

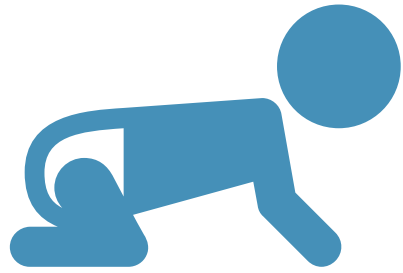


# AI AND PRODUCTIVITY TOOLS

STEFANIE BOYER, PHD – PROFESSOR OF MARKETING, BRYANT UNIVERSITY; CHIEF SCIENCE OFFICER, RNMKRS



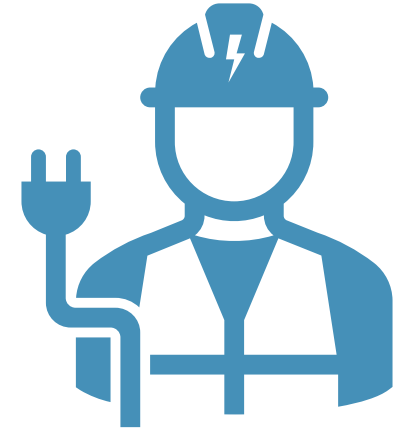
UNLOCK *PRODUCTIVITY* WITH AI



Basic



Intermediate



Advanced

HOW DO YOU RATE YOUR UNDERSTANDING OF AI



## WHAT'S THE PLAN

Outline common challenges

Identify AI solutions

Share best practices



Perfect world



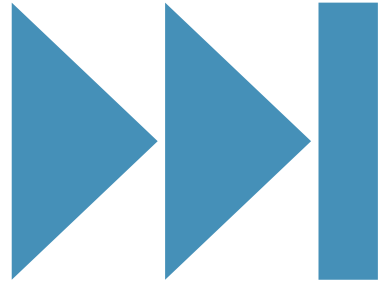
Roadblocks



Reality



**Reflect**



Increase Productivity



Unslump Yourself



Build Confidence

HOW AI HELPS



- **Practical AI examples I'm testing**

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Email writing/reading: Lavender

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Content Creation: ChatGPT

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Writing/Ideation: Quill bot/

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Chrome Extensions for outreach with analytics

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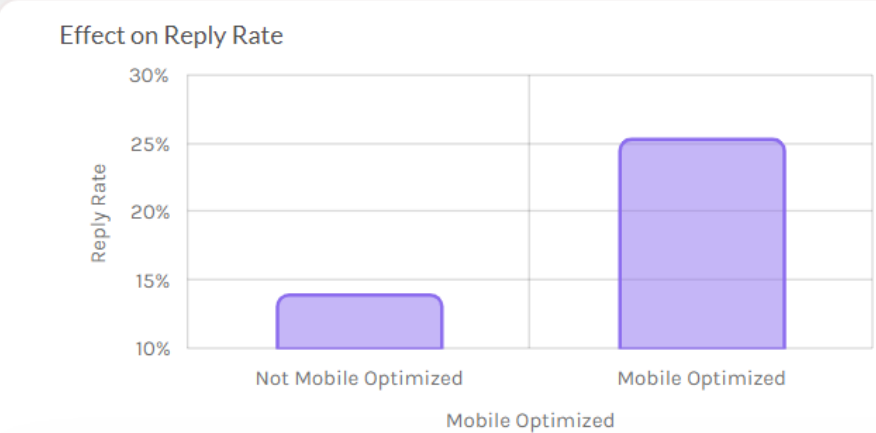
RNMKRS application- FREE

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Prompt → refine → refine → validate





