Human AI Multi-Agent Workflow

Sales Success Edition

3 Powerful steps to a successful go-to-market (GTM) strategy

A highly effective go-to-market (GTM) strategy will combine multiple AI agents to achieve maximum performance. This design treats each AI agent as a specialized teammate, orchestrating touchpoints from lead to sales with minimal friction and maximum personalization. This workflow design reflects a minimal approach to getting started and achieving substantive success. However, there are additional AI agent tools that can deliver advanced and more comprehensive solutions for large sales organizations, especially for complex sales process management. Below are the basic AI tools you need to deploy in a multi-agent workflow:

1. Lead generation & Discovery

- Monitors inbound forms, website traffic, and third-party intent signals.

- Qualifies leads, in real-time via chat or voice.

- Provides AI lead generation services that can source leads based on the ideal customer profile (ICP).

- Pushes enriched contact info to your CRM.

- Purpose: Capture interest while it's hot, filter for ICP, and kickstart the funnel.
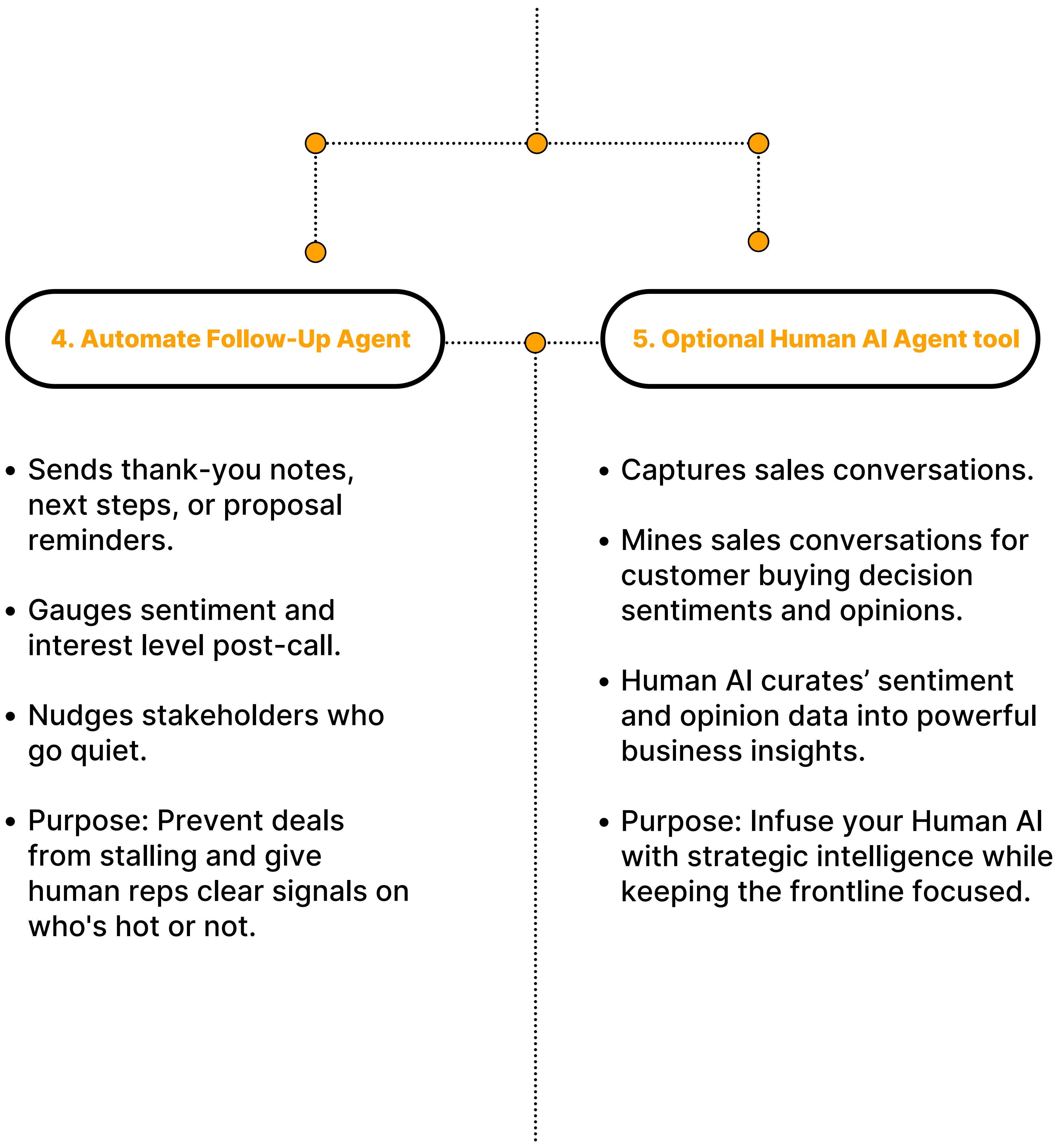
2. AI Outreach and nutute

- Writes tailored email and LinkedIn messages based on ICP persona, industry, and behavior. This is a critical step as success begins with the open rate and engagement with your email content. Professional writers can help create both outbound and drip email copies.

