

Welcome to Today's Webinar

Amplifying Sales Success: Foundational Skills Meet AI Innovation

Thursday, June 6, 2024, 2 p.m. Eastern time

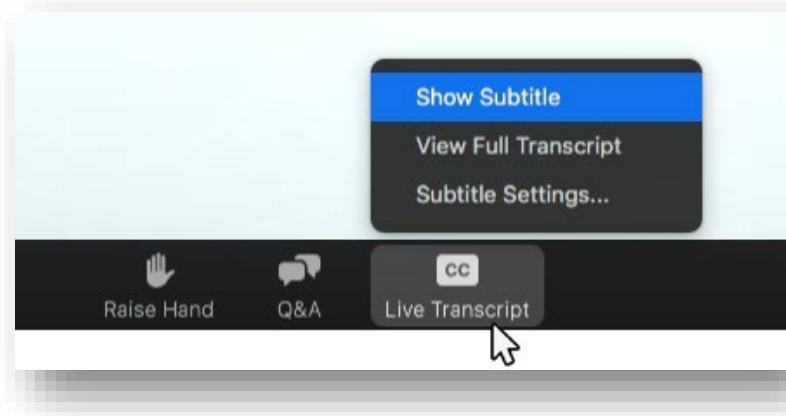
Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association



INDUSTRIAL
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Today's webinar qualifies for 1.0 CE hour

- **Live webinar: NEW as of April 2024**—CE credits earned from attending this program are automatically added to your online CE Status within three business days.
- **On-demand viewers:** Submit this earned CE using the online submission form at *americanstaffing.net*.
- This program is valid for **PDCs** for the SHRM-CP® or SHRM-SCP®.

Activity ID: **Activity 24-J45EN**



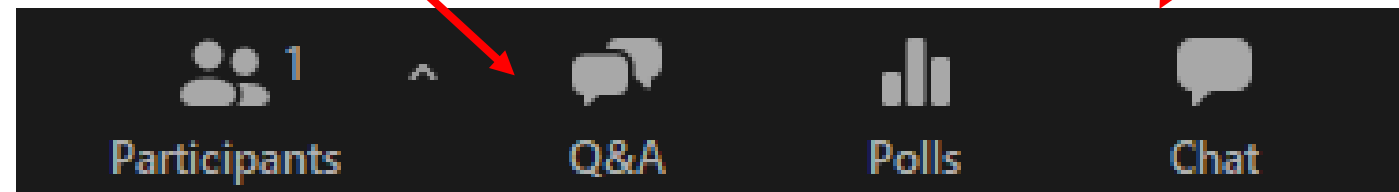
Ask a Question, Engage With Other Attendees

Q&A

Type your questions for the panel into the Q&A box

Chat

Start a conversation—say hello. Engage with panelists and other attendees.



Today's Speakers

Joel Schaffer
Principal, Butler Street



Joey Frampus
Principal, Butler Street



AMPLIFYING SALES SUCCESS: FOUNDATIONAL SKILLS MEET AI INNOVATION





DISCUSSION TOPICS

- Introduction
- AI: Why Now?
- Practical Use Cases
- Integrating AI with Human Skills
- Wrap Up & Questions

About Butler Street

Butler Street, a management consulting, training and research firm focusing on the two most challenging areas companies face: Client Development and Talent Development

We help companies and their people grow®

Your Partner in Client and Talent Development



Sales
Training



Leadership
Development



Recruiting
Effectiveness



Account
Management



Research &
Surveys



eLearning

Joey Frampus:

- 12 years Staffing experience. Managed Sales & Recruiting Operations in: St. Louis, Detroit, Dallas, Fort Worth, New Orleans, Charleston, Memphis, OKC, Chattanooga, Boise, Pensacola, Atlanta, Chicago.
- Fun Fact: Once raced Michael Phelps. He won.

Why AI now?

