics to represent the research findings such as market trends, prospect's industry position, or competitor analysis. Design visual aids for internal team briefings on the prospect's industry and challenges.</p>	<p>Automatically transform research reports drafted in Word into engaging slide presentations for internal discussions to onboard teammates to the intricacies of the prospect situation. Include summaries from YouTube and GPTRReader in the Word document.</p>	<p>Summarize relevant industry talks, webinars, or informational videos that provide insights into the prospect's market or challenges. Summarize testimonials or case studies related to similar solutions or industries.</p>	<p>Summarize long-form content found online such as white papers, industry reports, or blog posts related to the prospect or their industry. Generate a briefing Word document summarizing key findings from the research using LLMs so that slides can be auto-generated.</p>	<p>Create a personalized avatar for engaging video summaries of the research findings, making the data more digestible for your team, your internal champion, leadership, or the prospect. Also, utilize to deliver a personalized video message to the prospect sharing some insightful findings from the research, showcasing your dedication to understanding their challenges.</p>
<b>Relationship &amp; Credibility Building</b>	<p>Use a quiz or a survey to assess the prospect's current situation and challenges and use the results to tailor your message. For example, you can ask ChatGPT to generate a quiz or a survey based on your product or service and send it to the prospect before the call.</p>	<p>Create a summary of a relevant case study or a success story that shows how you helped a similar customer solve their problem or achieve their goal.</p>	<p>Create a graphic that introduces yourself and your company. Or, use a provocative statistic or a fact that reveals an unexpected insight or an opportunity for the prospect and use it to spark their curiosity. For example, you can use Microsoft Designer to create a graphic that displays the statistic or the fact in an eye-catching way and use it as an attention or intrigue tool.</p>	<p>Copy text created in LLMs into Microsoft Word and edit it into a story or an analogy that relates to the prospect's industry, niche or interest. Then, use the auto-creation feature to turn it into a slide deck for use as an engagement or rapport-building tool.</p>	<p>Summarize a YouTube video that relates to the prospect's industry, niche or interest. Or, use a video testimonial from a satisfied customer or an expert endorsement from a trusted authority and use it to establish credibility and trust. For example, you can use YouTube summarizer browser extension to summarize a video testimonial or an endorsement that showcases the value and benefits of your product or service and use it as an evidence or an assurance tool.</p>	<p>Read the prospect's website or social media profiles and generate a summary. Or, use a personalized compliment or appreciation for the prospect's work or achievements and use it to show interest and respect. For example, you can use GPTRReader browser extension to read the prospect's website or social media profiles and generate a compliment or appreciation that relates to their work or achievements and use it as an empathy or an alignment tool.</p>	<p>Create your own avatar that matches your persona and voice and introduce yourself and your company in a video. Or, use a humorous remark or a joke that breaks the ice and lightens the mood and use it to show personality and humor. For example, you can use HeyGen to generate a humorous remark or a joke that relates to the prospect's industry, niche or interest and use it as an engagement or a rapport-building tool. Use LLM to write a script for you.</p>
<b>Reframe</b>	<p>Give ChatGPT a well-established framework such as the Gartner Hype Cycle. Feed it your products and services as well as your prospect's assumptions. Then, ask it to suggest a provocative question or statement that challenges the prospect's assumptions.</p>	<p>Use any of the large language models in Poe.com to build creative alternatives to the ideas created by ChatGPT. Feed the chosen model a well-established framework such as the Gartner Hype Cycle. Feed it your products and services as well as your prospect's assumptions. Then, ask it to suggest a provocative question or statement that challenges the prospect's assumptions.</p>	<p>Create a graphic that illustrates the gap between the current state and the desired state of the prospect.</p>	<p>Automatically turn your reframe document created in partnership with LLMs into a slide deck.</p>	<p>Summarize a YouTube video that challenges the prospect's assumptions and introduces a new perspective on their problem or opportunity. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Summarize articles or reports that could help reframe the prospect's understanding. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your avatar to challenge your prospect's assumptions and introduce a new perspective on their problem or opportunity in a video. Use LLM to write a script for you.</p>

