



USING AI TO GENERATE REVENUE

22 AI INSIGHTS

FOR SALES, MARKETING, & GO-TO-MARKET

Presented by
Signols

TABLE OF CONTENTS

KEYNOTE

5 DAVID ELKINGTON
Founder of InsideSales

LIVE BLOCK

7 KATIE PENNER
Head of Sales Development &
Strategy Enablement at Sendoso

8 JON MILLER & BILLY BATEMAN
CMO at Demandbase
Co-Founder & VP of Operations at Signals

9 MATT HEINZ
Founder/President at Heinz Marketing

10 RYAN STALEY
Founder & CEO at Whaleboss

11 MATT MILLEN & BILLY BATEMAN
Co-Founder & President at Regie.ai
Co-Founder & VP of Operations at Signals

12 SCOTT LOGAN & JAMES GILBERT
CMO at Kronologic
CMO at Flip

10AM BLOCK

14 STEVE EROR, DAN BAIRD,
& JORDAN CRAWFORD
Director of Sales at Signals
Co-Founder & Product Lead at Wrench.ai
Founder at Blueprint

15 UDI LEDERGOR & DAN MORGESE
Chief Evangelist at Gong
Snr Manager Content Strategy at Gong

16 RYAN VAILLANCOURT & MARIA BROSS
VP of Sales at Revenue.io
Director of Performance Consulting

17 WILL AITKEN
Sales Content at Lavender

18 MARIA WEST & KATIE DEMATTEIS
VP of Marketing at ViB
Co-Founder at Amateurish

11AM BLOCK

21 SARAH TAMILARASAN
CEO at SOTA^{OG}

22 GABE LARSEN
CMO at Kustomer

24 NISHIT ASNANI & BEN STERN SMITH
Co-Founder at Sybill
Chief Revenue Officer at Sybill

25 BRIAN CHRISTENSEN
Founder at Allthe.AI

26 M. NADIA VINCENT
Digital Transformation, AI & Innovation
Executive Advisor, & Consultant

12PM BLOCK

28 MARTIN MIRANDA
Founder & CEO at Eventstack

29 SOMYA KAPOOR
CEO at theLoops

30 DANIEL ENGLEBRETSON
Chief Customer Officer at Khronos

31 LAUREN MCCORMACK
VP-Demand Gen Leader at Revenue Pulse

32 JEFF CRANE
Founder at AI Incubated

[CLICK TO VIEW VIDEOS](#)

OVERVIEW

This is an abridgement of the AI Revenue Summit, a one-day virtual event showcasing 30+ of the industry's leading sales and marketing leaders where they revealed the latest growth trends and strategies being used by some of the world's leading organizations.

Signals has hosted over 30,000 participants and more than 160 top B2B sales and marketing speakers. Much of the event's value is credited to the high standard of speakers, value-driven tracks, and the practical strategies and tactics that are shared.

KEYNOTE

KEYNOTE

DAVE
ELKINGTON

FOUNDER

INSIDESALES.COM



- Generative AI, exemplified by ChatGPT, simplifies content generation by analyzing patterns in existing data, making it accessible to a broader range of users beyond technical experts.
- Traditional machine learning required specialized expertise in data engineering, algorithm tuning, and interpretation, but the “consumerization” of AI, observed around a year ago, now enables virtually anyone to become a data scientist by interacting with AI models like ChatGPT.
- The AI Revolution’s accessibility has empowered individuals in revenue-related roles to harness generative AI’s potential for creating content, thereby transforming how businesses interact with customers and generate valuable relationships
- McKinsey study – 45 terabites, ¼ of library of congress, to implement AI

THE 21ST CENTURY AI REVOLUTION

“Inaction is not an option”

- If you’re not doing something with AI, there’s a high likelihood your company will be disrupted
- Having an annual strategy plan on how to use AI is not valid.
- Need to not try to rely on AI to do too much. Stick to simple problems
- BCG study: Inaction is not an option
 1. Start experimenting
 2. Find game changing outcomes
 3. Establish enterprise-wide model
 4. Implement guidelines
- Leverage ai to create more revenue. Where should it start?
- Content creation; content, email, PowerPoints, proposals, & filtering
- Use ai where ai is good, but don’t get too stuck in one way. Be scrappy, try new things
- Takeaway: drive revenue, test in small segments, get everyone involved, get ideas going, prep, tune, experiment with results regarding GPT

CLICK TO VIEW VIDEO



LIVE SPEAKERS

CHANGING THE SALES GAME WITH AI AND PERSONALIZATION

“AI should be leveraged by revenue generating teams to make their efforts more efficient... Humans that leverage AI will outperform those that don’t.”

