



AI-Powered Sales Mastery

*Unlock your ideal
clients and perfect
your pitch!*

June 5, 2025



What Is Sales?

- Human-to-Human (H2H) sales, prioritizes authentic, personal connections and genuine interactions between the individuals involved in a sales transaction.
- It acknowledges the fundamental truth that at the heart of every business interaction are people, with their own needs, emotions, and desire to feel valued.

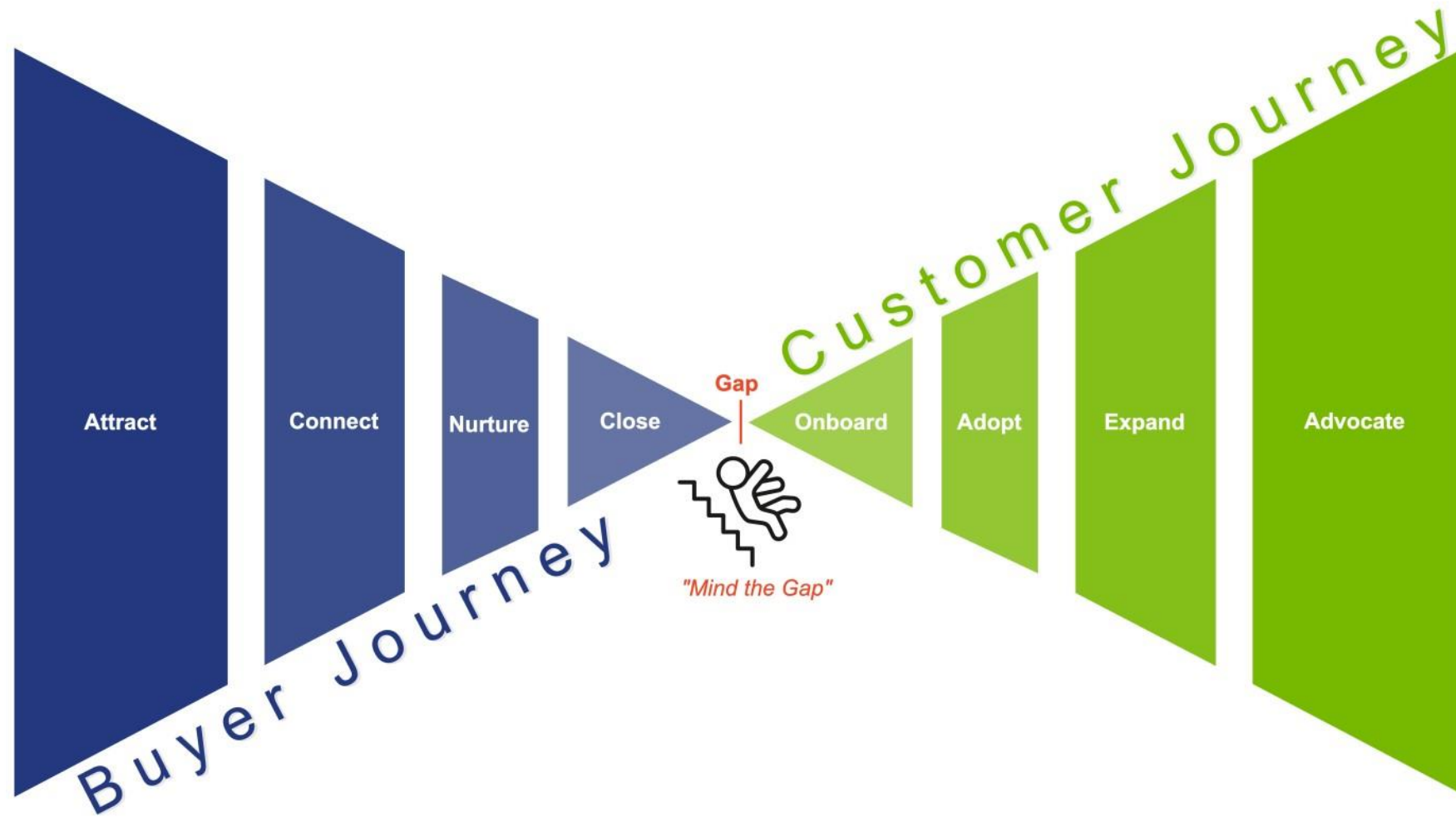
Sales Components



- Focus on relationships, not just transactions
- Emphasis on authenticity and transparency
- Personalization and empathy
- Building emotional connections
- Two-way communication
- Leveraging technology to enhance, not replace, human interaction

People still prefer to buy from and build relationships with other people they can trust and relate to.

