



AI's New Approach to Marketing



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The traditional marketing landscape is changing rapidly as Artificial Intelligence (AI) tools are introduced. AI is disrupting the usual sales processes that distributors have depended on for success. **To stay competitive, businesses need to adopt new approaches to marketing.**

A Sea-change

AI is changing how marketing is done at a very fundamental level. A recent article in Fortune, describes how Wharton School professor Ethan Mollick experimented with how much AI could do for him on a single, 30 minute project. AI, “did market research, created a positioning document, wrote an email campaign, created a website, created a logo and a ‘hero shot’ graphic, made a social media campaign for multiple platforms, and scripted and created a video (“A Wharton professor gave AI tools 30 minutes to work on a business project. The results were ‘superhuman’,” Steve Mollman, Fortune, March 26, 2023, [fortune.com/2023/03/26/](https://fortune.com/2023/03/26/wharton-professor-ai-tools)

[wharton-professor-ai-tools](https://fortune.com/2023/03/26/wharton-professor-ai-tools)). Professor Mollick’s experiment results represent a sea-change in how marketing can be done with AI.

Cultural shift

AI represents more than a change in business processes. **It is a cultural shift.** For that reason you need to be sure your C level team members are totally on-board with AI applications and that employees don’t feel devalued by them.

You will always need salespeople to add value to the customer relationship. They bring knowledge and experience to the deal. **With the right AI applications, your best salespeople become even better.** AI is most effective in sales when it’s treated like an aid as opposed to a replacement for key human practices.



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More effective customer experiences

AI is a script. **Use data generated with AI to make your sales reps better prepared to create a more effective customer experience.** AI helps sales people provide the right product for each customer. AI also can be used to help your customers create business efficiencies through their dealings with you. AI can analyze consumers' shopping habits, preferences, and behaviors and provide reps with customized client recommendations.

Incorporating AI in your business does require salespeople to create new habits. Every day-to-day activity that AI streamlines will change the flow of the sales reps' process. These changes can be difficult to accept and may leave reps feeling left out of the process. **Ease reps into new sales approaches by focusing on the success of AI applications in terms of increased sales.**

Start rowing with AI

To stay competitive, distributors need to embrace the AI's marketing approach and advantages. It's likely that other supply chain verticals in your market are already doing so. Choosing the right AI tools for your business is a complex undertaking. **Successful AI applications will depend on clear understanding, conscious experimentation, and careful consideration of AI's many tools.**

Distribution marketing leaders need to step up their adoption of AI. Business author Patrick Lencioni suggests, "If you could get the people in the organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time," (mindtools.com/lencionis-five-dysfunctions-of-a-team). To dominate your market, start rowing with AI.

5 KEY TAKEAWAYS

1. AI is changing how marketing is done at a fundamental level. It is a cultural shift.
2. With the right AI applications, your best salespeople become even better.
3. Use AI to make your sales team prepared to create a more effective customer experience.
4. Ease reps into new sales approaches by focusing on the success of AI applications.
5. Successful AI applications will depend on clear understanding, conscious experimentation, and careful consideration of AI's many tools.