



# UNLOCK YOUR TEAM-BASED SALES PERFORMANCE WITH AI

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# 1.

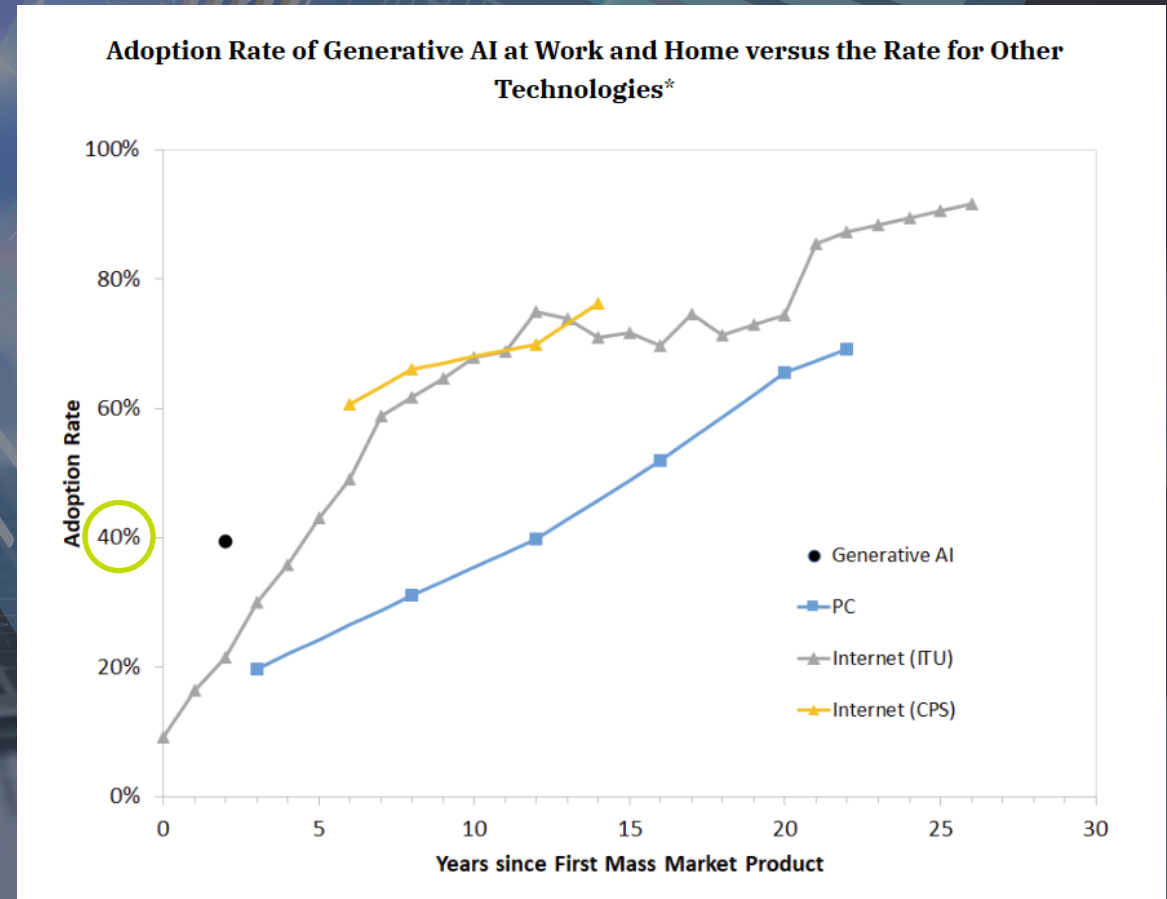
# How AI has been used thus far...

# Generative AI: The Fastest Adoption of Technology in History

By late 2024,

**40%** of U.S. adults aged 18 to 64 had used generative AI, surpassing the adoption speed of personal computers and the internet at comparable stages.

**65%** of organisations are regularly using generative AI in at least one business function, nearly doubling from 33% in 2023.



Source: [FRB](#); [McKinsey](#)

# The Power of Generative AI in Sales

Sales are leveraging generative AI to enhance efficiency, effectiveness, and customer engagement, unlocking new opportunities for growth. Studies show up to a **60% increase** in seller productivity. Top use-cases:



## Personalised Engagement

AI enables deep research to craft hyper-tailored messaging and content that resonates with individual prospects, driving higher engagement and improving conversion rates.



