

2024 GUIDE TO USING AI FOR B2B SALES

Set 2 Close Your RevOps Growth Partner



Bonus: AI Prompts for Cold-Calling and Cold Emails



*The Leader in Fractional
Revenue Operations*





The Time is Now

We know that when it comes to B2B sales, there is nothing artificial about the need to scale outbound-sourced revenue, especially when it's getting harder to do so.

In fact, a recent study by GTM Partners shows that 50% of companies are missing their pipeline targets.

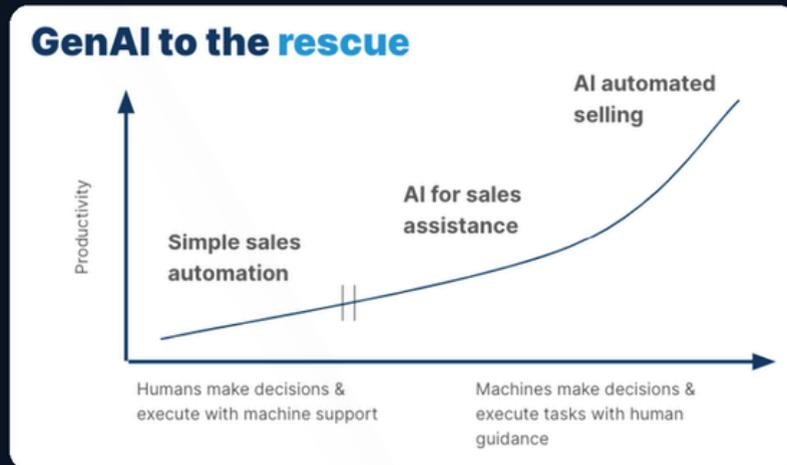
So what stands in the way of sales and operations leaders propelling their teams forward to meet their aggressive pipeline targets? It boils down to four things:

1. **Lead sourcing and prioritization** – it's time-consuming to sift through intent signals, identify the right audience to go after and build those target lists. Then, once the rep burns through their lists, they lose the leads to marketing for continuous nurture if not sales-ready.
2. **Technology trap** – on average companies spend around \$6-7K in tech per rep. With many disparate systems in a rev tech stack today, teams need help unifying their technology to deliver better buying and user experiences to maximize ROI. Furthermore, much tech does not fit seamlessly into the workflow of a rep which hurts adoption.
3. **Channel ineffectiveness** – diminishing engagement returns especially in the email channel. To compete, teams must personalize, but there is a time-intensive tax on true personalization.
4. **Talent rollercoaster** – productivity decline leading to seller burnout, and / or macro headwinds causing team downsizing means, like a college coach, sales leaders now have a short amount of time to assess and develop winning sales talent before they are gone.

Now, ironically, technology has been the promise to solve many of those challenges; there is tech to find and sort leads, there is tech that helps us open up new channels for engagement, and so on.

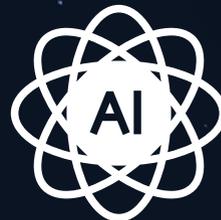
But advances in technology are often a double-edged sword; they provide solutions to very real challenges but also expose new areas that need attention.

In this instance, the success of revtech has always been dependent on human execution. Humans have been the perpetual bottleneck that this tech has had to pass through when it comes to owning a comprehensive, and coordinated prospecting workflow.



Now, thanks to GenAI, tech can begin making decisions on our behalf, absolving ourselves of legacy human-reliant prospecting. This now completely shifts the work required by an SDR in the sales process, making AI an imperative for sales teams to lean into.

You may know it as "artificial" intelligence, but today's AI tools and capabilities are as real as it gets.



Trend One – From Simple Automation to AI Automation

Historically, automations have been built using “if, then” statements – “If prospect from this segment MQLs, then auto-enroll them in this sequence.” And while it was novel 15 years ago, it’s table stakes today for prospect engagement.

In the pursuit for AI powered selling, the most advanced orgs are transcending simple sales automation and letting AI do the creative thinking *and* execution for them.

In other words:

Simple automation = think of a sales engagement platform, where humans tell the tech what to do with what content and the distribution of it gets automated

AI automation = AI knows what needs to be done, and does it for us, like generating a a sequence for every prospect, 100% autonomously

This is the oldest of the AI trends, and many modern sales teams have already embraced AI automation efficiencies.

AI in Action

For instance, Reputation uses GenAI to simplify sequence creation and streamline message level personalization for their front line reps.

The payoff? Productivity gains and campaign engagement lifts:

- 100+ hours saved per month through enhanced productivity and streamlined processes of their sales team
- Improved engagement:
 - Positive email reply sentiment 35% → **48%**
 - Email open rate 52% → **66.7%**
 - Email reply rate 4.8% → **7%**

Learn More

[Set 2 Close](#)
[B2B Sales](#)
[AI Solutions](#)



How to Level Up Your Sales Game with Generative AI

From our perspective, AI's big moment has been a long time coming. The evolution of artificial intelligence and B2B sales practices have converged, and the opportunity at this intersection is amazing.