–Katie Penner

- Katie emphasizes that AI’s role is to make sales efforts more efficient, not to replace human-to-human connections. Human strengths like empathy, intuition, and personalization are crucial for standing out in modern sales.
- Customer Expectations and Personalization: Customers demand personalized interactions, with 71% expecting personalized information in B2C interactions and 86% in B2B interactions.
- Personalization drives buyer engagement, completed purchases, brand loyalty, and stronger buyer relationships. Companies excelling in personalization generate 40% more revenue than average players, as per a study by McKinsey.

KATIE PENNER

HEAD OF SALES
DEVELOPMENT &
STRATEGY ENABLEMENT

Sendoso



- AI Tools to consider:
 1. **Lavender:** An AI-powered email assistant that improves response rates significantly, offering real-time email scoring and personalization assistance.
 2. **Bard AI:** Provides detailed prospect and company information, helping reps understand prospects’ needs quickly.
 3. **Gong:** Records sales calls and offers insights for pipeline risks and winning behaviors.
 4. **Sixth Sense’s Intent Data:** Enables real-time tracking of buyer intent, allowing targeted and timely engagement.
 5. **Custom Sequencing:** Utilizing intent data, Sentoso’s team creates segmented and automated sequences based on persona and buying stage.

CLICK TO VIEW VIDEO

LIVE SPEAKERS

JON
MILLER

CMO



BILLY
BATEMAN

CO-FOUNDER &
VP OF OPERATIONS

Signols



NAVIGATING THE AI FRONTIER: EXPLORATION AND IMPLEMENTATION

*"#1 thing to learn about how to use AI in your marketing;
it is a transformer and not a creator."*

- AI applications can be categorized based on Chris Penn's framework of six main use cases.
 - **Content Generation**: generate content like blog posts or LinkedIn posts.
 - **Question Answering/Idea Generation**: brainstorm ideas for panels, articles, etc.
 - **Summarization**: content transformation, summarizing webinars into blog posts, etc.

- **Rewriting**: enhance draft writing by polishing incomplete thoughts.
- **Extraction**: extract insights from various sources like LinkedIn recommendations
- **Qualification**: determine sentiment, topics, and other qualities in content.
- AI won't replace jobs, but proficiency in using AI tools is crucial. Roles like content creators, data analysts, SEO specialists, and social media managers will evolve while new roles might emerge, like AI Strategists, human-AI Collaboration Facilitators, and AI ethics specialists.
- AI Can transform user experiences in product interactions including generating personalized advertising and streamlining product usage through chat interfaces.
- Where to get started? Start by signing up for a GPT account and experimenting.

CLICK TO VIEW VIDEO

LIVE SPEAKERS

MATT
HEINZ

FOUNDER/
PRESIDENT



"If we're open to new ideas and open to how that might change our world and change our lives, we can be successful. "

–Matt Heinz

- In just 3 years, what do we think marketing will look like and how do we prepare:

1. **Prioritize Owned vs Renter Land:** prioritize owned platforms (websites, podcasts, communities) over rented ones (social media, search algorithms) and the benefits of building an audience over time.

[CLICK TO VIEW VIDEO](#)

12 KEY POINTS THAT ARE UNDERWAY IN CHANGING MARKETING FOR THE FUTURE

2. **Data is more important than demand:** There is a growing importance of data in marketing, suggesting that data will become more important than demand itself. Using data to understand prospects and their behaviors will guide more effective and precise campaigns.
3. **Ecosystems and Relationships:** Nurture relationships within ecosystems, emphasizing the value of surrounding prospects with partners, influencers, and complementary services.
4. **Demand and Brand are better balanced:** There is a trend of investing in brand-building activities alongside demand generation efforts, mentioning examples of companies investing in brand awareness for long-term benefits.
5. **Buying committees are way more complicated:** There is a complexity of buying committees as more people are involved in the process. According to research, younger generations prioritize community involvement and company values in their decision-making, and is important to keep in mind when addressing buying committees
6. **Omni is everything:** There needs to be an omni-channel approach, where different marketing channels work in concert to create a seamless and consistent customer experience.

- Check out the rest of the 12 steps, by watching Matt's video

UNLOCKING INSIGHTS WITH AI: THE AI MULTIPLIER METHOD

"AI breaks down decades of experience and answers in just a couple of seconds simply by asking the right question."

