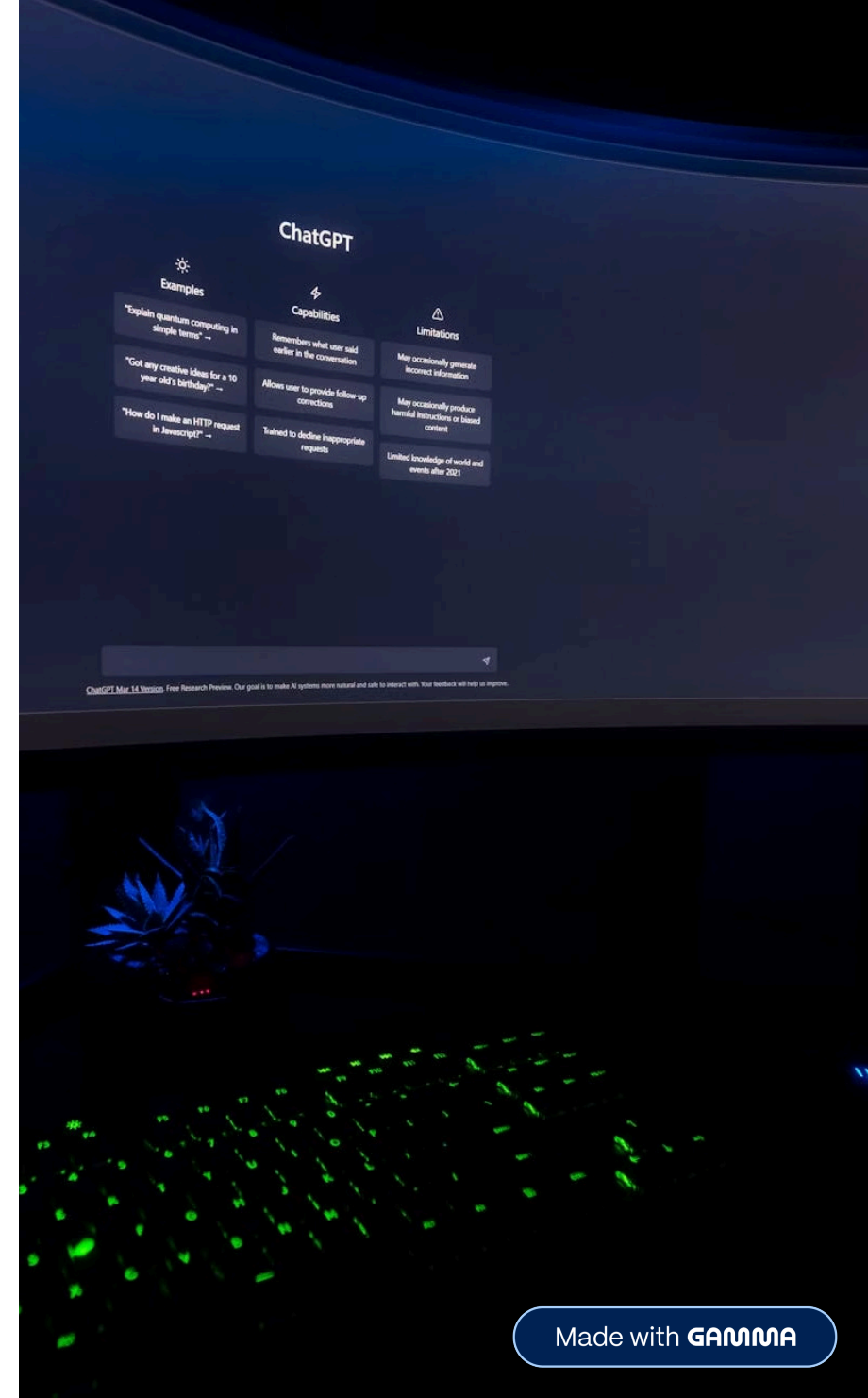




KURLAN
& Associates, Inc.

18 Months Deep in AI Experimentation: Here's what actually works, what fails, and the coaching breakthrough coming next.



AI Does "Or" – Not "And"



Like trying to create an age-progression baseball video – AI nails each piece in isolation, but falls apart when you need them all together.