AI investment is likely to grow in the next three years

Private AI investment (dotted lines show GS revenue projections*)

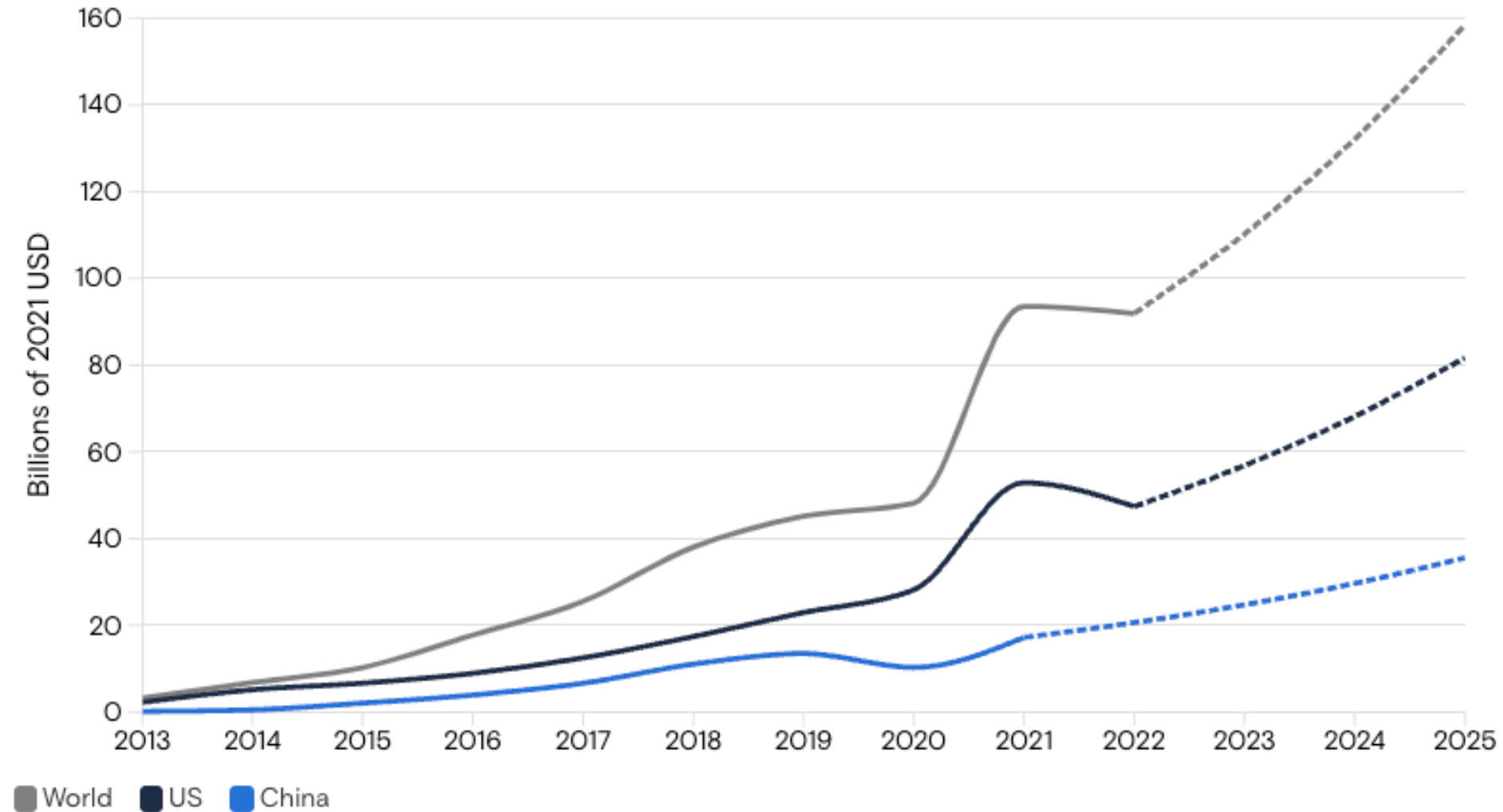




Image: image generation

Combined funding \$ 1.9B

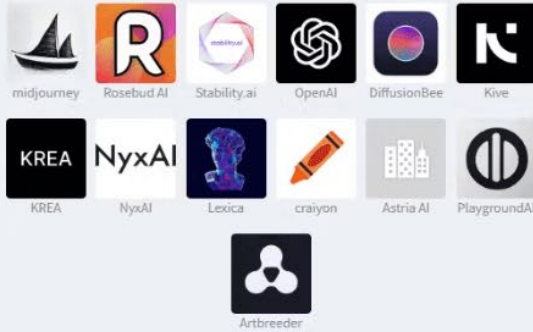
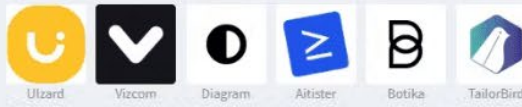


