



**red**caffeine  
a growth consultancy

The new era of **sales**: Empower your team with AI



In the era of artificially  
intelligent machines,  
humans are more  
important than ever.



### **Artificial Intelligence (AI):**

Tools that automate and optimize tasks like customer segmentation and campaign analysis to enhance decision-making and efficiency.



### **Language Models:**

Systems that generate engaging content, craft personalized email responses, and analyze customer sentiment from social media or reviews.



### **Algorithms:**

The logic behind software solutions that predict consumer behavior, optimize ad placements, and personalize user experiences on websites.



### **Machine Learning:**

Technologies that refine marketing strategies over time by analyzing data trends, customer interactions, and campaign performance.



### **Deep Learning:**

Advanced analysis of visual content and user data to create highly targeted advertising and improve creative content recognition.



### **Natural Language Processing:**

Tools for understanding and leveraging customer conversations, queries, and feedback to improve service and tailor marketing messages.



### Artificial Intelligence (AI):



### Machine Learning:



### Language Models:



### Deep Learning:



### Algorithms:



### Natural Language Processing:



What does this  
mean for sales?



# How do you begin?

None of this Works without a  
Solid Tech Foundation



# Efficiency

Summarize and Provide Action  
Items from Meetings and Calls



- Captures Meeting Notes
- Chat with AI Companion
- Smart Recordings
- Summarize Phone Calls / Chats

✦ Meeting Summary  
**Marketing Sync**  
**Summary**  
Julie met with Rob and Max to discuss the current state of the business and explore future plans to propel the company forward.



generative AI

Zoom does not use any customer audio, video, chat, screen sharing, attachments, or other communications-like customer content (such as poll results, whiteboard, and reactions) to train Zoom's or its third-party artificial intelligence models.