✓ Extract intelligence

✓ Write a message

✓ Automate workflow

✗ Combine all three

This Is What "AI Personalization" Actually Looks Like

*"Dave, Noticed you were engaging with AI and outbound tools on LinkedIn... We've just rolled out an AI voice agent... for **Top sales magazine** | **top-rated speaker** | **sales transformations** | **sales performance improvement expert** weekly."*

Pulled raw data

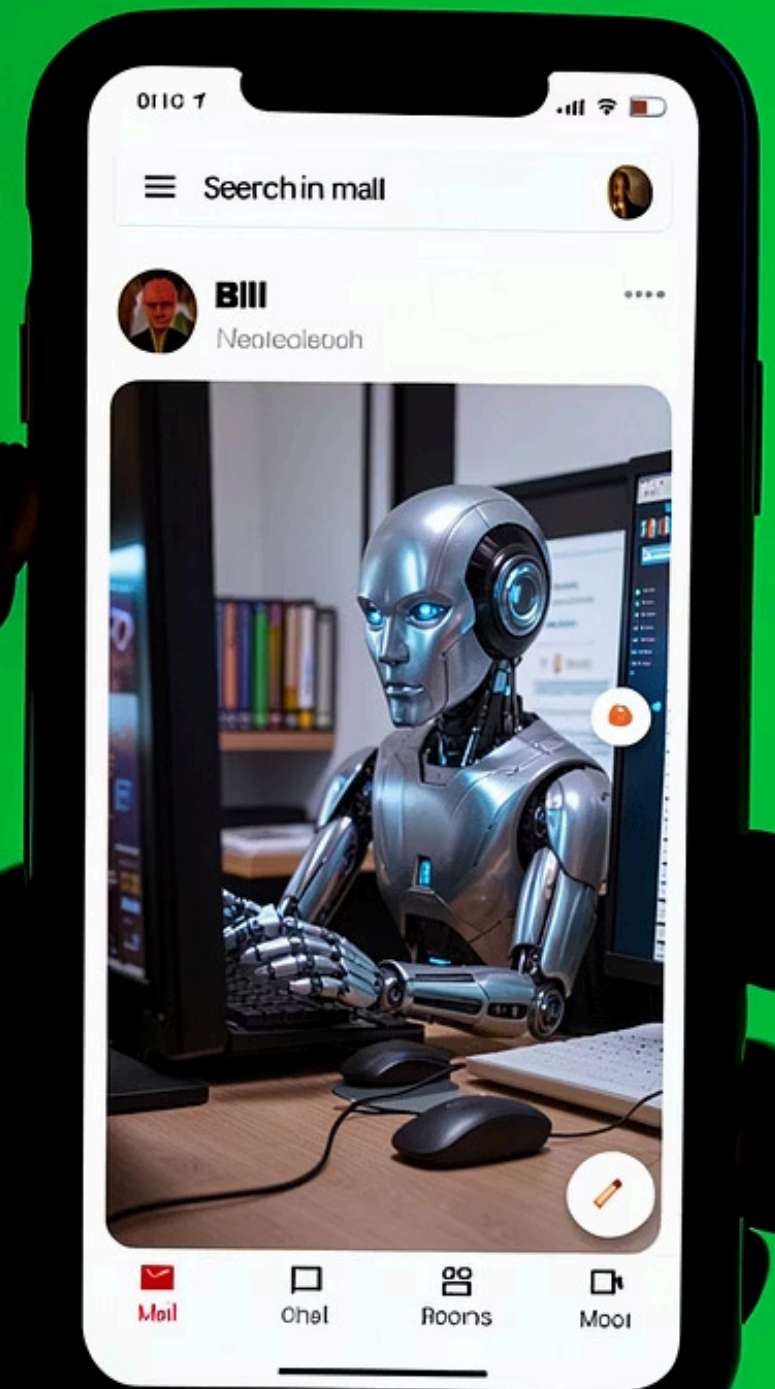
LinkedIn bio scraped verbatim
— unedited, unfiltered

No context applied

Data points dumped in, not
woven together

Instant delete

Impersonal, irrelevant, off-putting — Frankenstein outreach



11 Things AI Does Brilliantly: The First 6...

Each one capable of saving **hours at a time** — and real cost savings to match.



