

GROWTH SERIES



PRACTICAL USE CASES OF AI FOR SALES AND MARKETING

WELCOME





Mark Hamill
CEO
ARCET Global



THIS EVENT IS ABOUT YOU!



AGENDA

9:30 Welcome and Networking

10:00 Introduction by Mark Hamill, CEO of ARCET Global

10:05 Welcome Note by Mohammed Kutuba Al Issa, VAS Director, RAKEZ

10:10 What's out there in the world of AI for Sales and Marketing by Adam Streeter of RAIZOR.ai

10:30 Practical Guides on Use Cases of AI for Sales and Marketing by Rob Hayes and Carlo Pepe of Koshima

11:00 End of Programme



NEXT EVENTS

22 AUGUST 2024

Event 5: Sales Models
to Drive Growth

04 SEPTEMBER 2024

Event 6: Driving Growth
through Digital Marketing



TODAY'S SPEAKERS



Adam Streeter
Enterprise Delivery Partner
RAIZOR.ai



Rob Hayes
Co-Founder and AI Consultant
Koshima



Carlo Pepe
Co-Founder and AI Consultant
Koshima





Mohammed Kutuba Al Issa

VAS Director

RAKEZ



Value Added Services

Bank Account Opening

In-person and online application submission with a 95% success rate. 100% money-back guarantee if your account isn't opened.

Business Support Services

Comprehensive support with translation, attestation, PRO, and government related services ensuring a smooth, hassle-free experience for you.

Corporate Tax Services

Comprehensive accounting and tax support covers evaluation, registration, and filing, ensuring timely submissions, with discounted bundles for compliance and tax reduction.



VAT Registration and Filing

Compliance with UAE's VAT policy, determining registration, and offering reduced filing rates through our bookkeeping services for enhanced readiness.

Manpower Supply Service

Sourcing, managing, and deploying skilled blue-collar workers across diverse industries. Simplifying the recruitment process, we ensure seamless access to the right talent.

Catering Services

Serving the industrial sector with a wide range of delicious menus tailored to meet specific demands, offering customized cost-effective menu options.

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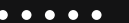


RAIZOR

AI for Sales and Marketing

2024

Adam Streeter



AI Copywriter - Sales

"Alma's LinkedIn summary: [copy LinkedIn summary]"

Write a cold email to Alma, who I just found on LinkedIn"

*PromptPerfect



Best practices

- ❖ Test out multiple versions.
- ❖ Edit ChatGPT emails carefully before you send.
- ❖ Be as specific as you can with your prompts.
- ❖ Use the Regenerate response button.
- ❖ Use descriptive words.
- ❖ Create new chat windows for high-value clients.



The solution

GenBD™

- ✓ Automated research
- ✓ Highly personalised and automated cold emails that get meetings booked
- ✓ Custom-tuned model for each sales team
- ✓ Model learns from prospect responses, and gets better
- ✓ Bypasses spam filters with ease

Build vs Buy

Perlonai.com

11x.ai

Artisan.co

aiSDR

Qualified



Meet Piper the AI SDR

 **QUALIFIED**

#READYTOWORK



14X48

OUTFRONT/

464050

6269

**PUBLIC
PARKING**

Pay Here



PARKING
← 400 3RD ST



Pay Here



AI Copywriter - Marketing

1. Set the Context
2. Define the Task
3. Define the Tone
4. Ask to Refine + Ask for Alternatives
5. Specify your Copy Limits
6. Learn from AI – its approach and its sources



AI SEO Analyzer

Automatically analyze – for a given SEO keyword –

- top-ranked pages
- your pages

Take all of the above and recommend what to change



*Semrush

THANK YOU



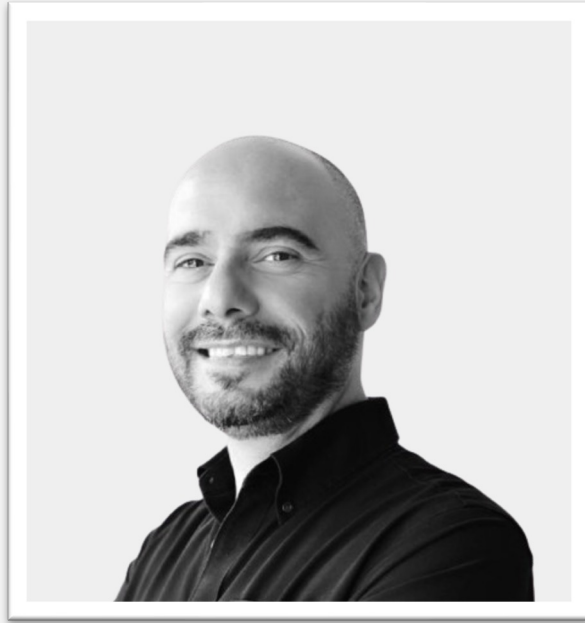
Q & A



K  **SHIMA**

AI FOR SALES
& MARKETING





CARLO PEPE

**AI Business
Consultant**

20 YEARS +
TECHNOLOGY SALES
& CONSULTING



ROB HAYES

**AI Business
Consultant**

10 YEARS +
TECHNOLOGY SALES
& CONSULTING

WHAT ARE GEN AI TOOLS VERY GOOD AT?