ChatGPT



Bard



HIX.AI

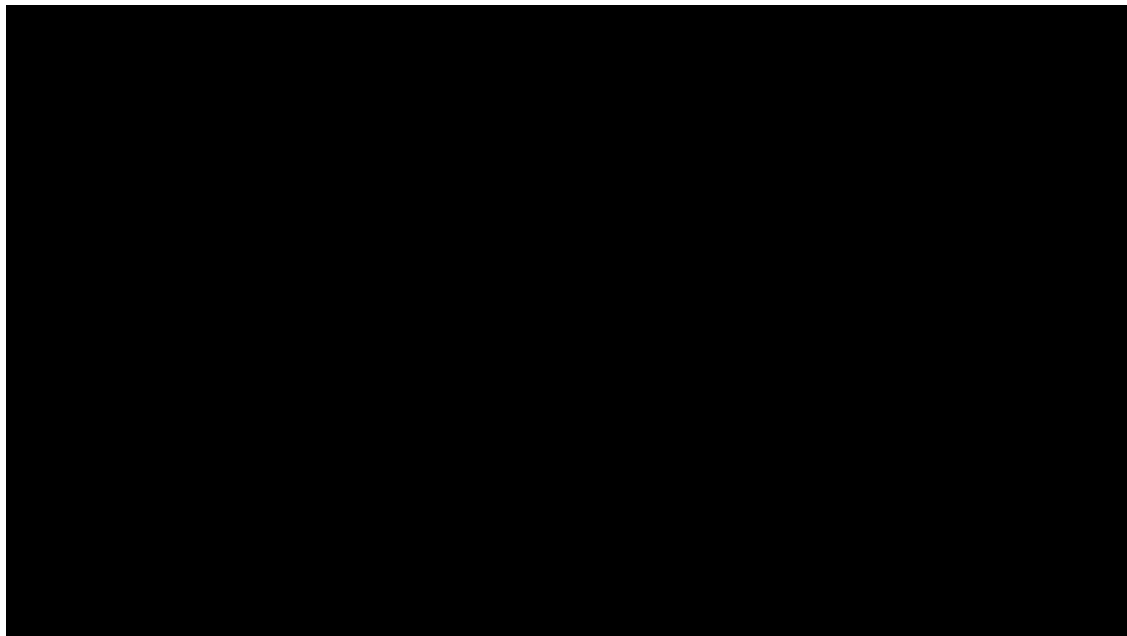
# Personalization

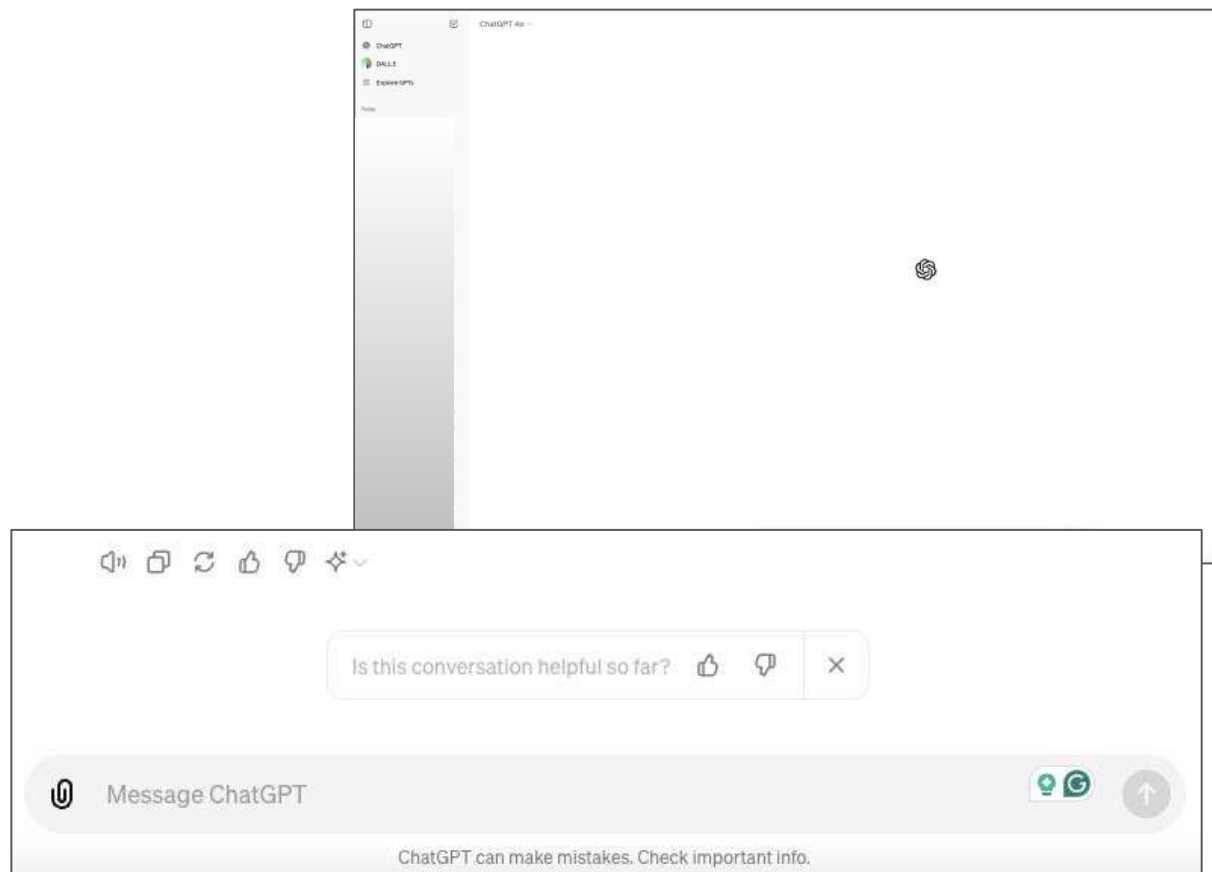
Platform that Generates Human-like  
Conversational Style Content



# ChatGPT

- Over 180 Million Monthly Users as of March 2024
- The Average User Spends Four Hours a Session
- It Can Engage in Conversations, Answer Questions