## Predictive Insights

AI-powered tools analyse customer data and behaviours to forecast outcomes, helping sales teams tailor strategies and prioritise actions to maximise results.



## Sales Automation

Automates repetitive tasks and processes like CRM updates and follow-ups, AI frees sales teams to focus on strategic, high-value activities.



# Maximise Performance with LLMs & AI-Applications

Top-performing sales teams integrate **LLM capabilities** for research, insights, and messaging **with AI-driven applications to achieve scalable and execution.**

## ,The Big 5': Frontier Models



Open AI  
ChatGPT 4o / o3 Mini



Claude

Anthropic  
Claude 3.5



Google  
Gemini Pro

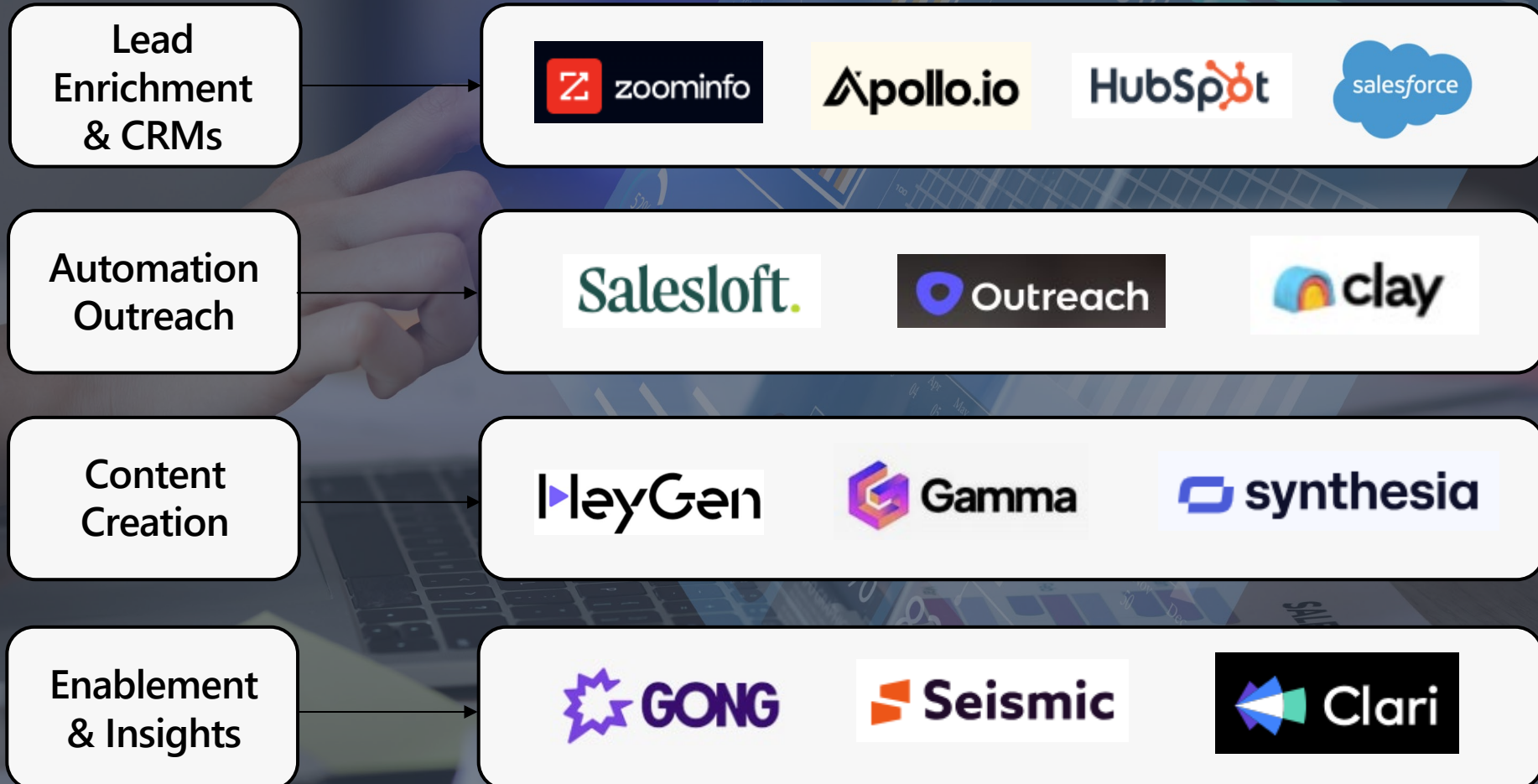


Meta  
Llama 3.2  
Open Source



Highflyer  
V3 and R1  
Open Source

# Thousands of AI-Powered Sales Applications





# 2.

## What is the immediate future of AI?

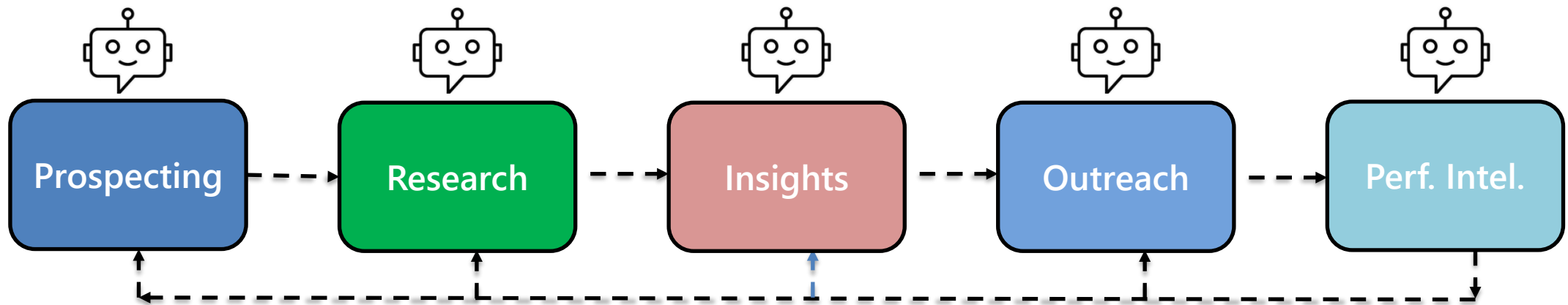


# The Next Evolution: AI Agents in 2025

AI agents will automate and optimise sales processes by analysing data, engaging customers, and providing real-time insights to enhance decision-making and efficiency.



## Sales Process Optimisation



*Share Data Closed-Loop Feedback*



As advanced AI becomes widely accessible,  
**true advantage will hinge on** unlocking the collective  
expertise and **unique capabilities of your people.**

To stay ahead, **we must transform traditional GTM  
methods** - harnessing AI and human intelligence together  
- to create exceptional customer value.