Winners and losers are determined by how quickly they adopt and adapt to new technologies to better serve their buyers. Those not utilizing Generative AI will be at a significant disadvantage compared to their early-adopter competitors.

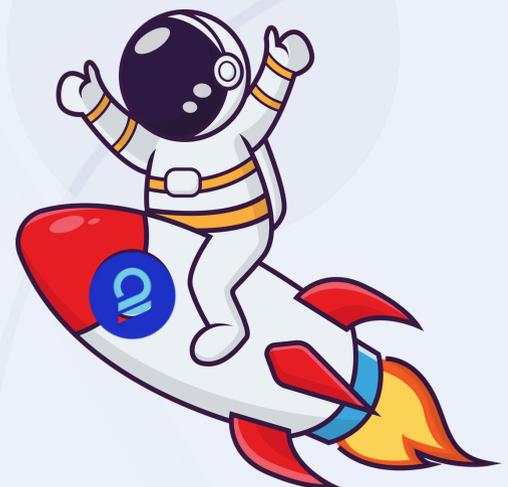
In this section of our guide, we'll cover three Generative AI trends we have observed from our earliest adopting customers, and outline a crawl, walk, run approach to implementing this innovative new tech.

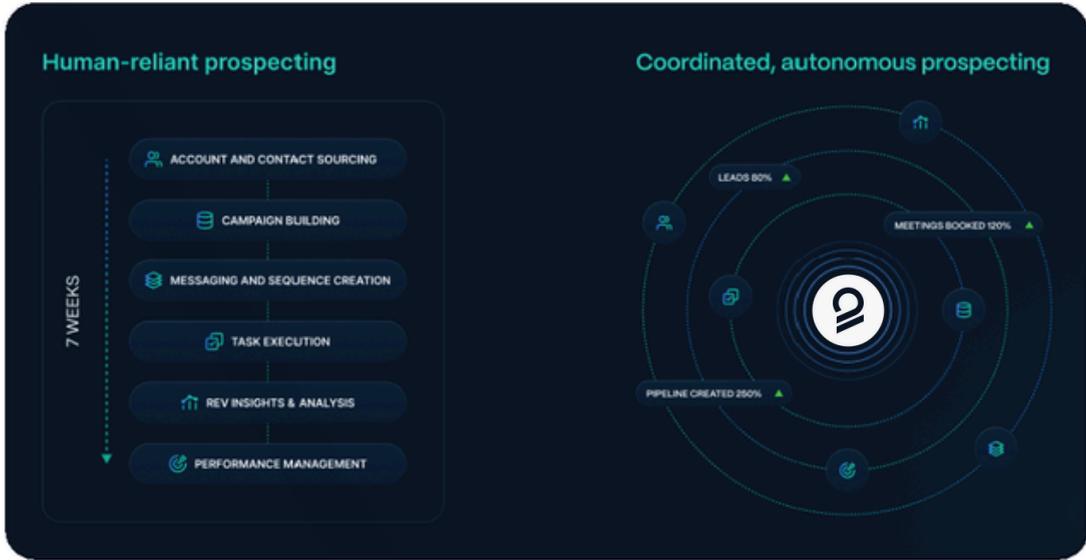
As you explore different ways to use Generative AI to reimagine your sales workflows, don't forget this: we've been used to humans making decisions with technology's support. Now Generative AI is powerful enough to make decisions and execute tasks autonomously, on our behalf. But you're still the main character here. AI is meant to complement your strengths, not steal your thunder.

"Every era of new sales technology represents opportunity and challenge. Adopted in a smart way, it can transform your business. Ignored, it can help your competitors race ahead of you. Revenue writing assistance is one of these new technology waves to jump on."



Ryan Cooper
COO, Set 2 Close





AI in Action

While AI sales assistants produce productivity gains, AI Agents drive tangible business ROI.

For instance, in our first month of using Agents to prospect into segments of our market that our SDR team wasn't prioritizing, Agents:

- sourced 9,000 ICP leads not in our CRM and contacted them
- drove a 30% lift in meeting production for our reps
- created over \$1M in pipeline

Learn More

[Set 2 Close AI Sales Agents](#)

"The opportunity that Generative AI presents for revenue teams is incredibly exciting. We took something that was out of the question – generate contextually relevant sales content at scale and deliver it to buyers at the right moment in time – and made it possible. To say we're in a transformational moment would be an understatement."



Julio Viskovich
CMO, Set 2 Close

Bonus: GPT Prompts

Prompt template: User prompt for a call script

The call script should be less than 90 words.

The first sentence should be focused on an observation about them. Be descriptive with the observation and use a few keywords that stick out in the call script.

The second sentence of the call script should connect the observation to the prospect's problem they might be facing. Use a few keywords that stick out in the message.

The problem must be derived from the value proposition of your company.

Sample Script Output #1

Opener: Hi Nicole, I noticed PrismData's impressive growth recently.