<p><b>Rational Drowning</b></p>	<p>Use ChatGPT to summarize the key data and insights that support your argument and create urgency. Using historical references of well-known frameworks is a powerful way to craft unique insights in partnership with LLM tools such as ChatGPT.</p>	<p>Use any of the large language models in Poe.com to build creative alternatives to the ideas created by ChatGPT. Use the chosen LLM to summarize the key data and Insights that support your argument and create urgency. Using historical references of well-known frameworks is a powerful way to craft unique insights in partnership with LLMs.</p>	<p>Create a graphic that visualizes the data and insights that support your argument.</p>	<p>Automatically turn your rational drowning document created in partnership with LLMs into a slide deck.</p>	<p>Summarize a YouTube video that quantifies the impact of the problem or opportunity and creates urgency for action. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Read the web pages that contain data and insights that support your argument and generate a summary. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your custom avatar to share data and insights that support your argument and quantify the impact of the problem or opportunity and create urgency in a video. Use LLM to write a script for you.</p>
<p><b>Emotional Impact</b></p>	<p>Craft a personalized message that connects the problem or opportunity to the prospect's goals and values by feeding ChatGPT your prospect's information and your products/services and asking it to use well-established emotional frameworks as the basis for the message.</p>	<p>Ask the chosen LLM to use one of the well-established frameworks for their situation to craft a personalized message for your prospect. Feed information about your prospect. For example, use the 5Rs of Culture Change and the LinkedIn profile and social posts from your prospect as the basis for the LLM to craft a message that fits the emotions and values associated with the problem or opportunity.</p>	<p>Create a graphic that depicts the emotions and values associated with the problem or opportunity.</p>	<p>Automatically turn your emotional impact document created in partnership with LLMs into a slide deck.</p>	<p>Summarize a YouTube video that connects the problem or opportunity to the prospect's personal or professional goals and values. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Read the web pages that contain information about the prospect's personal or professional goals and values, or someone similar to them who provided an interview or case study, and generate a summary. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your avatar to match the emotions and values associated with the problem or opportunity and connect with the prospect's personal or professional goals in a video. Use LLM to write a script for you.</p>
<p><b>Your Solution</b></p>	<p>Build a solution that aligns with the prospect's needs and goals and differentiates from the competition. Do this by using the "Share" function on ChatGPT to collaborate with your team members and the LLM to build a unique solution. Frameworks and historical lessons learned are powerful insights for ChatGPT to use to build unique insights in partnership with your team.</p>	<p>Build a solution that aligns with the prospect's needs and goals and differentiates from the competition. Do this by choosing a different LLM (or multiple) to undertake the same exercise used with ChatGPT to collaborate with your team members and the LLM to build a unique solution. Frameworks and historical lessons learned are powerful insights for LLMs to use to build unique insights in partnership with your team.</p>	<p>Create a graphic that demonstrates how your product or service delivers the solution and addresses the objections. Remember that buying is an emotional process so invoke emotion with graphics whenever possible.</p>	<p>Automatically turn your new way document created in partnership with LLMs into a slide deck.</p>	<p>Summarize customer testimonial videos relating to your solution that demonstrate how your product or service delivers the solution and addresses the objections. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Read the web pages that contain success stories or case studies showcasing your solution and how it addresses objections and generate a summary. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your custom avatar to explain your solution, address objections, and demonstrate the value proposition that aligns with your prospect's needs and goals and the competitive advantage of your product or service in a video. This will allow the prospect to easily share your video insights with others as they internally advance through their decision process.</p>
<p><b>Coaching &amp; Closure</b></p>	<p>Develop custom scripts or talking points for sellers to handle objections and articulate value. Generate follow-up emails summarizing discussions, addressing concerns, and outlining next steps. Generate concise summaries of lengthy proposal documents or contracts for easier consumption by the prospect.</p>	<p>Utilize multiple language models to draft compelling narratives that address prospect hesitations and underscore benefits. Create engaging summaries of the proposal or solution, ensuring clarity and appeal. Generate concise summaries of lengthy proposal documents or contracts for easier consumption by the prospect.</p>	<p>Design persuasive visuals showcasing the solution's benefits, testimonials, or comparisons to reinforce the value proposition. Create compelling charts or graphics illustrating ROI or other key metrics.</p>	<p>Automatically convert proposal documents into compelling slide presentations for a structured and engaging walkthrough of the offer. Automate the creation of slides for objection handling, illustrating responses to common concerns with data.</p>	<p>Summarize relevant video testimonials or case studies to share with the prospect. Summarize educational videos that can be shared with the prospect to bolster understanding and confidence in the solution.</p>	<p>Summarize relevant industry reports or case studies to reinforce the benefits and viability of your solution. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your personalized avatar for engaging video messages summarizing key proposal points or addressing prospect concerns as they arise throughout negotiations. Use a unique avatar for each seller to interact via video correspondence, adding a personal yet digital touch to the closure process and helping to overcome time delays by allowing for full senses engaging communication asynchronously. This helps to overcome misunderstandings that occur via written correspondence.</p>

Last Updated 10/16/23



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What will you DO as a result of today's presentation?

Nobody has responded yet.  
Hang tight! Responses are coming in.



## CONTACT ME

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**Questions?**  
**Thank you!**

2025

SALES  
SUCCESS  
SUMMIT