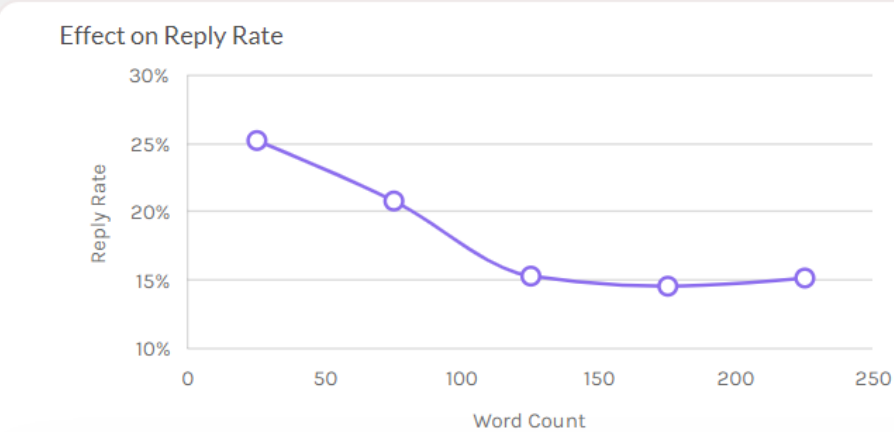


### Mobile Optimized

Across our whole dataset, mobile optimized emails receive **24% more replies.**

Make sure it looks good on mobile devices.

- Plenty of white space.
- Double new lines after paragraphs.
- No paragraphs longer than 4 lines on the mobile editor.



### Word Count

Across our whole dataset, 0-50 word count emails receive **23% more replies.**

### Filter

Cold x

### Email Type

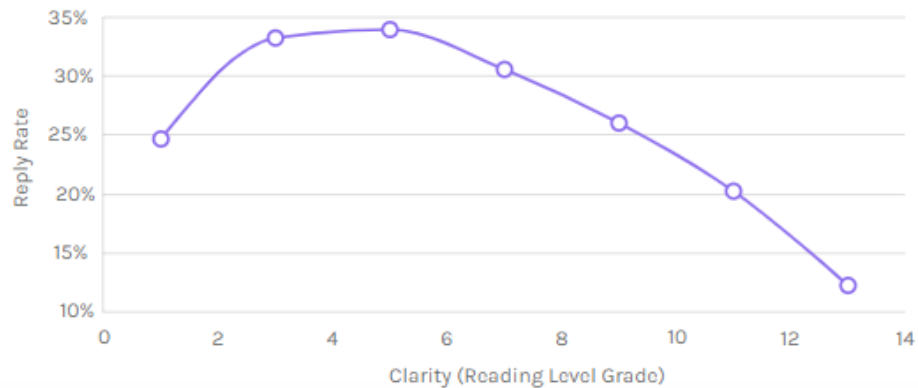
### Teams

### Team Members

### Date Range

Need help?

Effect on Reply Rate



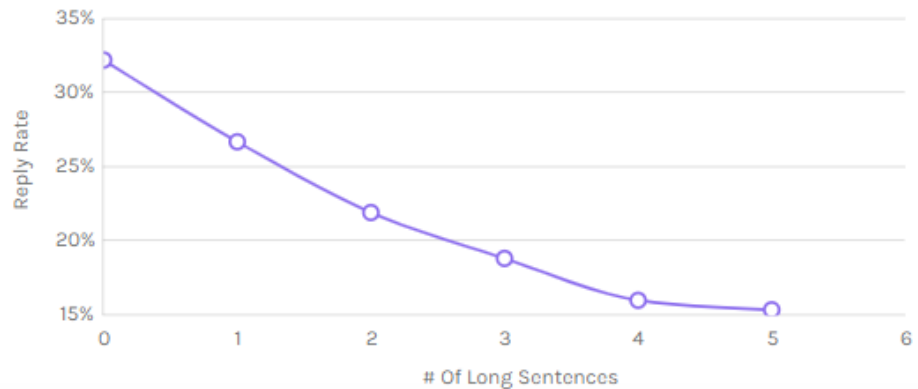
## Clarity

Across our whole dataset, 3rd - 7th Grade clarity emails receive **1.66x more replies**.

Write so that an elementary school student can understand.

- Keep sentences short and concise.
- Keep paragraphs short and on a single topic.
- Avoid complex words.
- Avoid run on sentences.