### **Lead Generation and Qualification:**

- Automated Outreach
- Lead Scoring

### **Customer Engagement:**

- Chatbots
- 24/7 Support

### **Sales Training and Onboarding:**

- Training Simulations
- Knowledge Base

### **Data Analysis and Reporting:**

- Sales Insights
- Performance Reports

### **Product Recommendations:**

- Upselling and Cross-selling
- Personalized Offers

### **Meeting Preparation:**

- Research and Insights
- Agenda Setting

### **Content Creation**

- Email Subject Lines
- Social Posts

### **Competitor Analysis:**

- Market Research

### **Customer Feedback and Surveys:**

- Feedback Collection
- Sentiment Analysis



# Effectiveness

## Revenue Intelligence Platforms

How a Prospect Views Your Offering

What Pain Points They Have

What Matters Most to Them

How Well Your Team is Addressing the Above





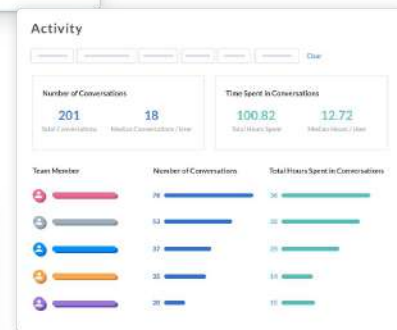
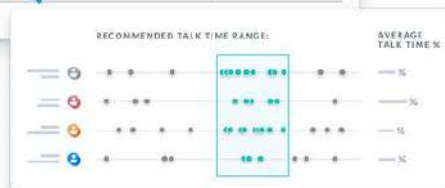
- A Conversation Intelligence Solution
- Record, Transcribe, and Analyze Sales Conversations
- Understand the Reality of What's Being Said in a Meeting vs Getting an Opinion
- Integrates with Best in Class Software