- Why Now? There is potential job displacement due to AI and automation. Opportunity for top performers to achieve better results using AI.
- What is possible? Sell or market, build an entire sales department, create a guide, video, diagram and summary.
- Where to start? Tools to consider using: ChatGPT, Claude, Poe, Gbard, Perplexity...
- **Master Prompt Method:** how to structure your prompts to get the most out of AI. Using Context, Framework, level, size and structure.

RYAN
STALEY

FOUNDER & CEO



- The AI Multiplier Method: focuses on Time, Execution, Exumen, Money and Skills.
- The future is now for leveraging AI. Scale yourself, your life, and your career using AI tools.
- **Special Offer:** go to: www.aiforrevenue.com/CC to get prompts and outputs for various AI use cases. Or sign up for weekly newsletter "Superhuman Revenue" and "The Scale Up Show" for more insights.

CLICK TO VIEW VIDEO

LIVE SPEAKERS

MATT
MILLEN

CO-FOUNDER &
PRESIDENT



BILLY
BATEMAN

CO-FOUNDER &
VP OF OPERATIONS

Signals



UNLOCKING POTENTIAL: COMPELLING REASONS TO EMBRACE REGIE.AI

"We were doing AI before AI was even cool."
-Matt Millen

- Reggie AI is an AI-powered tool designed to assist sales teams with personalization, messaging, and engagement.
- Regie.AI can help your teams:
 - **Create** highly personalized messages in seconds.

- **Gain** insights into prospective personality traits, communication styles, and do's and don'ts for effective communication.
- **Emphasizes** using personalized information, such as hobbies or interests, to stand out in the prospect's inbox.
- **Offers a 3x3 workflow for creating personalized messaging**: choose three points of relevant information and generate personalized messaging.
- **Rapid Writer**: automatically generates personalized emails for specific personas, making personalization even faster.
- **Autopilot**: dynamically tailors engagement based on prospect signals, optimizing interactions and engagement.

- The challenge of integrating AI tools is often related to change management and ensuring user adoption. A proof of concept (POC) can help ensure that the AI tool fits into the sales team's workflow and provides the desired results.

CLICK TO VIEW VIDEO

LIVE SPEAKERS

SCOTT
LOGAN

CMO

KIONOLOGIC™



JAMES
GILBERT

CMO

FLIP



DECODING AI: EXPLORING ITS EVERYDAY APPLICATIONS

“Although AI will take some of the more mundane work off your plate, you’re still going to have to use it to your advantage.”

- What is AI?
 - **AI is a broad term** and refers to systems that can process data faster than humans and make sense of it, sometimes with better efficiency.
 - **Generative AI** involves creating new content or responses based on patterns learned from existing data.
 - **Differentiating AI and Machine Learning (ML)**: AI can refer to any technology that performs tasks that typically require human intelligence. While Machine Learning (ML) is a subset of AI where systems learn from data and improve their performance over time.

- Marketing and sales professionals can use AI to enhance efficiency and improve communication, such as generating email templates, scripts, and more.
- Proficiency in using AI tools can become a valuable skill set, similar to other marketing certifications.
- Leaders should encourage their teams to use AI tools and should be willing to learn and experiment themselves.
- Four major challenges with AI include bias, privacy, accountability, and transparency.

[CLICK TO VIEW VIDEO](#)

10AM BLOCK



**STEVE
EROR**

Sales Director

Signols



**DAN
BAIRD**

Founder

WRENCHAI



**JORDAN
CRAWFORD**

Founder

Blueprint

HIPPO HIGHWAY: STEERING CHATGPT – A TACTICAL GUIDE TO WRITING SUBJECT LINES & WINNING CAMPAING IDEAS

“AI is kind of just an umbrella term; there’s narrow AI and there’s general AI. General AI is the skynet that people think of that potentially takes over the world... Narrow AI is basically specific purposed AI for targeted and tight used cases.”

- AI key concepts: LLM, generative, pre-trained, transformers -> discriminative ai to classify or predict -> generative ai -> keep learning -> machine learning
- ChatGPT doesn’t know everything. Some prompts are responded with confused responses or some that don’t make complete sense because ChatGPT hasn’t worked with certain concepts before.
- ChatGPT only does a better job when fine-tuned and prompted in the direction you really want. If you give a complex prompt, it might not know what you’re seeking.
- Custom instructions, ChatGPT Splitter, etc., help create more fine-tuned information based on the customization of your requests.
- Traditional data is much less significant than you think

[CLICK TO VIEW VIDEO](#)

10AM BLOCK

UDI
LEDERGOR
CHIEF EVANGELIST



DAN
MORGESE

SNR MANAGER
CONTENT STRATEGY



UNLOCKING GTM PRODUCTIVITY WITH AI

"If I wanted to know what happened in a one-hour conversation, I'd have to listen to a one-hour conversation to get the gist of it... Now, it takes me about 30 seconds to read the call spotlight." - Udi Ledergor

"The real impact of AI here is the scalability and accuracy of actually identifying these behaviors or these initiatives. AI, within the context of your business, can now understand full concepts." - Dan Morgese

- 51% of sales organizations will implement AI into their sales process within the next year.