Effect on Reply Rate

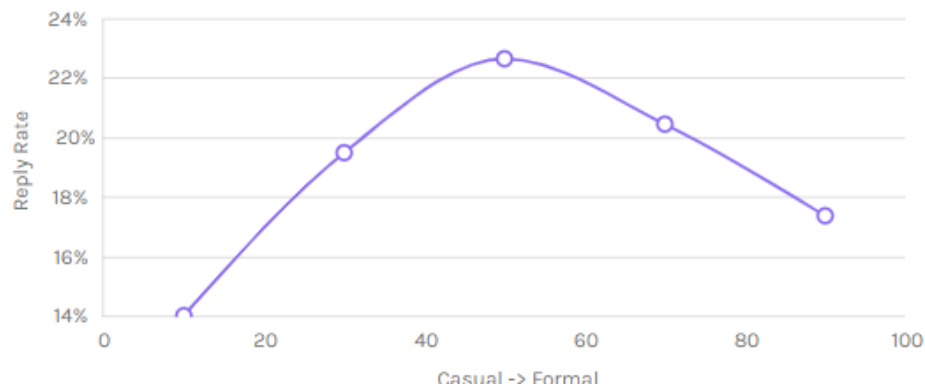


## Long Sentences

Across our whole dataset, emails that have 0 long sentences receive **1.57x more replies**.

- Use contractions.
- Use fragments.
- Avoid sentences with multiple independent clauses.
- Avoid unnecessary adverbs and adjectives
- Avoid unnecessary transition phrases (Ex. "For what it's worth, ...", "Personally, ...", "Furthermore,...")
- Avoid tautologies - needless repetition of an idea, statement, or

Effect on Reply Rate



## Formality

Across our whole dataset, Neutral - Slightly Formal formality emails receive **11% more replies**.

Overly formal writing can make you seem less comfortable; while overly casual writing can make you seem unprofessional.

- Combine use of pronouns ("I", "we", "you") and nouns (specific names).
- Limit the passive voice and conditionals.

- Paraphraser
- Grammar Checker
- Plagiarism Checker
- Co-Writer
- Summarizer
- Citation Generator
- Translator

- QuillBot for Chrome
- QuillBot for Word
- QuillBot for macOS

- Help Center
- Contact Us

English (US) French Spanish German All

Modes: Standard Fluency Formal Academic Simple Creative Expand Shorten Custom Synonyms:

To rewrite text, enter or paste it here and press "Paraphrase."



Upload Doc

Paraphrase

⚡ GPT-3.5

⚡ GPT-4 🔒

# ChatGPT

**Write a text message**

asking a friend to be my plus-one at a wedding

**Make a content strategy**

for a newsletter featuring free local weekend events

**Suggest some codenames**

for a project introducing flexible work arrangements

**Give me ideas**

for what to do with my kids' art

create a presentation to teach faculty how to use Ai to boost productivity that is fun and engaging .



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t  
Marketing Synergy  
nvironmental Advoc  
US Wholesaling Com  
to Plus



+ New Chat

Today

AI Faculty Workshop

Previous 30 Days

New chat

Sales Objection Handling Exa

New chat

New chat

New chat

New chat

New chat

New chat

August

Upgrade to Plus

Default (GPT-3.5)



create a presentation to teach faculty how to use Ai to boost productivity that is fun and engaging



Title: "Unlocking Productivity with AI: A Fun and Engaging Faculty Workshop"



Slide 1: Title

- Title: Unlocking Productivity with AI
- Subtitle: A Fun and Engaging Faculty Workshop
- Your Name
- Date

Slide 2: Introduction

- Welcome faculty members!
- Briefly introduce yourself and your expertise in AI.
- Highlight the importance of AI in today's educational landscape.
- Emphasize the goal: Boost faculty productivity with AI

Regenerate

Get citation

Send a message



### AI Presentation

Please specify so that we can provide you with the best presentation.

#### Topic

create a presentation to teach fac

#### Tone

#### Pages

Fun

12

#### Language

English

#### Style

Style selection area with thumbnails:

- Simple B!
- LIVINE MEETING
- ELEGANT CAMPAIGN
- Internship Report

Pages: 12

34% Progress bar

Report an issue



👋 Hey, there! Welcome to Wepik, Freepik's online editor!

This new tool allows you to customize presentation templates to make your projects stand out without using any additional software.