Image: Design & marketing

Combined funding \$ 17M

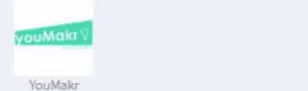
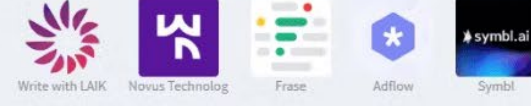
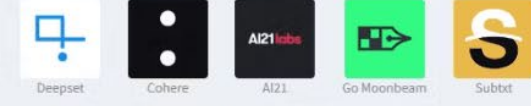
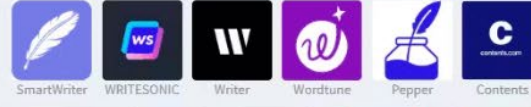
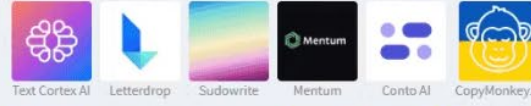


Code: code generation

Combined funding \$ 522M

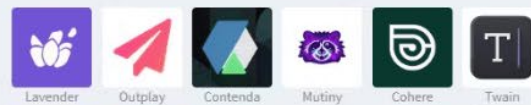


Code: Dev Apps



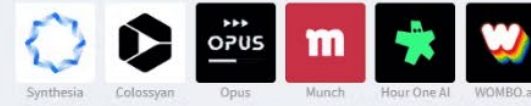
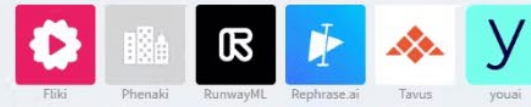
Text: customer relations & other assistants

Combined funding \$ 159M



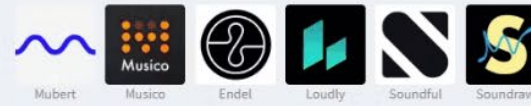
Text: knowledge & research

Combined funding \$ 178M



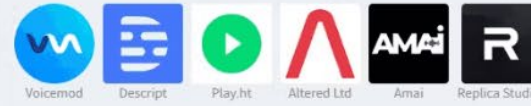
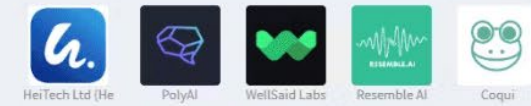
Audio: music generation

Combined funding \$ 40M



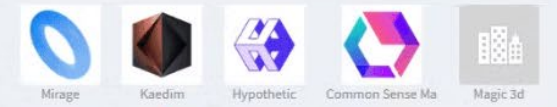
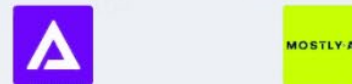
Audio: speech generation

Combined funding \$ 173M



Synthetic data

Combined funding \$ 238M



Gaming: Characters / NPCs

Combined funding \$ 182M



Chat

Combined funding \$ 14M



B2B generative AI integration

Combined funding \$ 2.5M



Others (personal AI assistant)



