

Remember how **Wicked** retells the story from the **witch's** perspective?

This is the new **B2B sales** narrative.

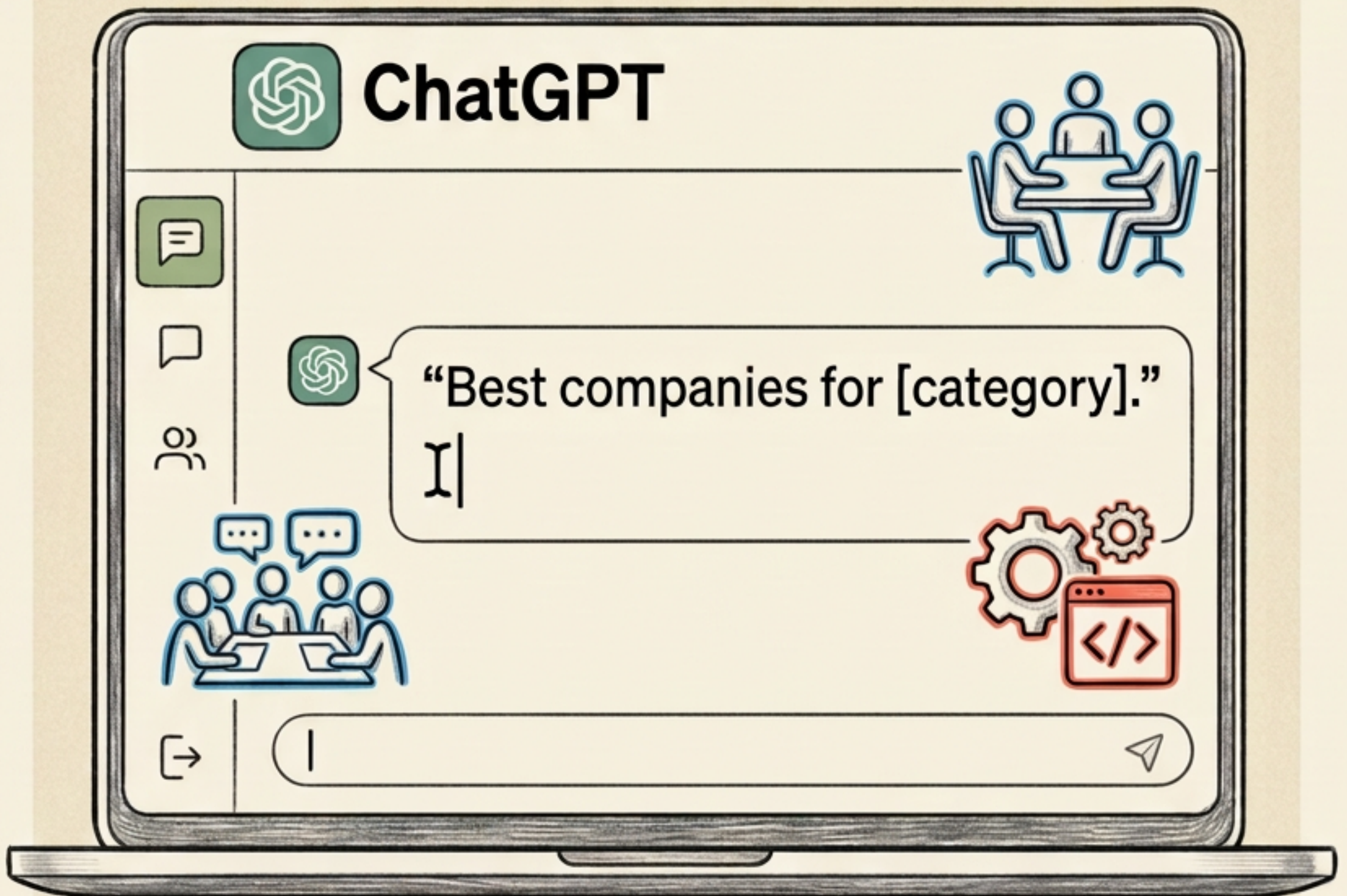
And the **buyer** is now in control.



You are **the buyer.**

Your team needs a new tool.

So you don't wait for an ad.



@BarryFlanagan

AI provides instant clarity.