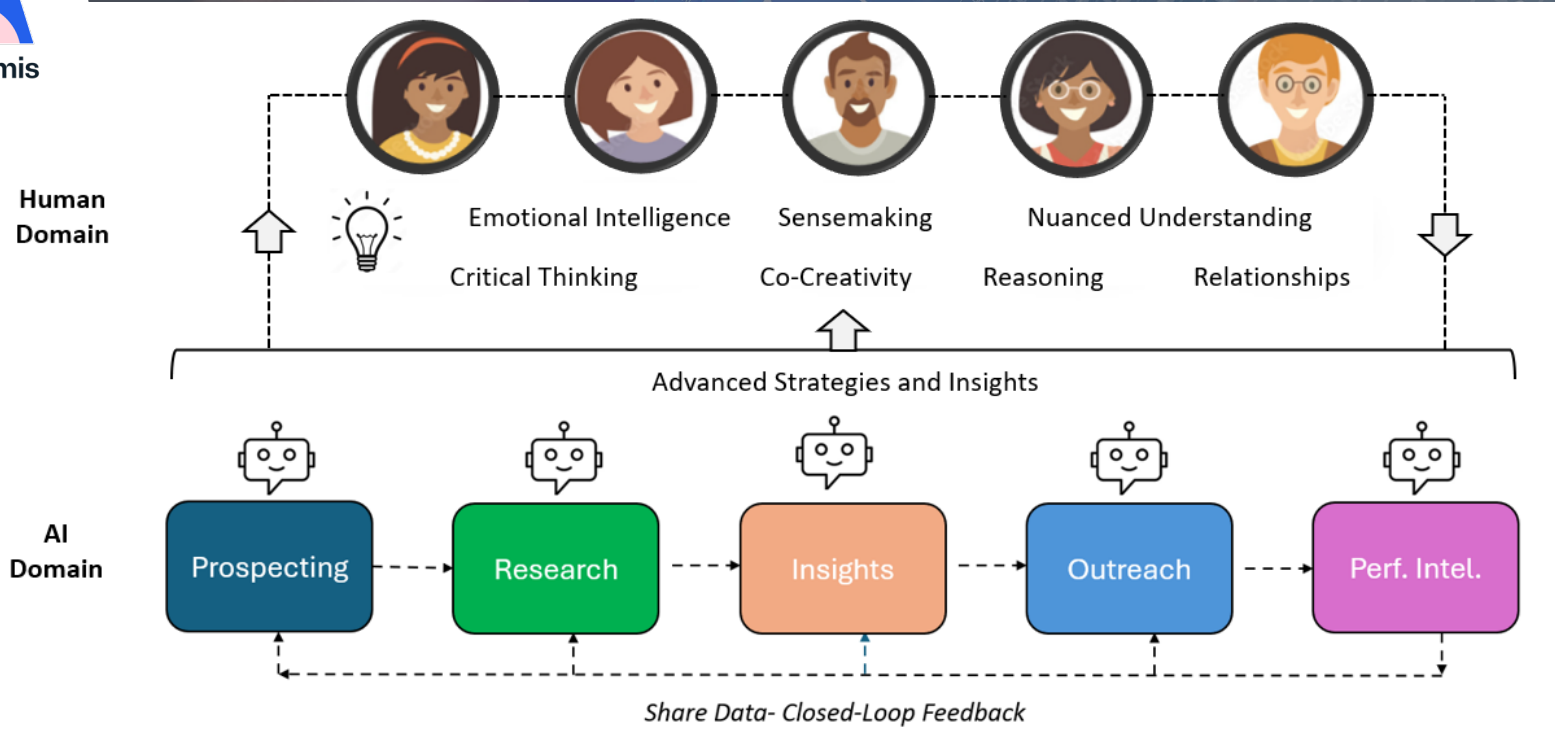


# Transform Sales Performance with Human-AI Co-Intelligence

**AI enhances human capabilities**, driving deeper collaboration, co-creativity, and problem-solving. This synergy unlocks