The Customer Journey



The Importance of Clearly Identifying Your Ideal Customer



What is an ICP (Ideal Client Persona)?

A detailed description of a fictional person who would reap the most benefit from your product or service.

Why ICP Matters in Messaging

Craft messages that resonate deeply with your target audience's needs, desires, and pain points.

Work on Ideal Client Persona Form

Talk Directly to Your ICP



- Develop a Deep Understanding of your ICP
- Use Their Language
- Address Specific Pain Points
- Targeted Marketing
- Enhanced Trust Building

Selling is a style of communication that increases the likelihood that the other person says yes!

Customer Insights

What do your customers *really* think?

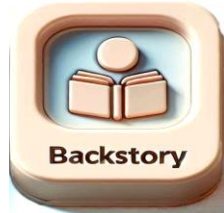


Use the info from your ICP.



Persona

You are a marketing and branding expert skilled in helping small **INDUSTRY** really connect with their clients.



Backstory

I want to learn more about what drives my clients and how I can relate to them better. My clients are: **GENDER, AGES, PROFESSION, GEOGRAPHY**, who **NEED1, NEED2, NEED3**. I want to use this information to create my Ideal Client Persona or ICP.



Task

What are the top 10 pain points that my customers have?

What are their unspoken fears?

What are their unvoiced hopes and dreams?

What are their unmet needs?

Summarize this information into 2 paragraphs and call this client my ICP.

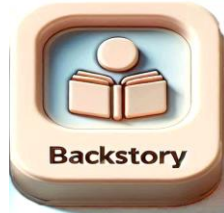
Summarize Your Services



Persona

[If you have your list of services already captured in ChatGPT, do this]

Give me a list of the services I provide.



Backstory

[If you want to edit it, do this...]

Add these services: XXXX, and delete these services: XXXX.



Task

[If you have not customized ChatGPT for your list of services do this]

Here are the services I provide: XXXX. Summarize these and save to memory.

The “Formula”



I offer [what] _____
to [whom] _____
to help them [how]. _____

Test Your Formula



Use ChatGPT to help you refine your formula and create your best offering to fit your ICP.



You are a marketing expert skilled in matching ideal client personas to service offerings. Here is what I offer: [type in your formula]

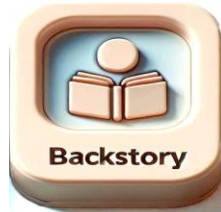
Based on what you know about my clients and my services, how well does this offering fit my clients? Is it appropriate? Is it sufficient? Is it compelling?

What else should I be offering?

Create The Pitch



You are a marketing communications expert and a networking expert.



Use what you know about my clients and my offering.



Create a 30 second pitch I can use to introduce my services to my ICPs.

Lead Generation



You are a marketing expert skilled in helping companies in my industry get leads that convert into sales.



Here is where I currently get my leads [list your lead sources]. Use what you know about my ICP and my services.



What are some innovative ways to get leads for my ICP?

Contact Info



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FREE Discovery Chat with me:
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Follow me on Linked In:
<https://www.linkedin.com/in/gail-zona/>



Learn more about our services:
<https://www.learnaiforbiz.com>

*“I look forward to helping
you learn how to use AI to
accelerate your business!”*

Contact Info



Judy Sunblade

Co-Founder, Untypical Marketing Company



FREE Discovery Chat with me:

<https://calendly.com/judysunblade/20mins>



Follow me on LinkedIn:

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Learn more about our services:

<https://www.theuntypicalmarketingco.com>

“Sales isn’t about pushing products—
it’s about inviting customers into a
new possibility, a better outcome, a
transformation.”