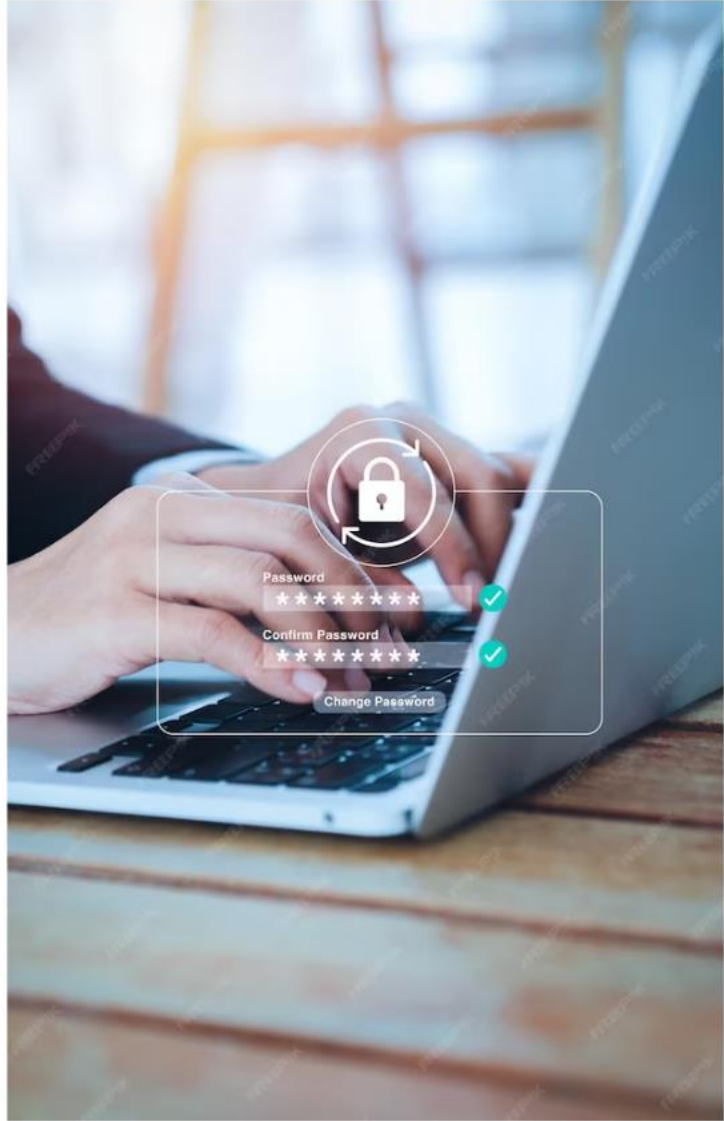
Download all your work and engage your audience! Would you like to help us to improve the beta version? You can provide your feedback directly at [support@wepik.com](mailto:support@wepik.com)

Let's go

# AI-nnovative Ways to Boost our Productivity: A Fun Guide for Faculty

Thumbnail navigation for the presentation slides:

- 1 AI-nnova... Ways to Boost Your Productivity: A Fun Guide for Faculty
- 2 Welcome...
- 3
- 4
- 5
- 6



# AI to boost productivity

# Welcome!

Are you ready to *boost* your productivity with AI? Let's have some fun!





# What is AI?

AI stands for *Artificial Intelligence*. It's the development of computer systems that can perform tasks that would normally require human intelligence.





# Why AI?

AI can help you save time, increase efficiency, and reduce errors. It's like having a personal assistant that never sleeps!



# AI Tools for Time Management

Use tools like *virtual assistants* and *chatbots* to help manage your schedule and keep track of deadlines.



## AI Tools for Research

*Use smart search engines and automated citation tools to make research faster and easier.*





## **AI Tools for Writing**

*Use grammar and spell-checking software and AI writing assistants to improve your writing and save time.*



## AI Tools for Presentations

*Use AI-powered presentation software to create dynamic and engaging presentations with ease.*





# AI Tools for Grading

Use *automated grading systems* to save time and reduce bias in grading.

## **AI Tools for Student Engagement**

Use *AI-powered learning platforms* to personalize learning and increase student engagement.



# Thank You!

We hope you had fun learning about AI-powered productivity tools! Now go out there and boost your productivity!

