RAB LIVE PRESENTATION

AI-ENABLED TOOLS AI

COMMANDS TO CONTEXT:

HOW SELLERS GET BETTER RESULTS FROM AI

How to turn AI into a real sales partner leveraging RAB's 7-Step to Selling framework

Guest: Kelli Frieler, CEO Vibrant Impact - Director of Digital, Guaranty Media


MOVIECLIPS.COM

Commands Gone Wrong

Discovery Before Proposal

Context Before Request

Interview > Loose Instructions

Interview the AI: CNA Example

Prepping for a first meeting with a local car dealership

YOU:

I have a first meeting with Thompson Auto Group on Thursday. Before you help me prep CNA questions, interview me about what I already know.

AI RESPONSE:

What do you already know about Thompson Auto—how long they've been around, what brands, and who you're meeting with?

YOU:

Family-owned, 40+ years. Buick and GMC. Meeting the owner's son who just took over marketing. They've been on competitor radio but I've heard they're frustrated.

AI RESPONSE:

Generational transition plus frustration is a real opening. Do you have a sense of what they're frustrated about—results, creative, the relationship?

YOU:

Results. Heavy promotion—tent sales, 0% financing—but foot traffic hasn't moved. The son wants to try something different.

THE RESULT

AI can now generate CNA questions that acknowledge their promo fatigue, explore what "different" means to the son, and dig into whether the real problem is message, media, or market—instead of generic "what are your goals?" questions.

CREATIVE

CopyWrite: Script Writer from RAB

Use the form below to generate 3 fresh commercial scripts for your advertiser. Note the red (*) indicates a required field. All other fields are optional, but will result in a script that better reflects to needs of your client.

Advertiser (*) Required

Business name

Advertising Category (*) Required

Industry (e.g., Automotive, Retail)

City, State

Austin, TX

Web Address (*) Required

Enter the full web address: https://www.rab.com

Target Audience

Ex. Women 18+, Persons 25-54, Families with children

Length

:30

Single Point / Message (*) Required

Same Seller. Same Tools.

Better Context. Better Results.

TRY THIS MONDAY

> ***"Before you help me with this, interview me first. Ask me questions so you understand my situation, my client, and what I'm trying to accomplish."***

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