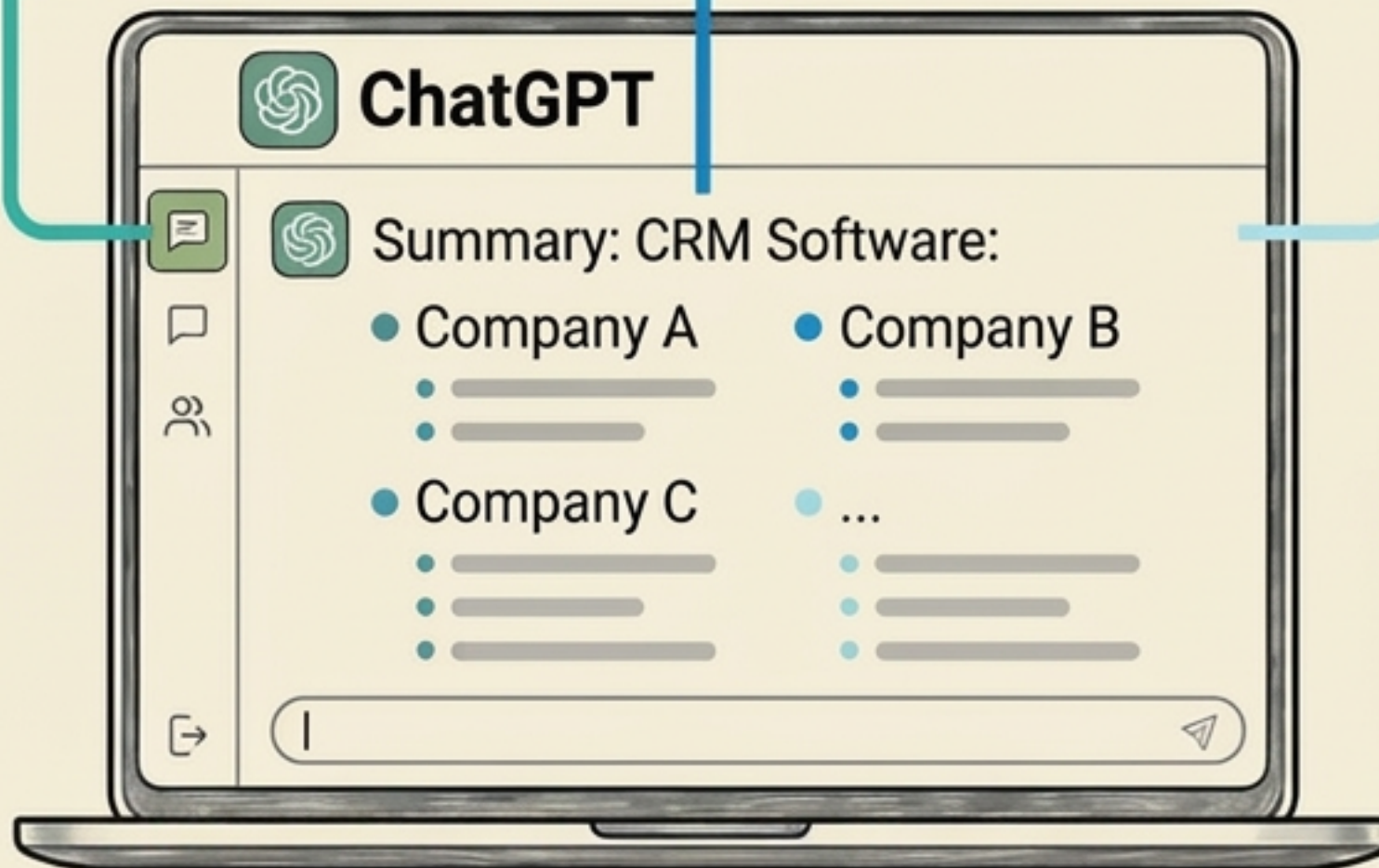
- **What each company does.**
Clear definitions, not marketing speak.



- **Who they compete with.**
Immediate market context.