Quick Pitch: At ApexNode, we specialize in automating responses to AWS Inspector alerts, ensuring proactive security measures.

Qualification: Are you currently facing challenges in managing and automating responses to security alerts within your AWS infrastructure?

Qualified Pitch: With our expertise, we can streamline your security processes, providing peace of mind and proactive protection.

Close: Would you be interested in learning more about how we can enhance your security operations at PrismData?

Sample Script Output #2

Opener: Hi Lee, I noticed that as an award-winning sales leader and advisor with a great sense of humor, you understand the importance of effective communication and problem-solving.

Quick Pitch: At ApexNode, we specialize in automating and managing responses to security findings, like the ones detailed in the AWS guide you follow.

Qualification: Are you currently facing challenges in efficiently managing and automating responses to security findings within your organization?

Qualified Pitch: With our solution, you can streamline this process and enhance your team's productivity.

Close: Could we schedule a time for a brief demonstration of how ApexNode can benefit your team?

Prompt template: User prompt for an email subject line

Create 5 email subject lines for an initial cold outbound email. We're introducing our AI-powered sales intelligence platform to a new prospect. Our goal is to pique interest and secure a brief introductory call. Use a professional yet intriguing tone. Each subject line should:

- Be 40 characters or less
- Include a personalization element (use {{Name}} or {{Company}} as a placeholder)
- Hint at our unique value proposition without being too sales-y
- Have a professional yet slightly mysterious tone
- Create a sense of relevance to the prospect's likely challenges
- Use action-oriented language

Avoid spam triggers and clickbait tactics. Focus on the unique insights or value we can provide. If appropriate, include a number or statistic. Ensure each subject line is unique and test-worthy.

Sample Email Copy

Subject line: Scaling DataFlow's success across borders

Hey Taylor,

Congrats on DataFlow's recent expansion into the European market.

With this growth, how are you planning to maintain your industry-leading customer satisfaction scores?

Many companies struggle to scale support, risking their hard-earned reputation.

Our AI platform has helped SaaS firms like yours increase CSAT scores by 15% while reducing support costs.

Care for a quick call to discuss how we can support your global expansion?

Regards,

MEET ASTRO

Your AI Powered Research Assistant For B2B Sales

Supercharge Your Sales Pipeline
with AI-Powered Insights!



Schedule a demo to see how our AI Research Assistant can boost your sales performance:



ACCELERATE DEAL VELOCITY

Quickly gather comprehensive information on prospects and accounts.



IMPROVE WIN RATES

Identify high-potential opportunities and tailor your pitch accordingly.



ENHANCE DECISION MAKING

Leverage data-driven insights to inform sales strategy.



OPTIMIZE SALES RESOURCES

Focus on the most promising deals.

ASTRO'S FEATURES

- **Rapid data extraction:** Collect critical information in minutes, not hours.
- **Comprehensive profiles:** Build detailed profiles of prospects and accounts.
- **Competitive intelligence:** Identify market trends and competitor activities.
- **Customizable data points:** Tailor the tool to your specific needs.
- **Seamless CRM integration:** Sync data directly into your sales platform.

MEET SCOUT

Revolutionize Your Talent Acquisition with AI

Hire Top Talent Faster and
Smarter!



Schedule a demo to see how our AI Recruitment Assistant can transform your hiring process:



SPEED UP HIRING

Identify and qualify top candidates efficiently.



IMPROVE CANDIDATE QUALITY

Hire the best talent for your team.



ENHANCE EMPLOYER BRANDING

Attract top talent with a streamlined candidate experience.



OPTIMIZE HIRING COSTS

Reduce time and resources spent on recruitment.

SCOUT'S FEATURES

- **Automated candidate screening:** Quickly identify qualified applicants.
- **Intelligent candidate matching:** Find the perfect fit for your open roles.
- **Enhanced candidate experience:** Provide a positive and efficient application process.
- **Data-driven insights:** Track recruitment metrics and optimize your strategy.
- **Integration with HR systems:** Streamline the hiring process from start to finish.

MEET NEBULA

Optimize Sales and Marketing Data in Real-Time

Keep Your Data Fresh for Maximum Impact!



Request a free data assessment to uncover hidden opportunities.



IMPROVE DATA ACCURACY

Ensure your CRM and marketing data is always up-to-date.



ENHANCE SALES PRODUCTIVITY

Access clean, reliable data for efficient prospecting and outreach.



OPTIMIZE MARKETING CAMPAIGNS

Deliver targeted messages to the right audience.



MEASURE PERFORMANCE EFFECTIVELY

Track key metrics and ROI with confidence.

NEBULA'S FEATURES

- **Real-time data updates:** Keep your information fresh and relevant.
- **Automated data enrichment:** Add missing data points to complete profiles.
- **Data quality assurance:** Identify and correct errors in your data.
- **Flexible integration:** Connect to your existing tech stack.
- **Customizable data fields:** Define the information that matters most to you.