Topics & Speakers  
Automatically Identified



Learn What's Working  
and What's Not



Empower New Hires /  
Cross-functional Teams





# Purchase Intent

Provide Insights into B2B  
Buyer Behavior

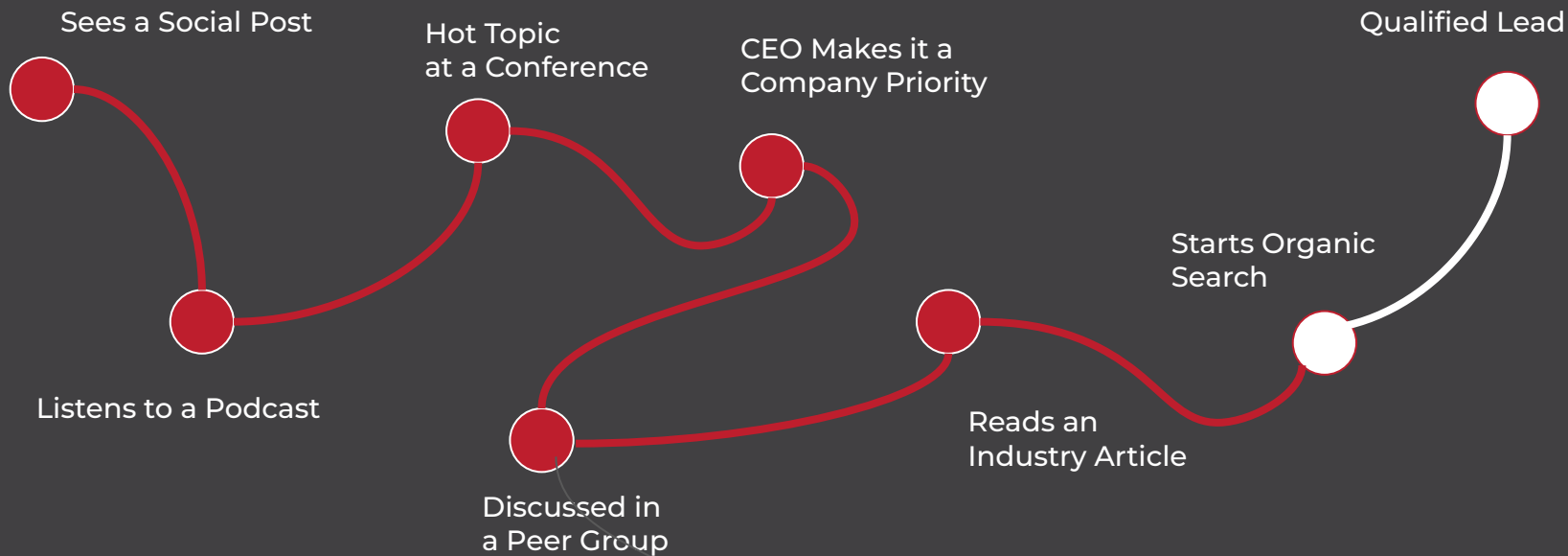
# The Dark Funnel



The Unknown Process

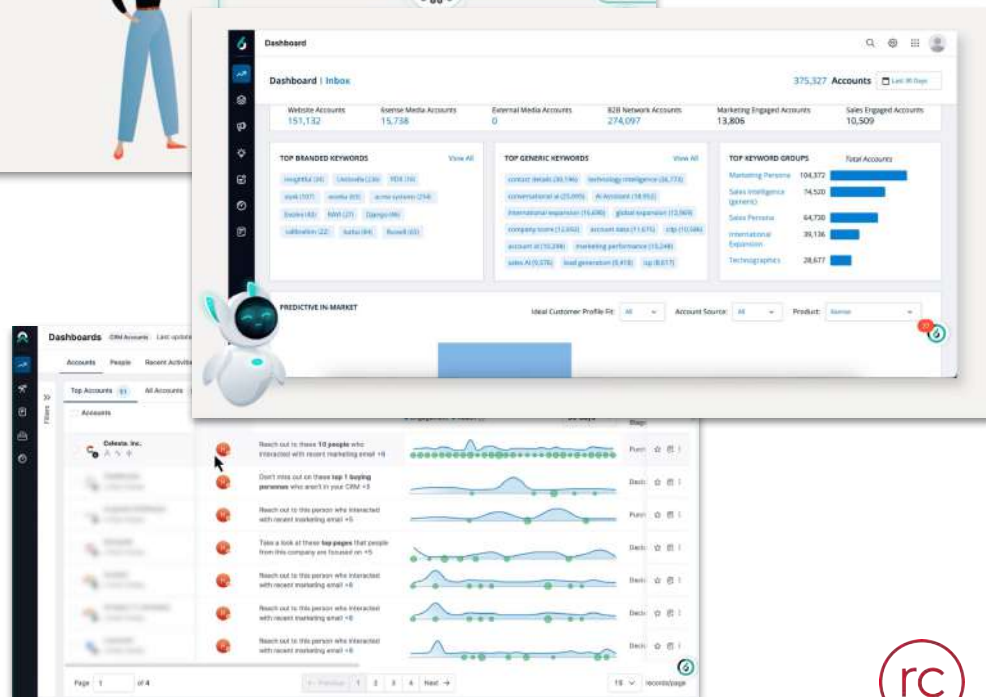


Trackable Actions





- Predictive Sales and Marketing Intelligence Platform
- Uses AI To Predict Which Accounts are Likely to Become Customers
- Analyzes Online Behavior to Identify Potential Buyers' Intent:
  - New Equipment Purchases
  - New Market Entry
- Ranks Leads Based on Their Likelihood to Convert
- Integrates with CRM and MAP