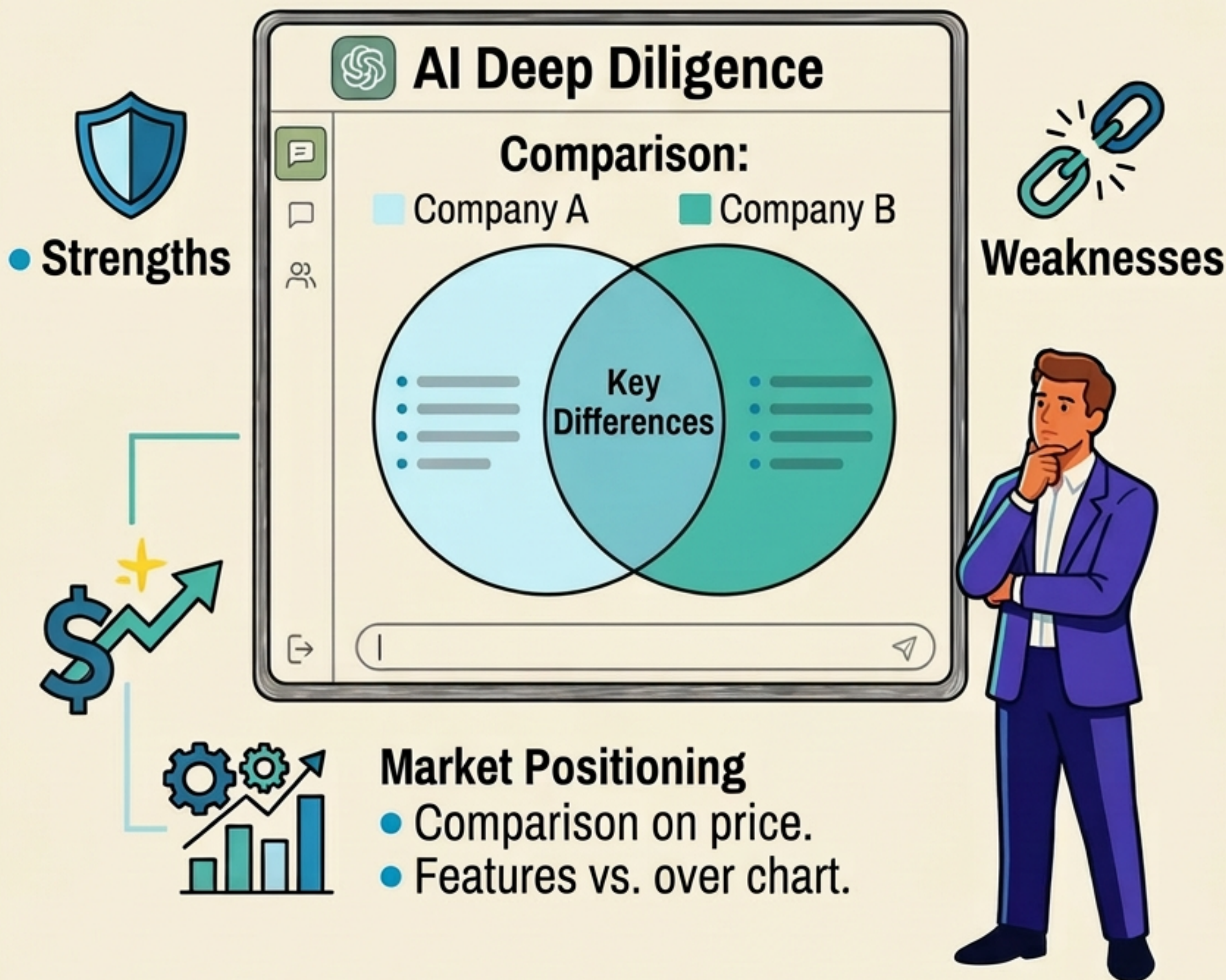
- **Which ones look strongest.**
Quick, unbiased ranking.



Impact: You have a shortlist in under 60 seconds.

Then comes the *real* question.

“How does **Company A** compare to **Company B**?”

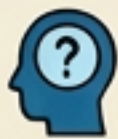


Zero sales conversations required.

The sales call is now the finale.

By the time it happens...

The Reality



The buyer already knows the story.



How you compare.



Whether you are worth their time.



Because instead of off to see the Wizard...
They were off to see **AI.**

Is your marketing telling your buyer's story?
Share this to discuss.