



# Your AI Strategy **MADE REAL**

## GENERATIVE AI FOR SALES & MARKETING TEAMS

Achieve results with precision-driven consulting tailored to your team's workflow.



### Benchmarking & Training

Superpower your capabilities with introductions and use cases tailored to sales and marketing organizations with training on the capabilities in common platforms including ChatGPT-4, Salesforce, MS Copilot, LinkedIn, and others.



### AI Strategy & Governance

Learn where your data comes from, how it's trained and copyright implications—and create a framework on how to manage and govern generative AI within your organization.



### Decision Making Strategies

Empower yourself with a simple framework tailored to your organization for future decisions in purchasing and implementing AI tools. Feel confident managing changes in a rapidly moving tech landscape.



### Measure Your Progress

Measure your knowledge, productivity gains, and align your ROI with adoption of advanced technologies that help you become a strategist, doing more with less.

## HOW DO WE **WORK?**

We'll work with you to understand your needs and scope phased or individual projects, training, or other retainer services that best fit your goals for generative AI adoption. We work from a smart process that benchmarks, recommends, and provides the training and tools needed for long-term success.

## HOW ARE WE **UNIQUE?**

We focus directly on individuals and teams using AI tools in their work, coaching and adapting with high-value consulting deliverables. As a software agnostic company, we're able to help you weigh the pros and cons of your tools, find the best value, and gain a fast understanding of how to approach generative AI in your operations.



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