

B2B Sales is Getting Harder. Your Generic AI Strategy Can't Keep Up.

Sales complexity has outpaced simple AI use. Efficiency is no longer optional.

Modern Sales Complexity Climb



Generic "Super Tool" AI



✗ The Mistake: Treating AI as a "Single Super Tool"

- **Anti-Pattern:** One model, one prompt, all jobs (Research, Strategy, Math)

Convenience is prioritized over precision. This is now a **performance risk**.

The Shift: Stop Looking for the “Best” AI. Start Building a Bench.

Top performers treat AI like a team of specialists, not a Swiss Army Knife.

The Mistake: Relying on a Single “Super Tool”



A great researcher isn't always always a great copywriter.
Neither are AI models.

The Solution: Role-Based AI Specialists



Different sales jobs require different cognitive strengths.

The New Mental Model: Assign specific models to specific roles based on their architecture and training.

Match the tool to the task.

Still running everything through one model, or ready to build a specialized bench?

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Build Your AI Specialist Bench (The “Deep Work” Roles)

Research & Market Intelligence

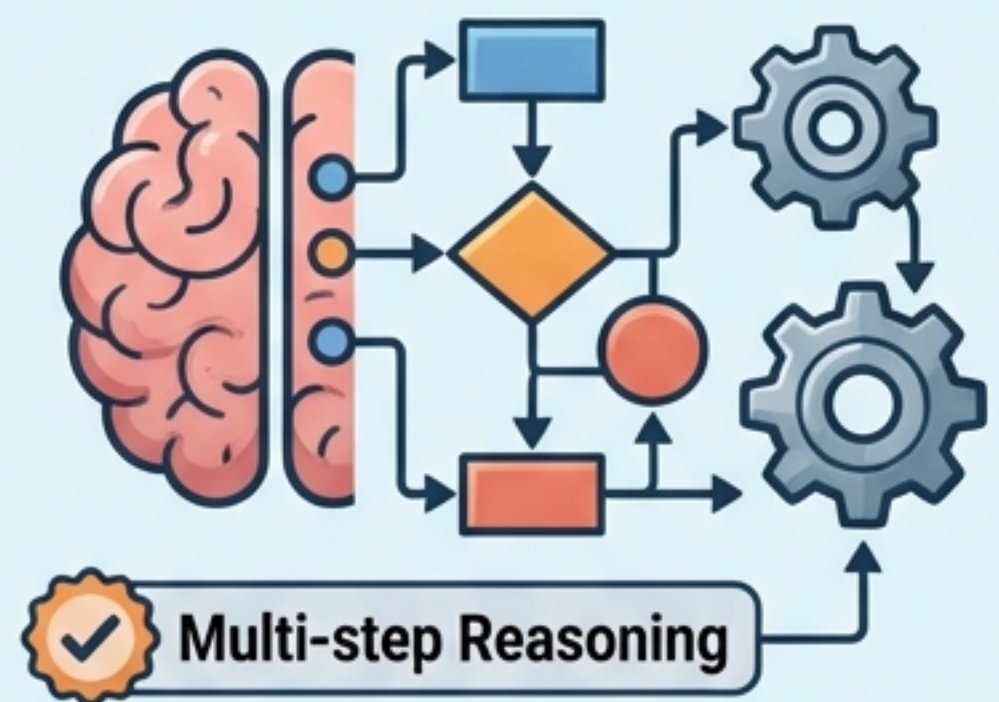


The Job: Real-time data, audit-ready output, and buyer credibility.

Why: Citations matter more than fluency when speaking to exec stakeholders.

The Tool Archetype: Real-time, citation-based tools like **Perplexity**.

Logic & Deal Reasoning



The Job: Multi-step logic, dependency mapping, and TCO/pricing math.

Why: Generic models fail on complex tradeoffs; deals are lost on faulty logic.

The Tool Archetype: Reasoning-first models like **DeepSeek**.

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Build Your AI Specialist Bench (Context & Execution Roles)

Strategy & Deal Synthesis



- ✓ Long Context Windows
- ✓ Ingest Messy Inputs
- ✓ Synthesis, Not Just Summary

The Job: Ingesting massive context (transcripts, account history, PDFs) to reason over messy inputs.

Why: Reduces rework and improves battlecard quality through synthesis, not just summarization.

The Tool Archetype:
Long-context models like **Claude**.

Drafting & High-Volume Execution



- ✓ Speed & Throughput
- ✓ Tone Refinement
- ✓ Solves Blank-Page Problem

The Job: Speed, tone refinement, and solving the 'blank page problem' for emails and variations.

Why: Improves throughput without overthinking routine comms.

The Tool Archetype:
Fast, general-purpose models like **ChatGPT**.

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The Real Takeaway: Precision Beats Convenience.

Most AI failures in sales
are usage failures, not
model failures.



'Research'
(Perplexity)



'Strategy'
(Claude)

Don't let AI replace
the seller; instruct with
control, someone in.

The goal isn't automation
for its own sake. It's better
preparation, sharper
reasoning, and more focus
on human judgment.



'Drafting'
(ChatGPT)



'Logic/Math'
(DeepSeek)

Don't let AI replace the seller;
use it to reduce friction.

Still running everything through one model,
or ready to build a specialized bench?



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