significant performance gains while transforming both customer and seller experiences.



## Human-AI Co-Intelligence





3.

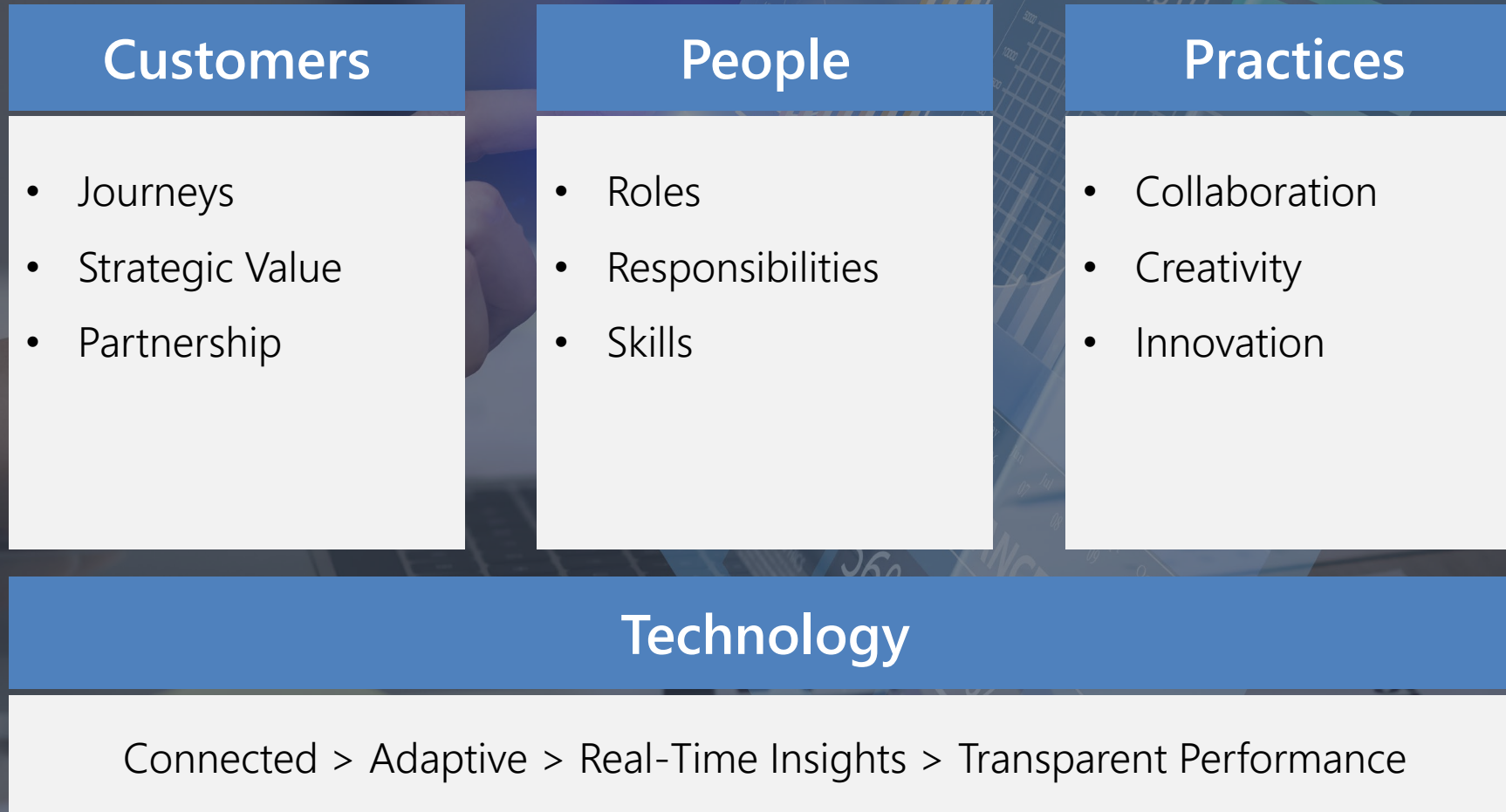
How to implement AI in Sales  
on an organisational level?