- For GTM teams, perceived benefits of AI when integrated into sales leadership are automating seller activity, guiding winning behaviors, informing GTM teams of prioritized strategies, and improving customer experience.
- The three key considerations to think about when incorporating AI into a sales team:
 1. **A generative AI system** that is fed with high-quality data generates high quality insights.
 2. **Consider** a domain specific solution trained specifically in sales conversations.
 3. **Watch for solutions** that keep your PII private and compliant without exposing yourself.

[CLICK TO VIEW VIDEO](#)

10AM BLOCK

RYAN
VAILLANCOURT

VP OF SALES

Revenue 



MARIA
BROSS

DIRECTOR OF
PERFORMANCE
CONSULTING

Revenue 



THREE WIN RATE OBSTACLES SOLVED WITH AI

“What great sellers do is they realize ... the power of this kind of Technology[Ai], is it's doing the heavy lifting and the administrative noisy work that humans are not particularly good at so we can spend more of our time concentrating on our superpower which is that emotional intelligence that enables us to take a great first draft and turn it into a much better final draft.”

– Ryan Vaillancourt

- 73% of B2B buyers prefer not to interact with a salesperson. How can we be more effective? And what do buyers value?
- AI is helping sales teams save time by:
 - **Preparing for calls:** AI tools can analyze and summarize previous conversations.
 - **Sending Email Recaps:** AI can help draft a recap email based on the conversation's content. This can aid sellers in sending prompt and relevant follow-up that meets the buyers' needs and concerns.
 - **Overcome the Forgetting problem:** 90% of new information is forgotten after the first month. AI can provide real time conversation cues, and remind sellers to slow down, ask questions, etc.
- A buyer's value, active listening, confidence, problem-solving ability, and building trust are identified as crucial traits. These attributes contribute to creating positive buyer experiences and building relationships.

[CLICK TO VIEW VIDEO](#)

10AM BLOCK

WILL
AITKEN

SALES CONTENT



"We believe that the human is the most important element in sales, and when you substitute the human for AI, you're one devaluing the work of the person not only to develop skills but also lowering the quality of all the work you do a good"

–Will Aitken

BEYOND THE HYPE: THE DOWNSIDES OF USING AI FOR SALES OUTREACH

- Humans are the most important thing in sales.
- The problem with sending AI generated emails is that it is obvious to computers and human readers when something has been written by AI.
- Another issue with this ability to recognize AI generated responses is some may disregard the email entirely OR they get upset thinking the AI written email was dis ingenuine.
- Scaling quantity at the expense of quality will burn bridges, damages brands, and destroy relationships that are yet to even form.
- If you want to be a good seller, who is not being replaced by AI in a few years, then thoughtful and relevant is part of it.

[CLICK TO VIEW VIDEO](#)



10AM BLOCK

MARIAH
WEST

VP OF MARKETING



KATIE
DEMATTEIS

CO-FOUNDER



HOW TO TAKE AI-ASSISTED B2B CONTENT MARKETING FROM CREATION TO CONVERSION

"It takes a lot of work even working with a platform like a generative AI platform, to get it to the place that you want it to be. The biggest thing I want to caution against is just assuming that you can put something in and use whatever that output is. It's still going to be a back and forth, there is still going to be an iteration process there, however it will take some of the leg work away it will allow you to work differently, maybe not less, but it gives you a different avenue for content creation, which is really exciting."

- Many complaints for ABX platforms stem from the platform not having a true "place" in a workflow or being inefficient in their data communication processes.
- There is a rift between Salesforce objectives and related activities that hinder selling effectiveness.
- The opportunity cost question - If you had more time to spend elsewhere, where would the most revenue be sourced from?
- Increasing productivity from a BDR level helps improve the total time-to-value of your sales motions.

[CLICK TO VIEW VIDEO](#)



Lead Generation and AI Platform for B2B Marketing & Sales

Know who is on your website, and leverage their behaviors, to engage with visitors who are ready to buy. We have already helped companies find thousands of qualified new contacts without visitors needing to fill out a form.

