

4-part series: "Mastering AI + GI" (Part I: Strategy, Part 2: Tools, Part 3: Implementation, Part 4: Measurement)

From Hype to Results: My 40-Year Perspective on Adopting New Sales Technologies (Including AI)

The "New Technology" Smell Has Faded - How to Make AI Drive Real Results in Value-Added Selling

The AI Honeymoon is Over - What B2B Sales Teams Must Do to Stay Competitive

Why Technical Backgrounds (Like My AT&T Patents) Give Sales Leaders an Edge with AI

When AI Isn't Enough - Using Genuine Intelligence to Close Bigger Deals at Higher Prices

How GI Turns AI Into a True Competitive Advantage in B2B Sales

12 Checkpoints to Evaluate and Prioritize Where AI Delivers Real ROI in Your B2B Sales Process

B2B Sales Desperately Needs Human Wisdom to Balance AI - and How To Deliver it

# SALES

## AI FOR SALES

COMING  
SOON



My 12-Stage AI  
Sales Methodology

*Integrates artificial  
intelligence and your  
expertise at every step  
of a successful value-  
added sale.*

Chuck Reaves, CSP, CPAE, CSO  
[Chuck@ChuckReaves.com](mailto:Chuck@ChuckReaves.com)