88% of business leaders were excited about the potential of AI within their business, yet 44% did not feel ready to deploy the technology.

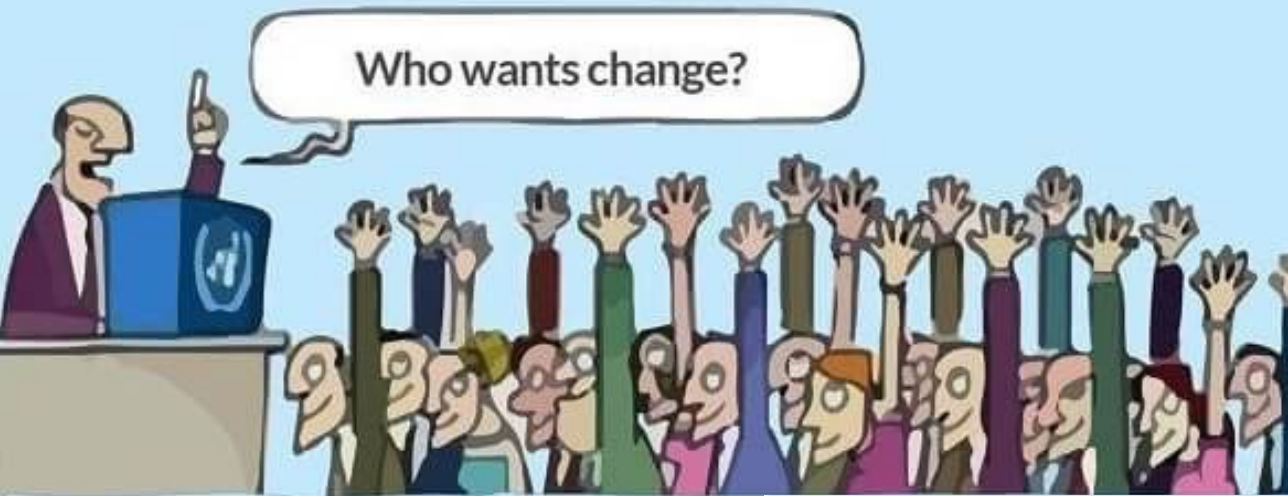
# Reimagining Traditional Sales Methods with AI





