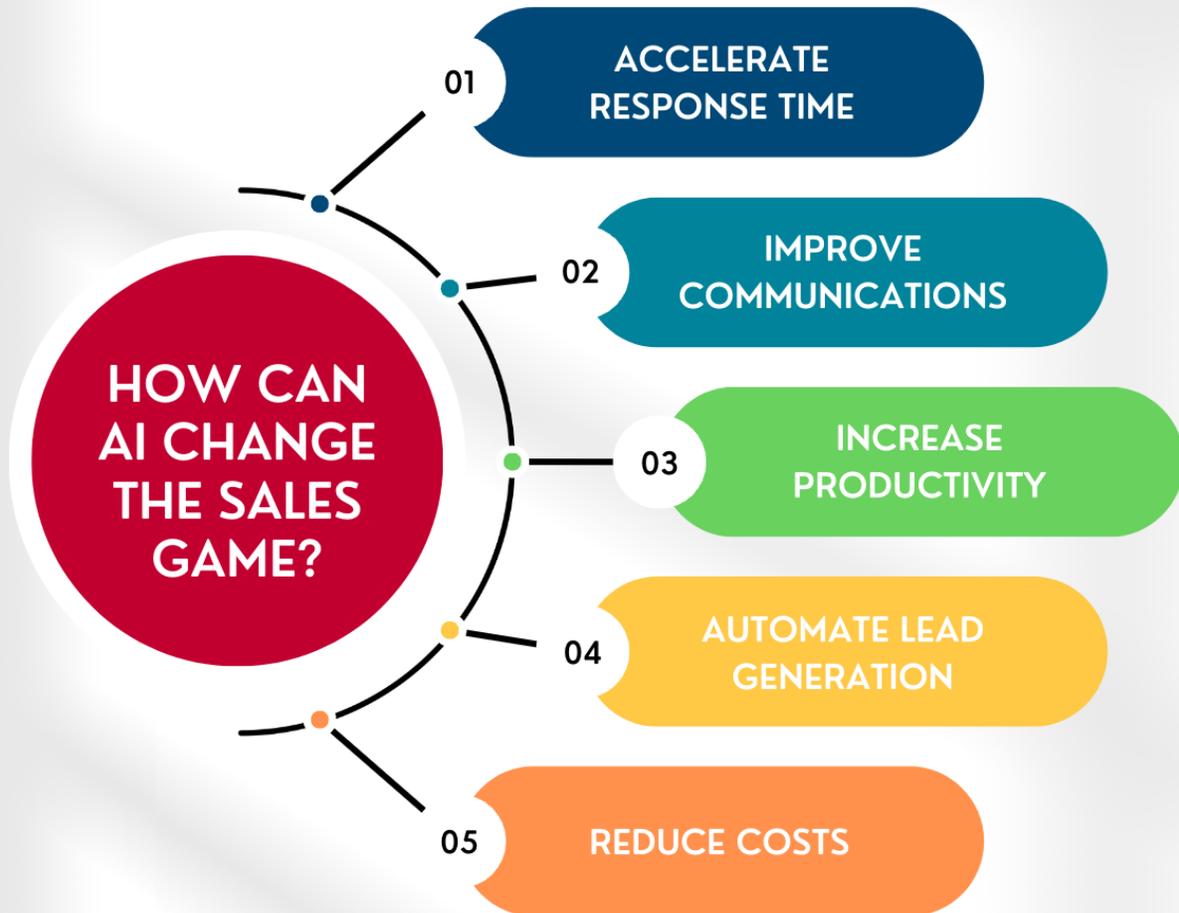




May 2023



Sales Xcelerator



Important Benefits and Pitfalls of AI for Sales

Artificial intelligence (AI) is ready for primetime and rapidly changing the way we live and work. It's no surprise, that it can and will continue to influence sales organizations. At its core, AI can automate tasks, personalize interactions, and streamline processes and communication, all of which can help sales teams close more deals and boost their bottom lines. In fact, early adopters can likely gain a competitive advantage.