**CONTENT
GENERATION**

SUMMARISATION

**DATA
ANALYTICS**

TRANSLATION

MEET IBRAHIM & SARAH



MARKETING GURU



SALES TITAN



GOAL - PASS BEST LEADS TO SARAH

IBRAHIM WANTS

**CUSTOMER
SEGMENTATION
AND TARGETING**

**PERSONALISED
CAMPAIGN
CREATION**

**PROMOTION
OPTIMIZATION**

**LEAD SCORING
& PRIORITIZATION**



GOAL – CLOSE LEADS

SARAH WANTS

**LEAD
QUALIFICATION
AND RESEARCH**

**PERSONALISED
OUTREACH**

**OPPORTUNITY
MANAGEMENT**

MAXIMISE VALUE

**DEAL CLOSING
& FOLLOW UP**

WHAT YOU CAN DO TODAY

**LEAD SCORING &
PRIORITISATION**

**OPPORTUNITY
MANAGEMENT**

MAXIMISE VALUE

LEAD SCORING & PRIORITISING

Hi CHATGPT,

I HAVE UPLOADED AN EXCEL FILE WITH THE FOLLOWING COLUMNS:

- **JOB TITLE**
- **INDUSTRY**
- **WEBSITE VISITS**
- **EMAIL OPENS**
- **CONTENT DOWNLOADS**

I WOULD LIKE TO SCORE THE LEADS BASED ON THESE CRITERIA:

- **JOB TITLE:** CEOs SHOULD GET 20 POINTS.
- **INDUSTRY:** LEADS FROM THE TECHNOLOGY INDUSTRY SHOULD GET 10 POINTS.
- **WEBSITE VISITS:** EACH VISIT SHOULD ADD 2 POINTS.
- **EMAIL OPENS:** EACH OPEN SHOULD ADD 1.5 POINTS.
- **CONTENT DOWNLOADS:** EACH DOWNLOAD SHOULD ADD 3 POINTS.

PLEASE ANALYSE THE DATA, CALCULATE THE LEAD SCORES, AND PROVIDE THE FOLLOWING:

- 1. A SORTED LIST OF LEADS BASED ON THEIR SCORES.**
- 2. KEY INSIGHTS AND RECOMMENDATIONS BASED ON THE TOP-SCORING LEADS.**

THANK YOU!

OPPORTUNITY MANAGEMENT

HI CHATGPT,

I HAVE UPLOADED AN EXCEL FILE WITH THE FOLLOWING COLUMNS:

- **OPPORTUNITY NAME**
- **STAGE**
- **ACCOUNT NAME**
- **OWNER**
- **AMOUNT**
- **CLOSE DATE**
- **CRM DATA (OPPORTUNITY HISTORY)**

I WOULD LIKE TO MANAGE THESE OPPORTUNITIES BASED ON THE FOLLOWING CRITERIA:

- **PRIORITIZE OPPORTUNITIES IN LATER STAGES (E.G., PROPOSAL, NEGOTIATION).**
- **FOCUS ON OPPORTUNITIES WITH CLOSE DATES WITHIN THE NEXT 30 DAYS.**
- **HIGHLIGHT OPPORTUNITIES WITH HIGH AMOUNTS (ABOVE \$50,000).**
- **ASSIGN FOLLOW-UP ACTIONS BASED ON THE OPPORTUNITY OWNERS.**

HERE IS A MORE DETAILED BREAKDOWN OF WHAT I NEED:

- ****TAILOR COMMUNICATION**:**
 - **TAILOR COMMUNICATION TO INDIVIDUAL OPPORTUNITIES.**
 - **USE CRM DATA TO UNDERSTAND OPPORTUNITY HISTORY.**
 - **ADDRESS SPECIFIC NEEDS AND PAIN POINTS.**
- ****IMPLEMENT FOLLOW-UPS**:**
 - **IMPLEMENT TIMELY FOLLOW-UPS.**
 - **USE MULTIPLE CHANNELS (EMAIL, CALLS, SOCIAL MEDIA).**
 - **KEEP TRACK OF FOLLOW-UP ACTIONS AND RESULTS.**

THANK YOU!

MAXIMIZE VALUE

HI CHATGPT,

I HAVE UPLOADED AN EXCEL FILE WITH THE FOLLOWING COLUMNS:

- **OPPORTUNITY NAME**
- **STAGE**
- **ACCOUNT NAME**
- **OWNER**
- **AMOUNT**
- **CLOSE DATE**
- **PRODUCT/SERVICE**
- **CRM DATA**

PLEASE ANALYSE THE DATA BASED ON THESE CRITERIA:

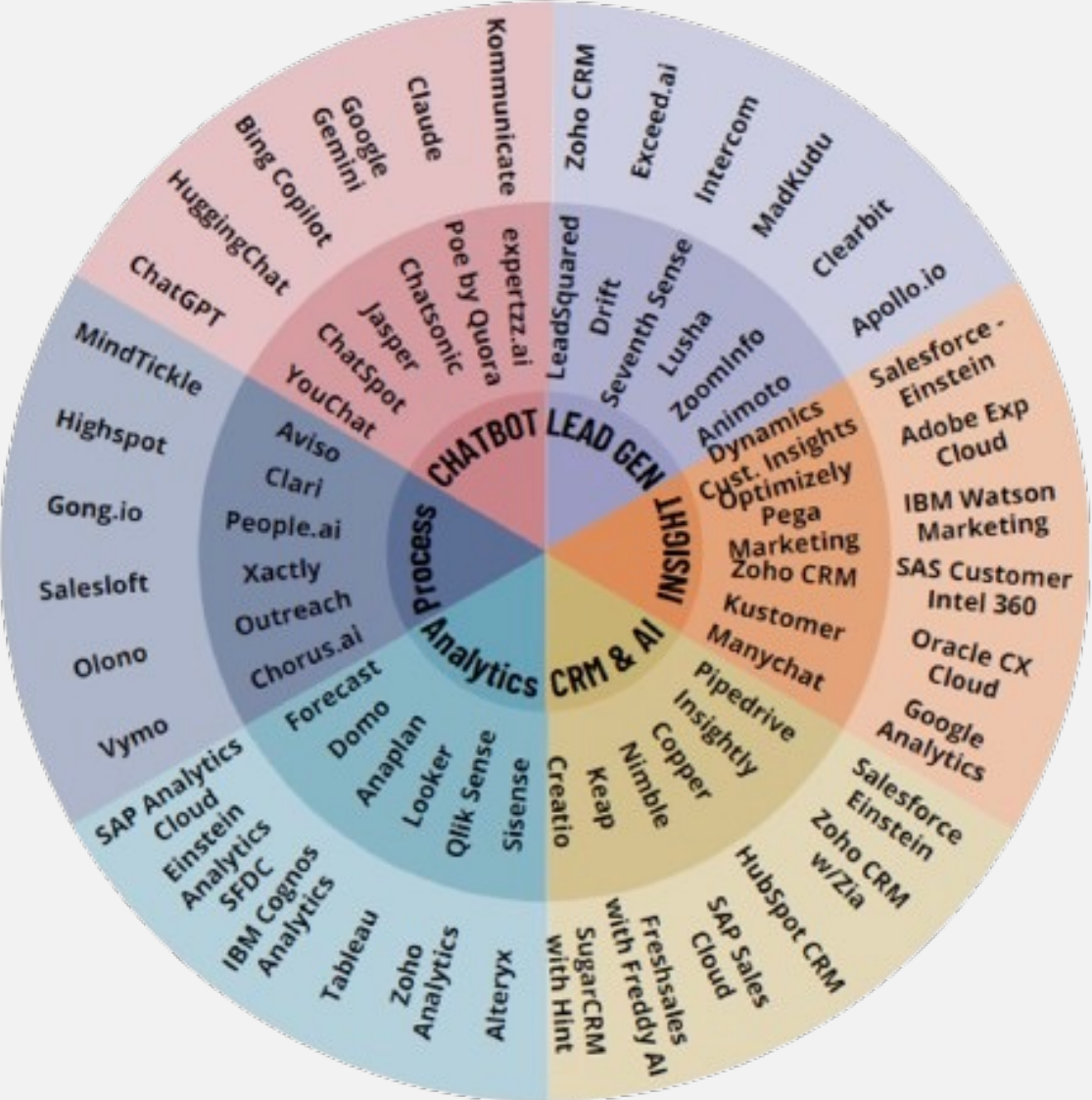
- **FOCUS ON LATER STAGE OPPORTUNITIES (PROPOSAL, NEGOTIATION).**
- **PRIORITIZE OPPORTUNITIES CLOSING WITHIN 30 DAYS.**
- **HIGHLIGHT OPPORTUNITIES ABOVE \$50,000.**
- **IDENTIFY UP-SELL AND CROSS-SELL POTENTIAL BASED ON CURRENT PRODUCTS/SERVICES.**

I NEED THE FOLLOWING:

1. A SORTED LIST OF OPPORTUNITIES.
2. KEY INSIGHTS AND RECOMMENDATIONS.
3. STRATEGIES FOR UP-SELLING AND CROSS-SELLING, INCLUDING:
 - **RELEVANT PRODUCTS/SERVICES FOR EACH OPPORTUNITY.**
 - **TAILORED COMMUNICATION TO HIGHLIGHT BENEFITS.**
4. A COMMUNICATION PLAN THAT INCLUDES:
 - **PERSONALIZED COMMUNICATION STRATEGIES.**
 - **USING CRM DATA TO UNDERSTAND HISTORY.**
 - **ADDRESSING SPECIFIC NEEDS AND PAIN POINTS.**
 - **TIMELY FOLLOW-UPS USING EMAIL, CALLS, AND SOCIAL MEDIA.**
 - **TRACKING FOLLOW-UP ACTIONS AND RESULTS.**

THANK YOU!

AI TOOLS



**ARIGATŌ
THANK YOU
SHUKRAN**



Q&A



Survey



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THANK YOU