# 4.

# The future is now...



*If not you,  
who?*

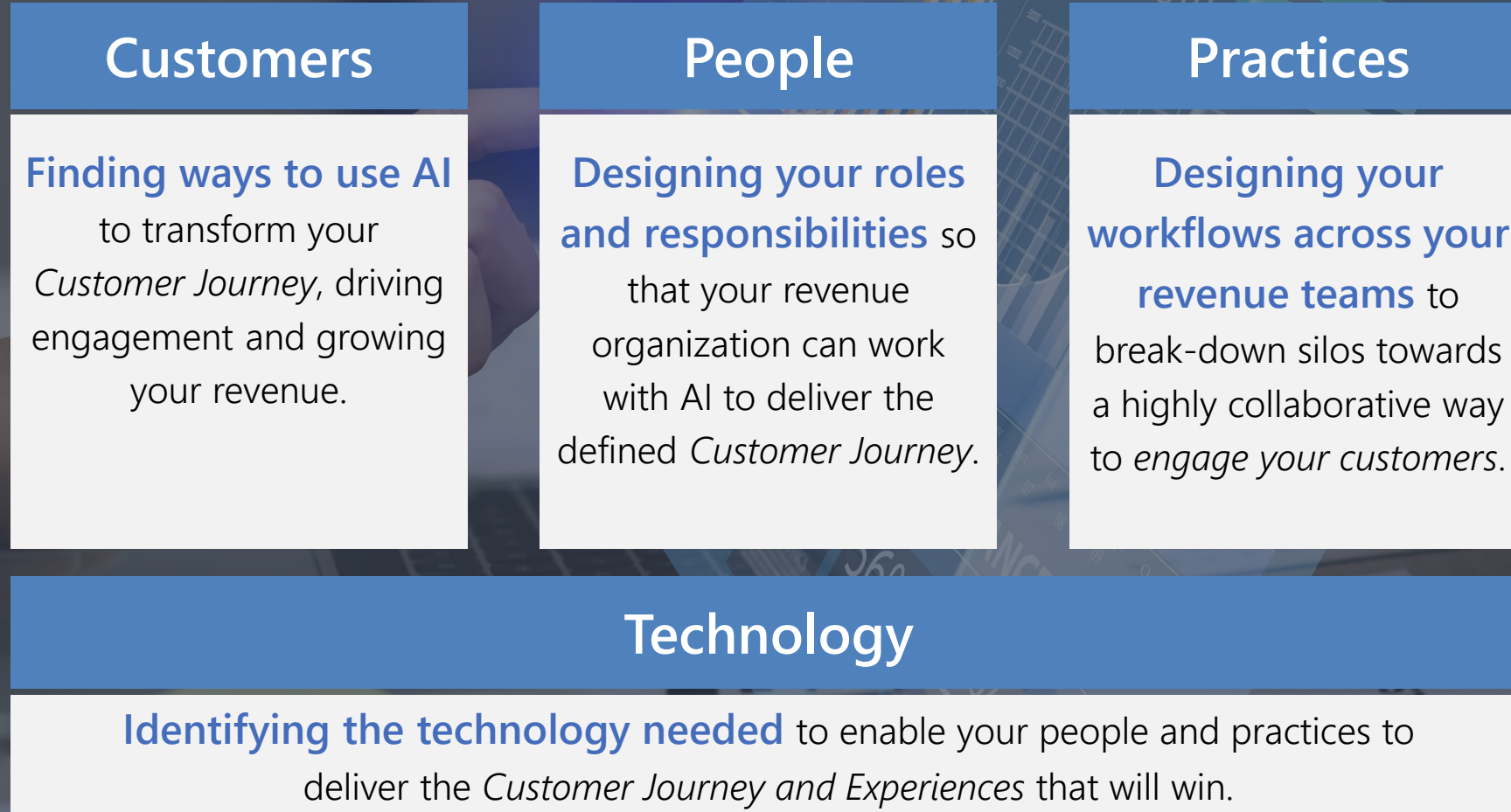


*If not now,  
when?*





# What we do



# Who we are looking for

- Companies that see the potential in AI...
- ... but are unsure where/how to start and prefer **a light touch**.
- ... that want to go on a journey with us to really reimagine the future of sales unlocking performance, harnessing the benefits of AI technology:
  - ✓ redefining experiences for customers, buyers and sellers,
  - ✓ inspiring people to a different kind of future and helping them to get there,
  - ✓ investing in AI technology with a view on **actual Return on Investment**.

**Buying organisations are investing in AI Agents as we speak.  
Do not let your sales organisation get left behind.**



**Book an appointment**

I AM  
HERE  
FOR YOU  
**CONTACT**



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