- Sends drip sequences and tracks engagement. Drip sequences are messages automatically sent to a contact after they subscribe to your audience or engage with your email. You can schedule automated responses to go out at intervals such as day 3, 7, and 10.

- Purpose: Adapts messaging based on replies or silence. It's important to take active steps to trigger desired responses
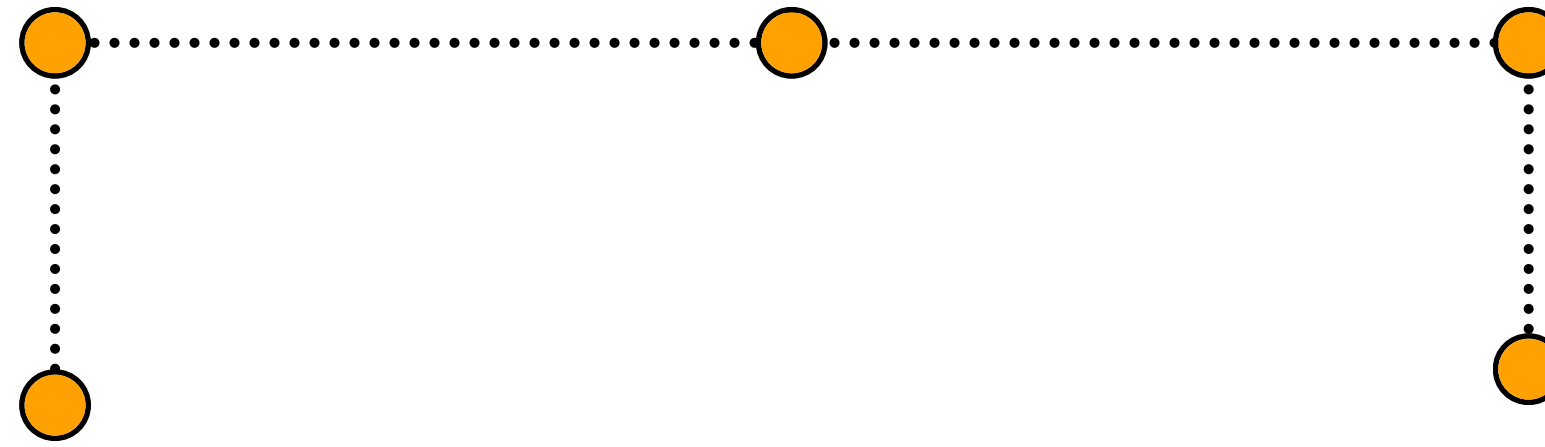
3. Implement an Agentic Human AI sales agent

- Recognizes that an ICP or a qualified lead does not always translate to a readyto-buy customer. Agent job dissatisfaction or retention problems often correlate with the quality of leads provided.

- The Human AI agent is the fastest way to reach the largest audience at the least cost, reaching thousands of customers simultaneously.

- Set up your knowledge base and upload your sales campaign.

- Create your email contact list, attach your campaign link with your Human AI agent, and send through your email platform.

- Human AI gives sales and product presentations using slides or live demos, asks questions, probes and establishes needs, handles objections, asks closing questions, and closes sales.

- Passes closed sales to human sales agents for relationship building and contract closing to reduce churn.

Purpose: Accelerate deal velocity, educate and sell without demanding human availability, increase sales agent performance, improve job satisfaction, and accelerate revenue

4. Automate Follow-Up Agent

- Sends thank-you notes, next steps, or proposal reminders.

- Gauges sentiment and interest level post-call.

- Nudges stakeholders who go quiet.

- Purpose: Prevent deals from stalling and give human reps clear signals on who's hot or not.

5. Optional Human AI Agent tool

- Captures sales conversations.

- Mines sales conversations for customer buying decision sentiments and opinions.

- Human AI curates' sentiment and opinion data into powerful business insights.

- Purpose: Infuse your Human AI with strategic intelligence while keeping the frontline focused.

5. How to make this work in practise

- Start lean: Test with 3 agents (AI lead generation and discovery agent + AI Outreach agents) on a small subset of leads.

- Deploy Human AI agents: Create your campaign and deploy Human AI agents.

- Close sales.

- Capture sentiments and opinions: Understand why customers are buying or making decisions not to buy.

- Use your messaging strengths: Power your campaign with real-audience sentiments.

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