[LEARN MORE](#)



11AM BLOCK

REVOLUTIONIZING REVENUE: HOW AI ILLUMINATES INDUSTRIAL BLIND SPOTS

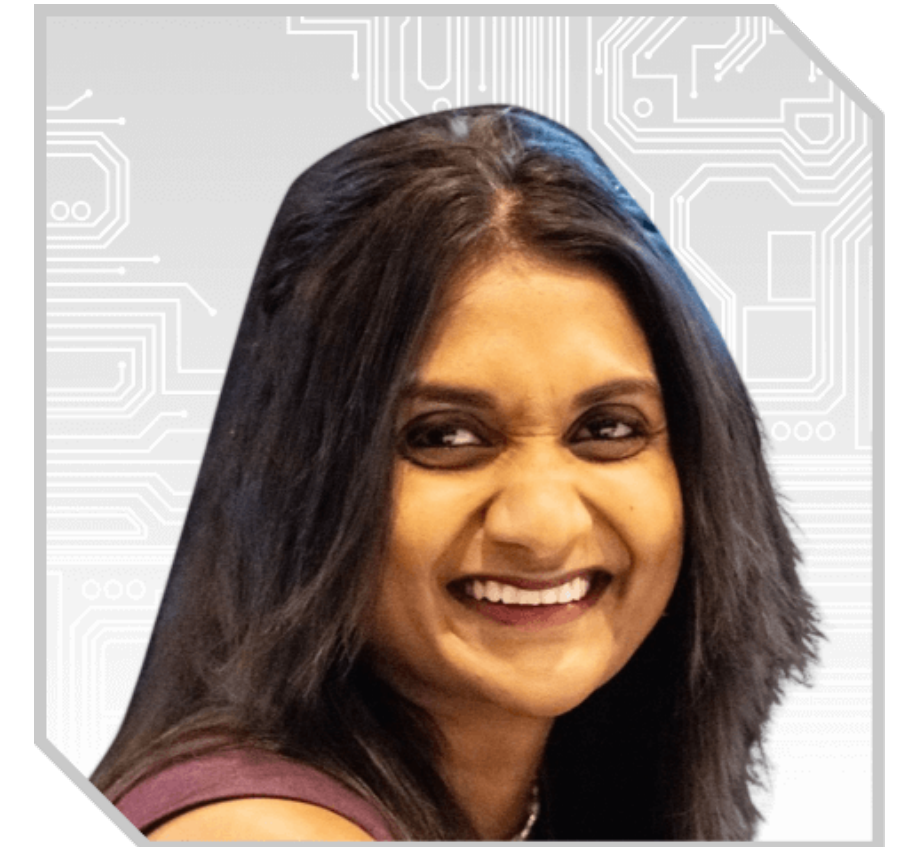
"75% of manual labor a redundant mundane manual labor has been reduced and this manual labor was expensive before and revenue reconciliation that used to take months or weeks or Days is now done in minutes."

–Sarah Tamilarasan

- Heavy industries have vast, underutilized data sets, with 75% of real-time operational data going unused.
- Shareholders demand increased precision in daily operating cash flow predictions and analysis.
- Challenges arise from managing thousands of transactions involving tanks and products (e.g., oil) generating manual tickets, which can be lost or misplaced. As well as manual analysis of these transactions is time-consuming, error-prone, and expensive, leading to lost revenue.

SARAH
TAMILARASAN

CEO



- Benefits of using AI to illuminate industrial blind spots:
 - **AI technology** automates the analysis of tank data, truck tickets, and other factors.
 - **Implementing AI** reveals previously unnoticed revenue discrepancies of 3–7% due to missing or unmatched transactions.
 - **Manual labor** is significantly reduced, with 75% of redundant tasks being eliminated.
 - **Revenue reconciliation**, which used to take weeks or months, is now completed in minutes.

[CLICK TO VIEW VIDEO](#)

11AM BLOCK

GABE
LARSEN

CMO



"Generative AI can give you superpowers."

– Gabe Larson

AI AND MARKETING: FACT OR FICTION?

- Tools for your marketing teams to check out:
 - **ChatGPT**: Engaging interactions, seamless integrations, Versatility for creativity
 - **Fireflies**: Effortless Meeting documentation, Easy Collaboration, actionable insights. Valuable for interviews, and projects. Summaries of meetings
 - **MidJourney**: Access to AI Generated Images. For social, blogs, and ways to not infringe on rights for images.
 - **Superhuman**: Efficient Email Management and cool writing capabilities
 - **Scalenut**: AI Powered content creation, manage your SEO
 - **Murf**: High Quality Voiceovers
 - **Pictory**: High- quality Videos. Social, blogs, content form.
 - **Jasper.ai**: Time-saving content Creation. Make it easy to create content for various scenarios and purposes.
 - **AdCreative.ai**: AI Generated ad creatives
 - **Perplexity.ai**: accurate and relevant search results.

