



# Growing Your Business

Using AI Technology

**“The only strategy that is guaranteed to fail is not taking risks.”**

*— Mark Zuckerberg, founder, Facebook*

# Industry Today

- The pundits, all agree that the business model for most companies has forced them to adapt to a different world where they can grow and be profitable.
- They also agree that enterprise and consumer behavior have also changed irrevocably.
- The move to web based solutions does not eliminate the need for people. The use of enabling technologies helps employees be more productive.
- Many make great recommendations about the “What”; there is not much said about the “How?”

# Artificial Intelligence (AI)

What it is: “**Artificial intelligence** (AI) is the ability of a computer program or a machine to think and learn. It is also a field of study which tries to make computers "smart". (Wikipedia)

- What it does: process massive amounts of data from multiple sources to find what you want in real time.
- How: it can help improve productivity and results by generating a list of potential customers that meet your criteria more exactly. E.g. in the case of a business, by geography, area of activity or classification, size, number of employees etc Your commission sales people will love the idea.
- Who can help? Potent Leads with the power of AI!

# Current Customer Prospecting

- Potential customers were obtained through
  - Contact forms on your website
  - Cold calling obtaining list material from outside vendors, directories, trade shows etc
  - Referrals
- Unfortunately, the average “strike rate” in cold calling is somewhere between 1 – 3%
- In mass email marketing, open rates vary but max out at 25% (content, targets etc can make this % much lower) But more definitive is the conversion rate which tops out at 5% i.e customers who take the requested action in your email
- Conclusion: not a good use of people & money

# Potent Leads ([www.potentleads.com](http://www.potentleads.com))

- Potent Leads is an Artificial Intelligence platform that was designed to simplify the process of building genuine excitement for your product or service
- The process:
  - Define the typical customer geography, demographics
  - Specify keywords used to find your company, product or service
  - Complete the setup questionnaire
- The result: within days, the AI will provide with potential customers (**not just a list, but people actually reaching out to you!**) who have expressed an interest in your product or services. We will run this service monthly with increasing results as people don't always respond on first pass.
- When your sales team engages with the customer, the strike rate reaches more than 70% Better productivity leads to better results

# Benefits of This AI Platform

- Combining multiple streams of data a company is able to better target its potential targets (rifle shooting vs a buckshot approach)
- The more data sources are used and searched, the more information is available on your prospect and so the better target customer list generated
- The better a company knows its customers, the better able it is to satisfy the needs of the customer and build long term relationships
- Human effort cannot process the multiple threads of information available today as quickly and efficiently as AI

# Summary

**“Go left when everyone is going right” (Mark Cuban)** i.e. be different and ahead of the curve

- Improve your sales results by using AI technology\*
- Hit your targets with greater accuracy
- Higher strike rate = higher sales = better commissions = highly motivated sales people & staff
- Costs relative to Human Resources are less than 10% with tremendous gains in productivity
- \*Results depend on search criteria provided to us