The AI Training Gap

67%

**of Employees
Want it**

Only

29%

Get it

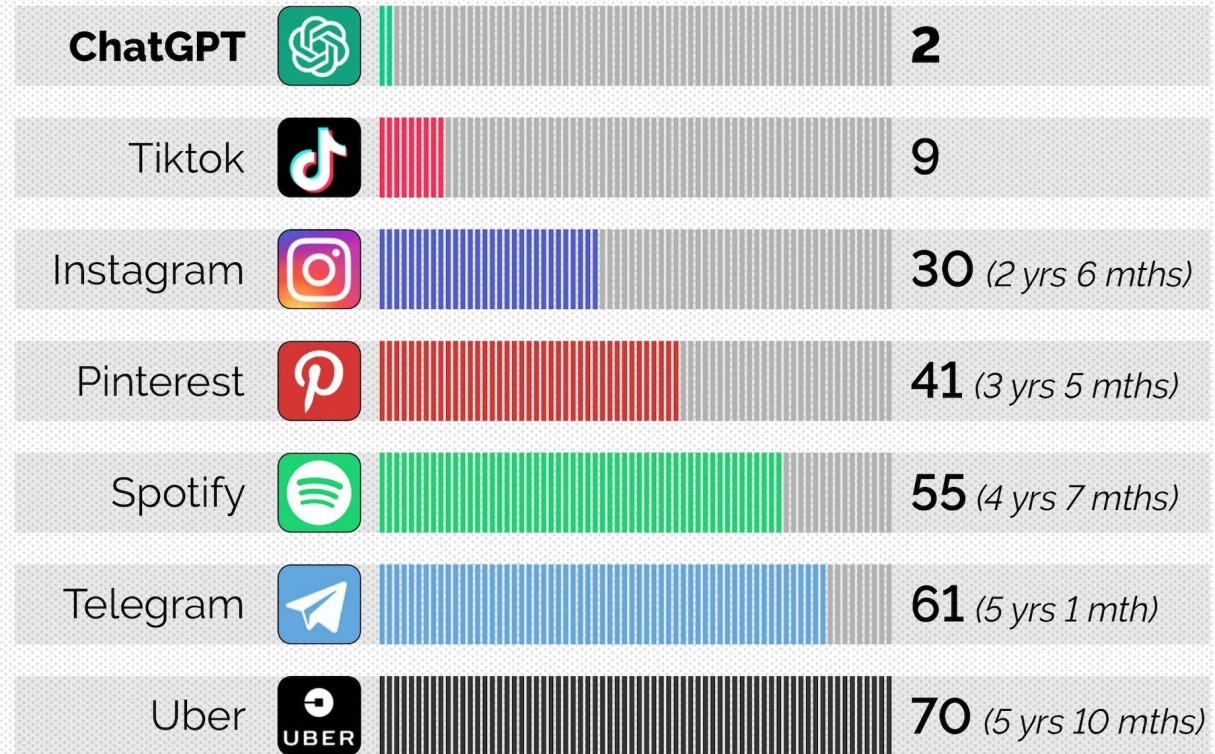
Source: TalentLMS and Vyond Research



ZOOMING AHEAD

Time to reach **100 million** monthly active users

No. of months



Skills Needed for Sustainable Growth

Foundational Skills

- Operating Reality
- Active Listening
- Differentiated Messaging
- Call and Meeting Planning
- Effective Questioning
- Objection Handling/Negotiation
- Time/Priority Management

New Skills

- All Foundational Skills
- Adapting to and integrating AI skills across Leadership, Sales and Operations
- Focus: 12-week, 16-touch plan
- Understanding the New Buying Process

Technology for Transactions

People for Relationships

AI + EQ + H =
Success

Advantages of Salespeople Who Leverage AI

Source: HubSpot survey

2:15

The time saved each day by sales workers using AI to automate manual tasks, and by incorporating AI into their workflows



AI Use Cases For **Sales**

1. Lead Qualification
2. Customer Research
3. Sales Scripts Creation
4. Email Drafting
5. Role-playing Exercises
6. Effective Questions
7. FAQ Automation
8. Data Analysis and Reporting
9. Competitive Analysis
10. Proposal Writing
11. Development of 12 week/16 Touch Plan
12. Objection Handling
13. Sales Training Material
14. Chatbots for Pre-sales Queries
15. Meeting Summarization
16. Customer's Operating Reality

Use Case #1: Customer's Operating Reality

- Gut Check: Do I understand what my customer is thinking about?

Persona Prospecting Plan

Persona (Role)		Industry	
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Persona Drivers & Messaging

Financial Targets	Operational Outcomes
Top of Mind Problem(s)/Pain	Your Potential Solution(s)

Value Statement





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Timeline



How can I help you today?



 Message ChatGPT...  



Use Case #2: Effective Questions

- You are defined in the eyes of your customer by the quality of questions that you ask.



SITUATION
Questions



INSIGHT
Questions



GAP
Questions



NEED/SOLUTION
Questions

- ChatGPT
- Video Summarizer
- CONFERENCE DEMO ...
- Explore GPTs

Today

ChatGPT 4 ▾



You

I have a discovery meeting with a VP of Sales in the staffing industry that works at Sirius Staffing. Here is a link to their website: <https://www.siriusstaffing.com/>. I am meeting with this customer and need to develop questions in preparation. Please provide me with five Situation Questions (These are designed to uncover the facts about my customer's situation). Please provide me with five Insight Questions (these are designed to uncover my customer's specific challenges or pain points). Please provide me with five Gap Questions (these questions are designed to uncover the implications of those challenges. You may use the following formula, "Given X [X = the problem], how is that impacting Y [Y = any other area of their business]?"). Finally, please provide me with five Need/Solution Questions (these questions are designed to help the customer see the value of my solution. You may use the following formula, "If we can solve X [X = the problem], how would that positively impact Y [Y = any other area of their business]?").