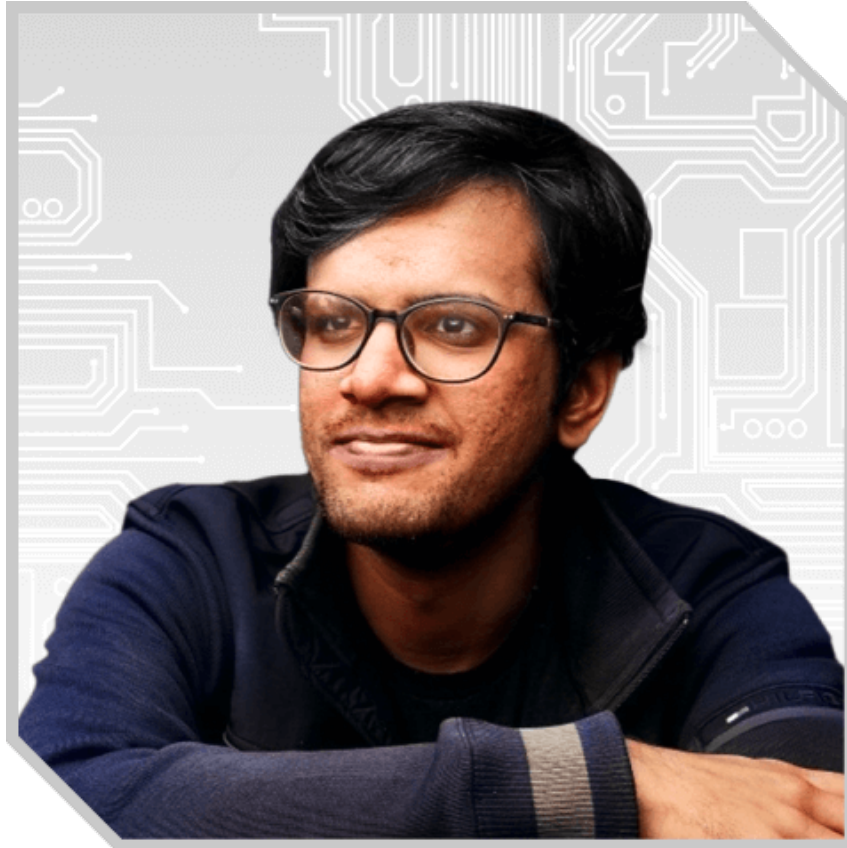
CLICK TO VIEW VIDEO



11AM BLOCK

NISHIT
ASNANI

CO-FOUNDER



BEN
STERN SMITH

CHIEF REVENUE
OFFICER



THE UNSPOKEN TRUTHS OF AI IN SALES TRANSFORMATION

"AI is helpful, AI is easy, AI is here today to help do jobs and create more revenue."

- **AI is not a FAD**, it is a reality that we use every day through phone calls, emails, follow-ups. If you are not using ChatGPT for questions in your business, you are not doing your job
- There is a fear about what it is going to replace... AI can only replace part of a job, specifically pertaining to busy work.
- AI is not at the point of making decisions FOR us, but it speeds up the decision-making process.
- When customer training is absent, it serves as an indicator of successful AI implementation.

[CLICK TO VIEW VIDEO](#)

THE FUTURE OF AI

"If we allow it to, the very technology that promises to liberate and power can quickly become the tool of oppression."

-Brian Christensen

BRIAN
CHRISTENSEN

FOUNDER



ALLTHE.AI



- The evolution of AI goes from the PC to the internet, to social media, to different platforms, to AI/Robotics/IoT/Quantum computing, and will most definitely continue.
- There is the possibility of personalized education. What if you could be taught directly by Albert Einstein, receive personalized tutoring from the greats?

- AI has power to radically change the globe and take us to new heights
- We are living in a time where there is a burst of productivity enhancement tools such as; **ChatGPT, Bard, LLM's, DALLE, Mid Journey, and more.**
- Automation streamlines the sales process, creating more results.