What is AI?

AI can be defined as the ability of machines to perform tasks previously only possible with human intelligence. With AI, machines can now offer solutions with human-like reasoning and carry on real-time machine-driven dialogues in a natural and conversational manner.

AI typically acquires its intelligence via Machine Learning (ML) based on broad and deep online data sets. AI also gains its ability to communicate organically by using Natural Language Processing (NLP). When combined, the AI brain first learns from vast information resources and can then respond to prompts in an "intelligent," human-like way

And What is ChatGPT?

ChatGPT is an AI "Chatbot" system which can generate text, translate languages, write various forms of creative content, generate code, answer user questions, and much more in a natural way. While developer OpenAI, with ChatGPT, has been a pioneer in bringing AI into the mainstream, other AI platforms are rapidly expanding. For content, these include Jasper, Bard by Google, RYTR, and Writesonic. For graphics, MidJourney and Stable Diffusion are early leaders.

Is AI Really a Chatbot?

We're familiar with sales chatbots as they've been used for many years on business websites. These tend to be *rules-based* automated tools that respond with *programmed* or scripted responses and actions to common user inputs. An AI chatbot, on the other hand, *learns* not only from a broader knowledge base but also from context and tone of the user interaction. Whereas a typical business enterprise chatbot is often limited to customer service and lead generation applications, an AI chatbot can help generate non-customer-facing longer-form content and process enhancements.

AI for Sales? How Can AI Change the Game?

Click here to read the [full article](#).

Upcoming Events in Houston

Organized by the **Cy-Fair Chamber of Commerce**, come and join us for the
General Membership Luncheon and Business Expo

Tuesday, **May 16th, 2023 from 11:30 AM - 1:00 PM**

Location: Berry Center, 8877 Barker Cypress Road, Cypress, TX 77433

[Click Here to Register](#)

Accelerating Sales Through Metrics WORKSHOP

FREE IN-PERSON - May 17th At The WorkLodge THE WOODLANDS

From 11:30 to 1:30

LUNCH ON ME - Workshop starts at 12:00



Learn How to prepare an effective sales plan that is easily implementable and how to efficiently use simple metrics to drive and measure your sales.

Seats are limited, Register [HERE](#)

Why do you need a sales recovery plan? WORKSHOP

FREE IN-PERSON - May 18th At The WorkLodge Vintage Park

From 11:30 to 1:30

LUNCH ON ME - Workshop starts at 12:00



WHY DO YOU NEED A SALES RECOVERY PLAN?

- Economic slowdown
- Increase in sales cycle
- Lack of pipeline
- Loss of revenue (i.e. largest client leaves)
- Key Salespeople leaving
- Active Competition and more

Learn how to plan solutions for each of the threats

Seats are limited, Register [HERE](#)

Developing a Growth Sales Strategy WORKSHOP

May 23rd At the SBDC West Loop
From 10:30 to 12:00

Don't miss this in-person workshop

Developing a Growth Sales Strategy

During tough times

Many businesses and industries are experiencing high growth despite the current environment of labor shortages and supply chain delays. Planning for disruptions and maintaining a growth trajectory is doable with proper planning.

Join us for this in-person class to discover simple solutions and ideas to get your business in a growth mode even when external factors are not working in your favor.

Highlights:

- Components of a goal-focused action plan
- Typical sales pain points and solutions
- Best practices for a positive sales impact



This class is geared toward business owners and sales, operational, and logistical leaders who are focused on organizational growth.

Seats are limited, Register [HERE](#)

Don't miss this Silver Fox LUNCH & LEARN event!

May 23rd 2023
From 10:30 to 12:00



Scan to Register:



Houston Center SBDC
1455 West Loop South, Suite 900, Houston, TX
77027

Free Parking attached to the building



Presented by Michel Privé



mprive@salesacceleration.com

713-907-6310

Silver Fox Advisors May Lunch & Learn



**Patrick
Jankowski**
Senior Vice President and
Chief Economist
Greater Houston Partnership

Date: Thursday, May 25, 2023
Location: The Briar Club
Cost: \$50.00



SILVER FOX ADVISORS
WISDOM DRIVEN RESULTS

[Register here](#)

Quoi de neuf in SLIC's world?