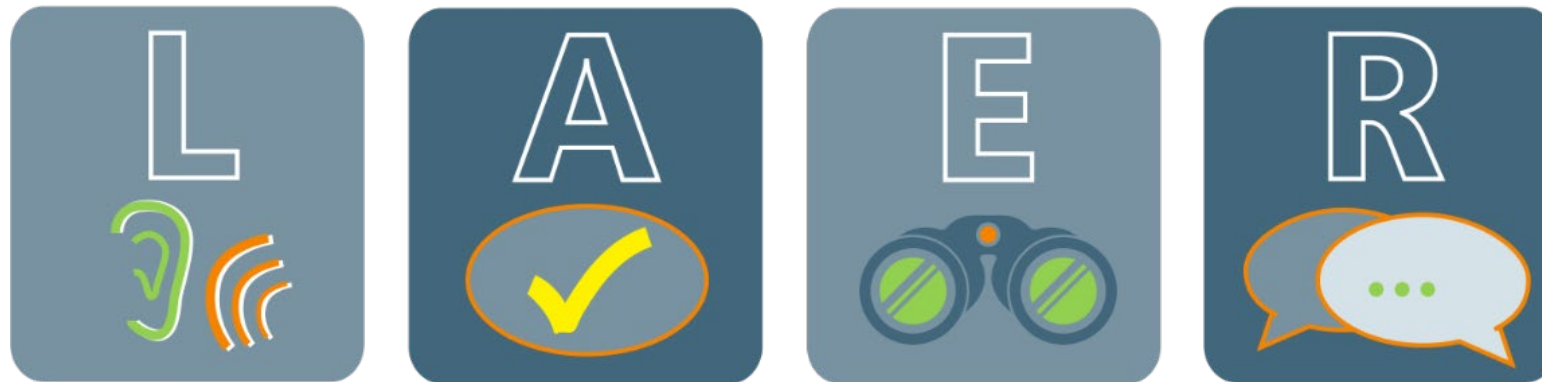
ChatGPT



Message ChatGPT...

Use Case #3: Objection Handling

- When you listen effectively and acknowledge a client's concerns by repeating them in your own words, you can better understand his or her operating reality.



- ChatGPT
- Video Summarizer
- CONFERENCE DEMO ...
- Explore GPTs

- Today
- Sales Training Challenge...
 - Persona Plan: Staffing Industry
 - Persona Prospecting Plan
 - Create YouTube Summary
- Yesterday
- Tiger's Masters Win Margins
 - Top ATS for Staffing
 - Penetration Strategy Enhancem...
 - Discovery Meeting: Account Per...
 - Dawn Serpe SIGN Questions
 - Lumens Revenue Inquiry
- Invite members
- Joey Frampus
Butler Street

ChatGPT 4

pain points related to sales effectiveness within Sirius Staffing.

Additional Insight Questions on Sales Effectiveness

- Sales Cycle Duration:** "How long is your average sales cycle from initial contact to closing, and what steps tend to slow down the process?"
- Conversion Rates:** "Can you share your current conversion rates from lead to opportunity and opportunity to close? Where do you see the most significant drop-off?"
- Customer Feedback:** "What has been the most common feedback from prospects or clients who decide not to move forward with your services? How does this feedback reflect on your sales approach?"
- Competitive Positioning:** "How do your sales representatives position your services against competitors during their sales conversations? Are there particular competitors or value propositions they find challenging to counter?"
- Sales Training Application:** "After completing sales training, how effectively do you believe your sales team applies the learned techniques and strategies in their real sales interactions? Are there areas where they struggle to implement training concepts?"

These questions are designed to dive deeper into the nuances of the sales process at Sirius Staffing, identifying specific areas where improvements could lead to higher conversion rates, shortened sales cycles, and more effective competitive positioning. They can help guide the conversation to areas where your training and development solutions could offer significant value.

Message ChatGPT...  

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- Account Management
 - Account Management
 - Key Account Management
 - Client Services
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 - Leadership Effectiveness
 - Leadership Coaching
- Recruiting Effectiveness
- AI Skill Development

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Pro Stacks**™



**You will now be redirected
to a brief survey**