Research & Fact-Checking

Grok handles deep research and accuracy checks for articles and proposals



Editing & Feedback

Flow, accuracy, grammar — instant editorial suggestions on any draft



Complex Estimates

Feed variables in, get proposals in minutes instead of hours



Brainstorming

Concepts, tools, articles — AI as a tireless thinking partner



Task Automation

Offload repetitive work — the obvious win everyone should be using



Spreadsheet Cleanup

Scrub, merge, purge, update — data hygiene in a fraction of the time

5 More Things AI Does Brilliantly

Each one capable of saving **hours at a time** — and real cost savings to match.



Coding Fixes

Saved thousands on WordPress fixes, significantly speeding up development and debugging.



Step-by-Step Instructions

Generates clear, concise guides for complex tasks, from software setup to DIY projects.



AI Assistant

Acts as a personal assistant, managing schedules, drafting emails, and answering queries.



Knowledge Base

Organizes vast amounts of information into easily searchable and retrievable knowledge bases.



Call Analysis

Transcribes and analyzes calls for sentiment, keywords, and action items, improving customer service and sales strategies.



Coming Soon: AI Dave – Your On-Demand Sales Coach

Live coaching at \$1,000/hour is life-changing. AI Dave brings the same experience – real-world, timely, actionable – at a fraction of the cost.



Debrief Mode

AI plays the salesperson, demonstrates exactly how the conversation should have gone



Pre-Call Strategy

You play the sales role – AI Dave coaches you in real time as the conversation unfolds



Live Role-Play

Real-time redirection, questioning improvement, and strategy adjustments mid-conversation



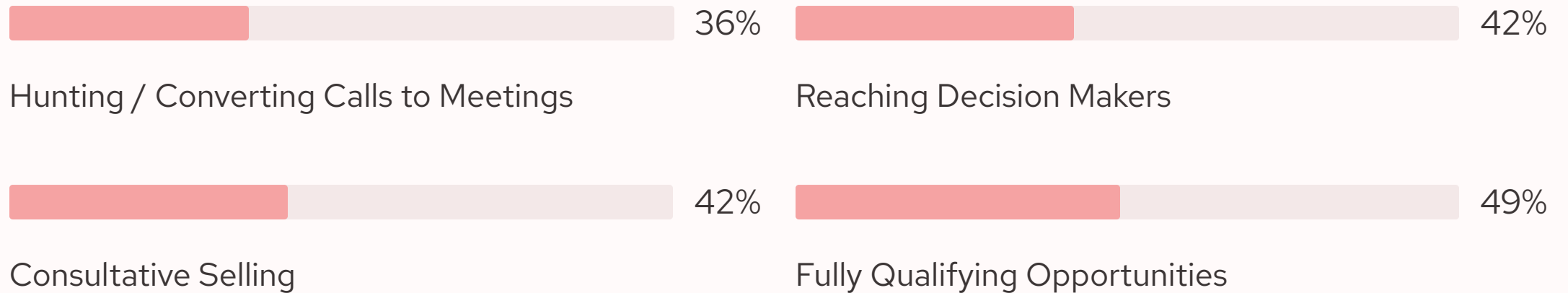
Unlimited use subscription target: **\$299/month** – vs. \$1,000/hour for live coaching. Coming soon, near-perfect before release.

Only 7% of Managers Coach Consistently

7%

of sales managers coach their reps consistently and effectively

Salespeople aren't getting the coaching they deserve — and the numbers show exactly where the gaps are.



Salespeople deserve better coaching — and AI is finally ready to help deliver it.

See How You Stack Up – Then Let's Fix It

Free Benchmark Tool

See scoring data across all 21 Sales Core Competencies, filter by industry, and compare your team at stats.objectivemanagement.com

Work With Us

High-ROI coaching and training for sales, sales management, and sales leadership. [Reach out to Kurlan & Associates](#) to get started.

AI Dave subscription coming soon — **on-demand coaching at a fraction of the price**, whenever your team needs it.