SLIC IS 3 YEARS OLD!

No better gift than recording a discussion with a highly regarded coach in Greater Houston, Mr. [Rick Schissler](#), on his radio show broadcast on May 1st, 2023, by the [Lone Star Community Radio and Television](#) channel: The Weekly

Business Hour.

We discussed the changes in the Sales profession, the difficulty of recruiting quality salespersons, and the importance of SALES TRAINING and coaching to ensure training sticks!

Watch or Listen to my discussion about SALES TRAINING with Rick Schissler

The Weekly Business Hour with Rick Schissler: Mondays at 11am



LONE STAR
Community Radio & Television
irlonestar.com/Conroe's FM104.5 & 106.1
Donate - CLICK HERE



SUPPORT THE WEEKLY BUSINESS HOUR

Donate to TWBH



Why is Sales Training Important?

(when recruiting is difficult, growth, high turnover in Sales is cancer).

Sales Training



The Weekly Business Hour provides the Business Community of Montgomery County with the latest in business news, tips and ideas on how to build a better business. Each week Rick features a local business person who shares their story and the secrets to their own success. Local and national experts also occasionally join the show to offer their tips and proven methods of building a successful business. Listeners can email or call in their questions to be answered by Rick and his guests.

Don't miss Rick every Monday morning at 11AM on
irlonestar.com/Conroe's FM 104.5/106.1

Have a question for RICK? Email him at rick@irlonestar.com



Courtesy of
LONE STAR
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Increase Your Revenue with Transformative Sales Training

SALES CHALLENGES YOU NEED TO SOLVE

- Prospecting new clients
- Upsell existing clients
- Maximize your time for selling
- Improve in big deals negotiation
- Hard-time to recruit or keep sales professional
- How to train juniors to become masters

WHO CAN BENEFIT FROM THIS TRAINING

- Business Owners
- Entrepreneurs
- Solopreneurs
- Sales Managers
- Sales Representative

Are your sales team members trained to sell?

Are they excelling in **Prospecting, Key Account Management, or Negotiation?**
Or have they just been "promoted" to sell without training?

Check this [flyer](#) attached and book a call with us to get a **demo** of this unique curriculum which will enable your sales team to **PERFORM**.

Read the [FLYER, click here](#):
Register [HERE](#) for a Demo

Meet Michel - Here to help!



Houston and Greater Houston
(713) 907-6310
mprive@salesxceleration.com

Michel brings 25+ years of experience successfully leading diverse organizations selling products and services.

Michel hired, directed, and grew at a two-digit rate, both small businesses and \$100M organizations to success.

Michel has a proven track record of establishing compelling visions, effective sales strategies, and building teams to achieve profitable growth.

[Visit SLIC's Website](#)

Is Attracting suitable candidates to your business, recruiting them, and keeping your employees keeping you awake at night?

We have robust and competitive solutions. Click [here](#) for help and support.



Hire the Right Candidate the First Time



25+ Years of Experience

Our experts have filled thousands of roles and have expertise in sales positions.



An Experienced, Dedicated Team

You will work with a dedicated team of a researcher and recruiter, each with over 10 years of experience.



High Quality, High Guarantees

98.5% of the candidates we place are successful in their roles and stay longer than 6 months.

Amplify Recruiting is Sales Xceleration's wholly-owned subsidiary. The team has extensive experience in sales and sales leadership, so they know how to enhance your organization. When you work with Amplify Recruiting, you leverage the strongest, most customized sales talent acquisition team possible to find your perfect sales candidate.

Contact [me to start your talent search.](#)

Michel is a proud member of the Houston Silver Fox Advisors who have been Serving Small
Businesses in the Greater Houston Area Since 1986

Click on the Silver Fox logo below to see how we help CEOs



Follow me on Social Media for Ideas and Insights on Driving Sales Growth



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