What is Generative AI?
How will it affect the Future of SDRs?
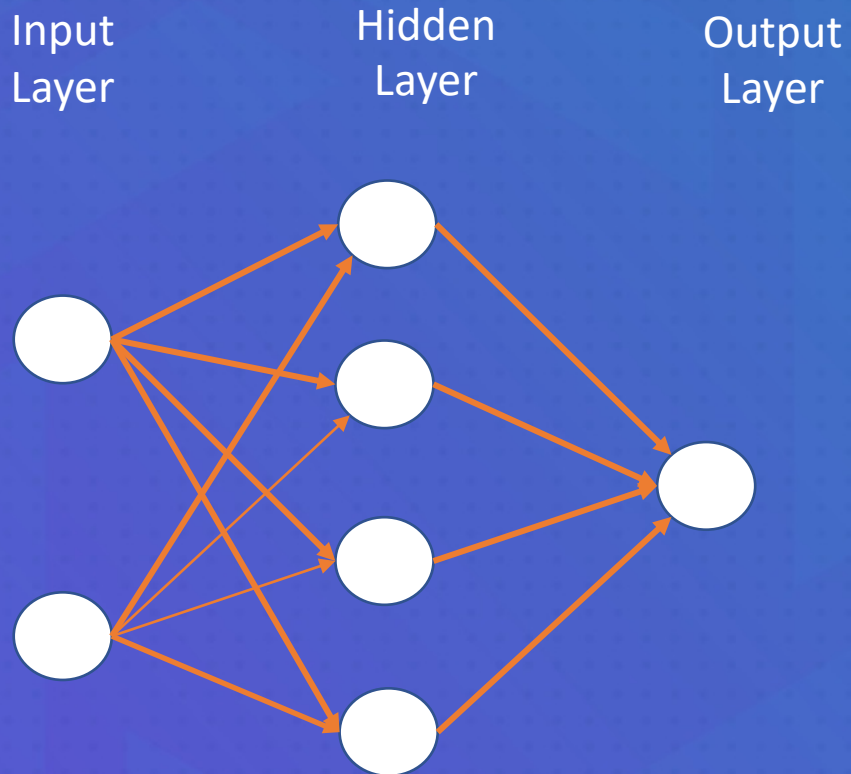
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Agenda

Generative AI History

Generative AI Landscape Today

Will AI Replace SDRs?

Framework for Using AI in Sales Teams

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How We Got Here: Early Days of Neural Nets

Input
Layer

Hidden
Layer

Output
Layer

- In the 80's we developed Artificial Neural Networks inspired by the human brain
- In the 90's and beyond used for a lot of human 'recognition' tasks
  - Speech recognition (speech to text)
  - Image recognition (identifying objects)

- Remained a dormant area of research for another 20 years from there on
- Computer recognition tasks were not showing any major improvements for 20 years

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How We Got Here: Deep Neural Nets

In Artificial Intelligence Breakthrough, Google Computers Teach Themselves To Spot Cats on YouTube

BY WILL OREMUS JUNE 27, 2012 • 9:34 AM

Google's computers quickly concluded that cats' faces were among the more important features to be able to recognize when watching YouTube.

Photo by Timothy A. Clary/AFP/Getty Images

- In 2012, Google pioneered Deep Neural Nets that added a lot more data, hardware and more intermediate layers into Neural Nets

- Identifies cats efficiently across images

- Research & Development on hardware accelerates with NVIDIA and Google

- In 2011, Apple launches SIRI that started doing voice recognition first time at scale, Amazon Alexa and Google home followed

How We Got Here: DeepMind & Open AI

Google Acquires Artificial Intelligence Startup DeepMind For More Than $500M

Catherine Shu @catherineshu / 5:20 PM PST • January 26, 2014   💬 Comment

- In 2014, Google acquired DeepMind that built neural networks to play games. Identifies cats efficiently across images

- In 2015, Open AI starts out as a non-profit to democratize AI and not let it be just in the hands of the tech-giants

- In 2016, DeepMind builds Alpha Go and defeats all the top Go players. One of the first big "Generative AI" methods in generating human like Go moves

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How We Got Here: BERT, GPT-2, GPT-3

BERT: Pre-training of Deep Bidirectional Transformers for Language Understanding

Jacob Devlin   Ming-Wei Chang   Kenton Lee   Kristina Toutanova
Google AI Language
{jacobdevlin,mingweichang,kentonl,kristout}@google.com

Open AI Finally Open Sources Its Controversial Language Model That Imitates Human Writing

BY AMAL NAIR

OpenAI

GPT-2 1.5 B Released

- In 2018, Google builds an early version of general purpose pre-trained AI that can write like humans called BERT, open-sources it

- In 2019, Open AI improves on BERT and calls it GPT-2 and open-sources it. Microsoft invests $1B into Open AI

- In Nov, 2021, Open AI releases GPT-3 as an API, does not open-source, changes to for-profit

- In Nov, 2022, Open AI releases ChatGPT

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Generative AI Landscape Today

- Foundational Models: Open AI, Cohere, soon Google

- New Horizontal Platforms: Jasper, Copy, WriteSonic, 50+ tools

- New Vertical Platforms: Regie.ai for Sales, X for Legal, Y for Clinical Trials etc

- Older Platform Adopting Tech: Google, Microsoft, Notion, Canva, Outreach, SalesLoft, HubSpot, Marketo, Seismic, HighSpot, Showpad, Gong, ZoomInfo

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Will AI Replace SDRs?

- Similar question came up with Outreach, Salesloft building Sequencing
- Number of SDRs ended up growing

- Efficiency will improve, Quality will improve
- New processes and new methods will be created
- New systems of records to manage work
- Amount of work, number of SDRs will increase

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Framework for Using AI in Sales Teams

1. Define Content Formally: 3 P's Framework (Content Committee)
2. Build Sequences for each Persona (SDR Management)
3. Personalize Emails (SDRs)

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Content Framework: 3 P's

1. Persona: Who do you want to target
2. Pain Points: For each persona, what pain points do they have
3. Value Props: For each persona, pain, what value do you solve

Build the matrix, get Content Committee to approve

AI can assist with brainstorming but humans to define and store as standard

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Sequences for each Persona

SDR Management builds sequences

1. For each (persona, pain point, value prop) build an outbound sequence.
   Either A/B test pain, value prop, or create multiple sequences.
   AI builds them from the content framework, humans review.

2. Ensure at least intro emails are MANUAL

3. Refresh sequences quarterly

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Personalization

Email spam filters are crushing templated emails. Everyone is zoning out. Stand-out by bringing the HUMAN in you but using the AI for scale. Personalize AS MUCH AS POSSIBLE.

SDRs personalize each outbound intro email at the very least. 3x3 Framework

1. Find three topics of interest: LinkedIn Profile, Company, LinkedIn Posts, Funding, News

2. Examine three different options from AI

3. Send in under 3 minutes

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Thank you!