CLICK TO VIEW VIDEO

11AM BLOCK

M. NADIA
VINCENT

DIGITAL TRANSFORMATION,
AI & INNOVATION EXECUTIVE
ADVISOR, CONSULTANT



“Data is a very important asset. Invest as much as you need in data.”

– M. Nadia Vincent

5 KEY STRATEGIES TO OPTIMIZE GENERATING REVENUE USING AI

- Have specific goal in mind.
- Utilize a **360-degree business strategy** to achieve that specific goal.
- **Use different types of AI**, such as machine learning, RPA (rapid process automation), generic AI, robotics, etc.
- Use a combination of AI and digital technologies. Without data, you cannot have artificial intelligence.
- **Use field specific AI** and generic AI such as AI solutions designed specifically for financial industries combined with generic AI to achieve different tasks.

[CLICK TO VIEW VIDEO](#)

Learn how Signals uses predictive AI to identify a buyer's intent

Signals intent scoring, powered by predictive AI, identifies what accounts will most likely convert into opportunities. We will provide recommendations on what accounts are worth pursuing based on an account's behavior and notify you of changes in their intent.

[LEARN MORE](#)



12PM BLOCK

HOW MY BOOTSTRAPPED STARTUP USED AI TO SELL BIGGER & FASTER

"We were introduced to AI deep into a project and that changed our entire process."
-Martin Miranda

- There is massive opportunity for every company in every sector to innovate and enhance their organization with higher productivity.
- **No code/low code tools and apps**
- **Large language models** (like GPT)
- **API management tools**: no need to code as much, still need the knowledge
- **Dynamic websites**: web flow

MARTIN
MIRANDA

FOUNDER & CEO



[CLICK TO VIEW VIDEO](#)



12PM BLOCK

SOMYA
KAPOOR

CEO



“There are two ways to grow your business; acquire new customers or focus on retaining existing clients.”

– Somya Kapoor

THE VALUE OF CX INSIGHTS FOR GO-TO-MARKET STRATEGIES

- Generative AI is applicable to customer experience retention, revenue growth, cost optimization, business continuity, etc.
- AI Driven CX for expansion and retention needs to involve collecting data across systems, predicting insights from contextual data, and acting on those insights.
- **There is more to AI than GPT.** There's prediction, LLM, behavior detection, deep learning, clustering, NLP, sentiment, etc.
- The goal is to bring data, summarize it, contextualize it, summarize that, then make it actionable downstream.

[CLICK TO VIEW VIDEO](#)

SHAPING YOUR POINT OF VIEW: THE SIGNIFICANCE OF ARTIFICIAL INTELLIGENCE

"Technology. This is probably one of the biggest points of discussion we find, is when people get very lost when it comes to technology, and they very often associate ABM and technology. What we say to customers and to the market is its always strategy first, the technology will come second. The strategy will decide the technology. The technology does not decide the strategy."

-Daniel Englebretson

DANIEL
ENGLEBRETSON

CHIEF CUSTOMER
OFFICER



- Opportunities with AI could add trillions of dollars in value to the global economy.
- There are overlapping opportunities with AI generated platforms, some being NLP, GPT, AI, and AIG (hypothetically speaking).
- What generative AI isn't – LLM's are good at saying what an answer should sound like, which is different from what an answer should be.
- 3 things to consider are:
 - **AI creates opportunities** that could increase worker productivity
 - **Workdays** could get more interesting when utilizing AI
 - **White color job disruption is real**

[CLICK TO VIEW VIDEO](#)

LAUREN
MCCORMACK

VP – DEMAND GEN
LEADER

RP.



“NIHITO: Nothing important happens in the office”

– Lauren McCormack

- Demand Gen is the art and science of balancing. It drives revenue by creating sales pipelines, creating predictable/scalable/qualified leads, balancing quality/quantity appropriately, etc.

HOW TO BUILD YOUR DIGITAL DEMAND GEN ENGINE

- An ICP takes into consideration demographics, firmographics, and interests of your “dream customer”, analyzing and finding ideal customers.
- AI Experiment:
 - **We exported** the last 2 years of our company’s salesforce data, anonymized that data by replacing names with unique identifiers, and ran data through cluster models using a python script.
 - **We obtained 4 cluster groups** based on 3 company variables: profit, frequency of purchases, and number of employees.
 - **We furthered the refining process** by defining the ICP based on cluster group and then designed a genetic algorithm, which then generated a list of companies based on that chosen cluster.
 - **The results we received** included a list of companies that we were already in business with.