C R A Y O N



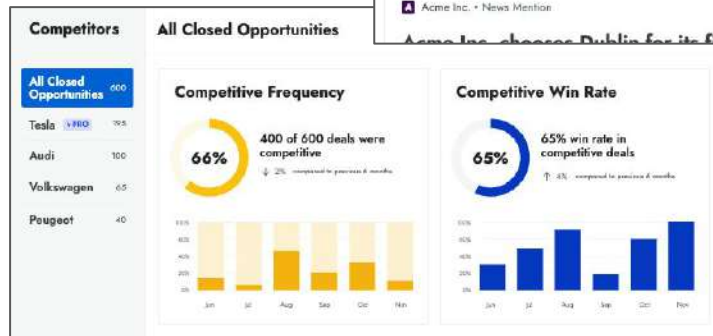
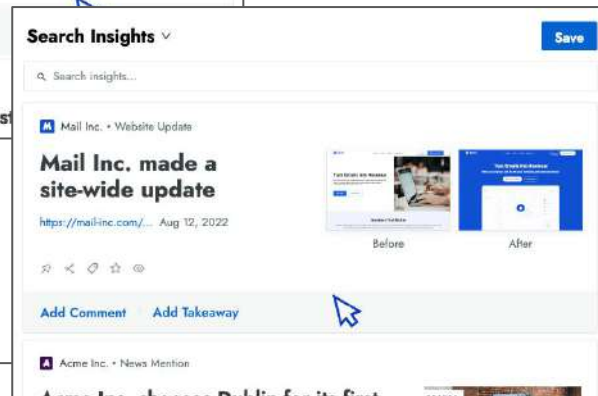
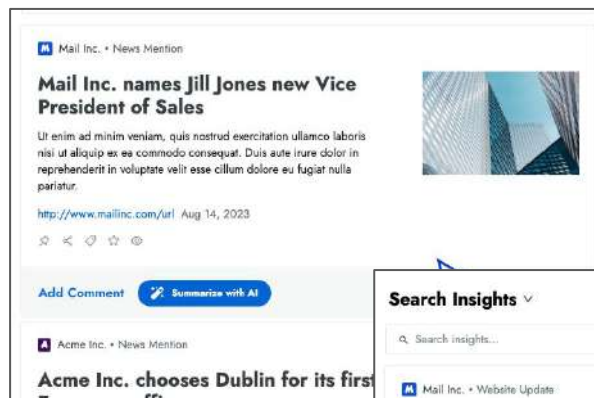
# Competitive Intelligence

AI-powered Competitive  
Tracking Platform





- Used to Track Competitor Activities:
  - Product Launches
  - Pricing Changes
  - Marketing Strategies
- Monitor Industry Trends/Benchmarks:
  - Regulatory Changes
  - Innovation
  - M&A
  - Economic Impacts



Ask the Manufacturing Manufacturer



# AI Tips You Can Try Tomorrow



## #1: Make AI Your Sales Writing Assistant

- Craft an attention-grabbing prospecting email for a salesperson targeting a VP at a large OEM.
- Write an engaging introductory email for a salesperson reaching out to manufacturing businesses for the first time about preventative maintenance services.
- Create a persuasive introductory email for a salesperson targeting manufacturing startups in need of production management software.

## #2. Prep for a Tradeshow By Role Playing with AI

- Interact with a visitor who seems interested but is in a hurry. Practice quickly qualifying the lead, gathering their contact information, and setting up a follow-up meeting or call.
- A visitor mentions they are considering a competitor's product. Practice explaining how your product differs and why it's the better choice, emphasizing unique features and benefits that set your solution apart.
- A potential customer expresses concerns about the cost and implementation time of your solution. Practice addressing these objections and highlighting the long-term benefits and ROI of your product or service.

## #3. Research Competition

- Who are the top five competitors in our industry, and what are their main products and services?
- Who are the primary customers of our top competitors?
- What industries do they serve, and what are their most notable clients?





# VIA Marketing Lunch & Learn

## Ask the Manufacturing Marketing Experts

July 24, 2024 from 11:30 am - 1:00 pm



**Kathy Steele**  
CEO



**Amy Anderson**  
VP of Client Services



**Bill Skowronski**  
Content Marketing Director



**Parker Lee**  
Senior Art Director



growth is a choice.  
are you ready for it?

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