



**INO AI LAB**

[ AI EDUCATION • COURSE MATERIAL ]

# AI for Sales Teams

*Prospecting, CRM, call analysis, follow-up*

| LEVEL           | DURATION       | LESSONS  |
|-----------------|----------------|----------|
| <b>Beginner</b> | <b>3 hours</b> | <b>7</b> |



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[ LESSON 01 ]

## Prospecting With AI: Quality Over Volume

Spray-and-pray outbound is dead. AI lets one rep run targeted, researched outreach at the volume previously requiring five. The workflow: Clay or Apollo for enrichment → an LLM to score and prioritize leads → personalized opening generated from real signals (recent funding, hires, tech stack changes) → sent through a sequencer with reply-handling automated. Reply rates of 8–15% are now achievable where 2% was the norm.

The signal layer matters more than the writing. Generic 'I noticed your company is growing' opens get ignored. 'I saw your CTO posted last Tuesday about migrating off Snowflake — we helped Acme cut their warehouse costs 40% in a similar move' gets a meeting. Build prompts that force the AI to cite a specific signal in every opening line; if it can't find one, skip the lead.

### // KEY TAKEAWAYS

- › AI multiplies one good rep, not bad outreach.
- › Specific signals beat generic personalization.
- › Force every email to cite a real signal.

[ LESSON 02 ]

## CRM Hygiene and the Death of Data Entry

Sales reps lose 4–6 hours per week to CRM updates. Tools like Gong, Avoma, and Salesforce's Einstein write call summaries, update opportunity stages, log next steps, and even draft follow-up emails automatically. Properly deployed, this gives every rep a full extra day per week. The ROI is so obvious that this is the single first AI deployment every sales org should make.

Audit the output. AI updates are usually 90% right and 10% wrong in ways that quietly corrupt the pipeline (wrong amount, wrong stage, wrong contact). Build a weekly 'AI updates' review where managers spot-check 10 randomly selected updates per rep. This keeps quality high and trains the team on the failure modes that matter.

### // KEY TAKEAWAYS

- › First AI deployment for sales: CRM autofill.
- › Worth ~1 day per rep per week.
- › Weekly spot-checks catch silent corruption.

## [ LESSON 03 ]

## Call Analysis That Improves Closing

Gong, Chorus, and Avoma transcribe and analyze every sales call: talk ratio, monologue length, competitor mentions, objection types, MEDDIC/SPIN scoring. The data exposes patterns invisible to humans — your top closers talk less, ask more questions, and use specific phrases at specific deal stages. Reverse-engineer that into a coaching curriculum and the whole team's average performance rises.

Add a deal-risk model. AI compares current deal trajectory against historical wins and losses, flagging deals stalling 2 weeks before reps notice. Pair each flag with a recommended next step (request stakeholder intro, schedule technical deep dive). The best implementations cut slipping deals by 20–30% in a quarter — pure pipeline upside with no extra headcount.

### // KEY TAKEAWAYS

- › Call analytics reveal what top closers do differently.
- › Coach to specific behaviors, not generic skills.
- › Deal-risk models catch slipping deals early.



[ LESSON 04 ]

## Follow-Up Sequences That Don't Feel Robotic

The hardest part of AI in sales is preserving the human voice. Train the model on 50 of your best historical emails per rep (with permission) and use those as few-shot examples. The result is sequences that sound like the rep, not like ChatGPT default voice. Always let reps edit before send — auto-send burns reputation faster than any time savings can pay back.

Track reply sentiment, not just open and click. A 50% open rate on emails that get 'unsubscribe' replies is a disaster. Modern tools flag negative-sentiment replies for human handling and auto-pause sequences. Set hard rules: any reply pauses the sequence; any 'please stop' triggers a manager review. These guardrails are the difference between scaling outreach and burning a territory.

### // KEY TAKEAWAYS

- › Few-shot on real rep emails preserves voice.
- › Always let humans edit before send.
- › Sentiment tracking + auto-pause prevents disasters.



[ NEXT ]

# Keep Going

You've completed this course material. The real learning starts when you apply what you've read. Pick one idea from this PDF and run a small experiment this week. Document what worked and what didn't. Share your findings with the community.

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[hello@innovationailab.com](mailto:hello@innovationailab.com)

— Innovation AI Lab Team —

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