[CLICK TO VIEW VIDEO](#)

FINDING THE RIGHT AI BUSINESS TO PARTICIPATE WITH VS. INVEST IN

"If you have a mediocre horse but with a great jockey, somebody who can lead and guide and manage, you're always going to have a better success rate than if you go for the number 1 horse and not worry about who's riding that horse."

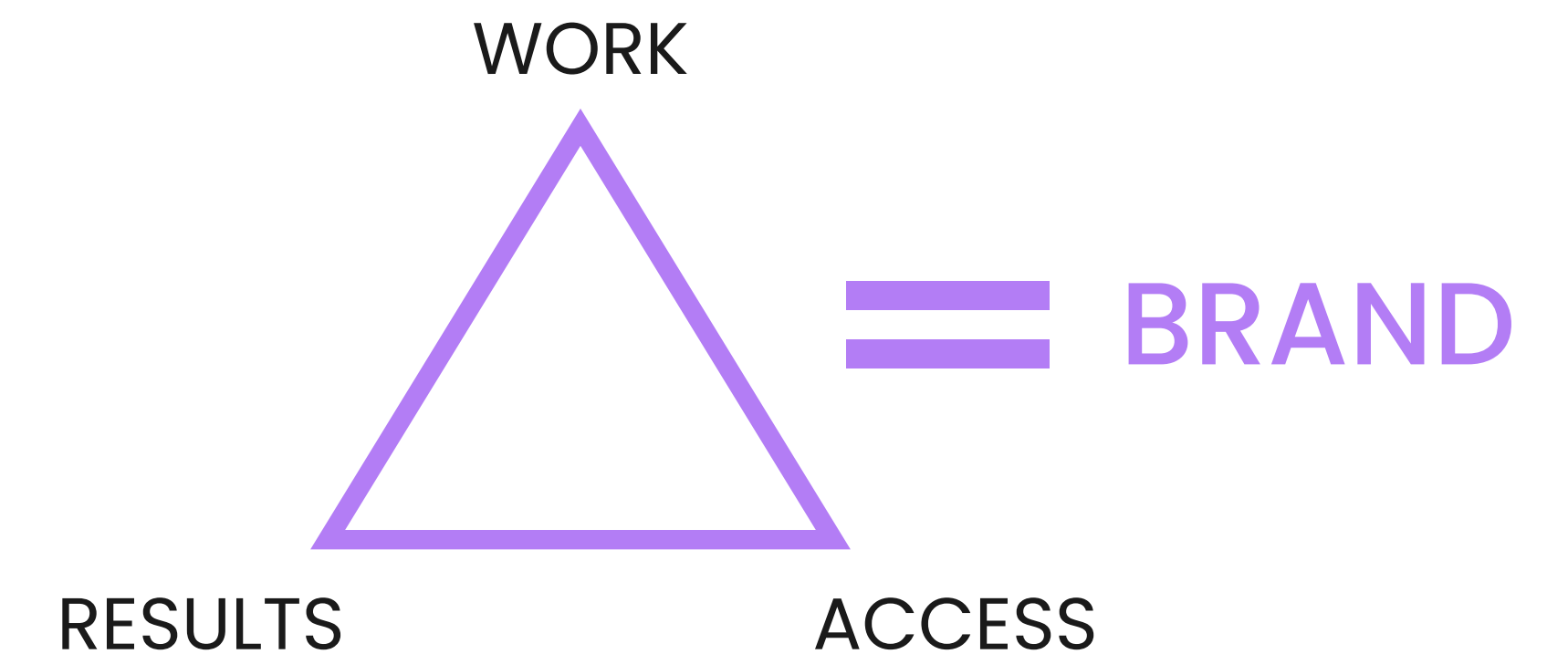
-Jeff Crane

- There are three principles to utilize when identifying AI companies to get involved with and potentially invest in.
 1. **The principle of investing in the Jockey not the Horse.** Find someone who can lead, guide, and manage efficiently.
 2. **Look at the environment.** Which category are you looking at? to create a business or service?
 3. **Research events you want to be a part of.** Invite companies that are going to teach new things.

JEFF
CRANE

FOUNDER

AI INCUBATED



[CLICK TO VIEW VIDEO](#)



Learn how Signals can help you define your ICP and find contacts of decision makers

Receive recommendations on what accounts fit within your ICP. When an account visits your site, and matches ICP, we will create an account with a full company bio. We then find and add the buying committee contact information to the account and enroll quality contacts into your current sales and marketing cadences.

[LEARN MORE](#)



THANK YOU FOR CHECKING OUT THIS E-BOOK

SEE THE PRESENTATIONS [HERE](#)
OR LEARN MORE AT: getsignals.ai