# Thanks!

Do you have any questions? [addyouremail@freepik.com](mailto:addyouremail@freepik.com)

+91 620 421 838

[yourcompany.com](#)



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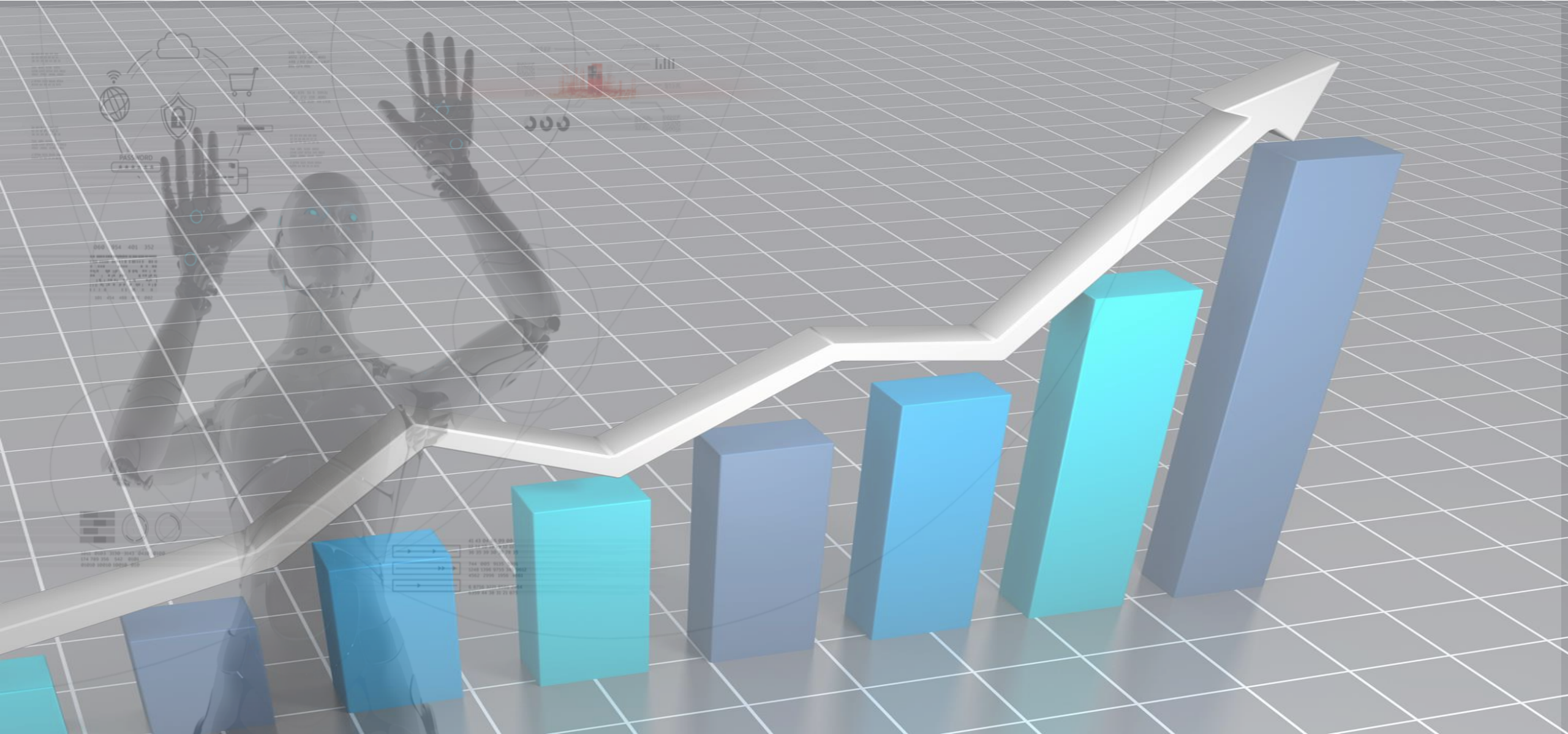
***Grit, Fit and Ready to Hit the Ground Running***

**RNMKRS Fall 2023 University Program**

Registration opens: August 27th, 12 PM EST

All Meetings: 5PM EST





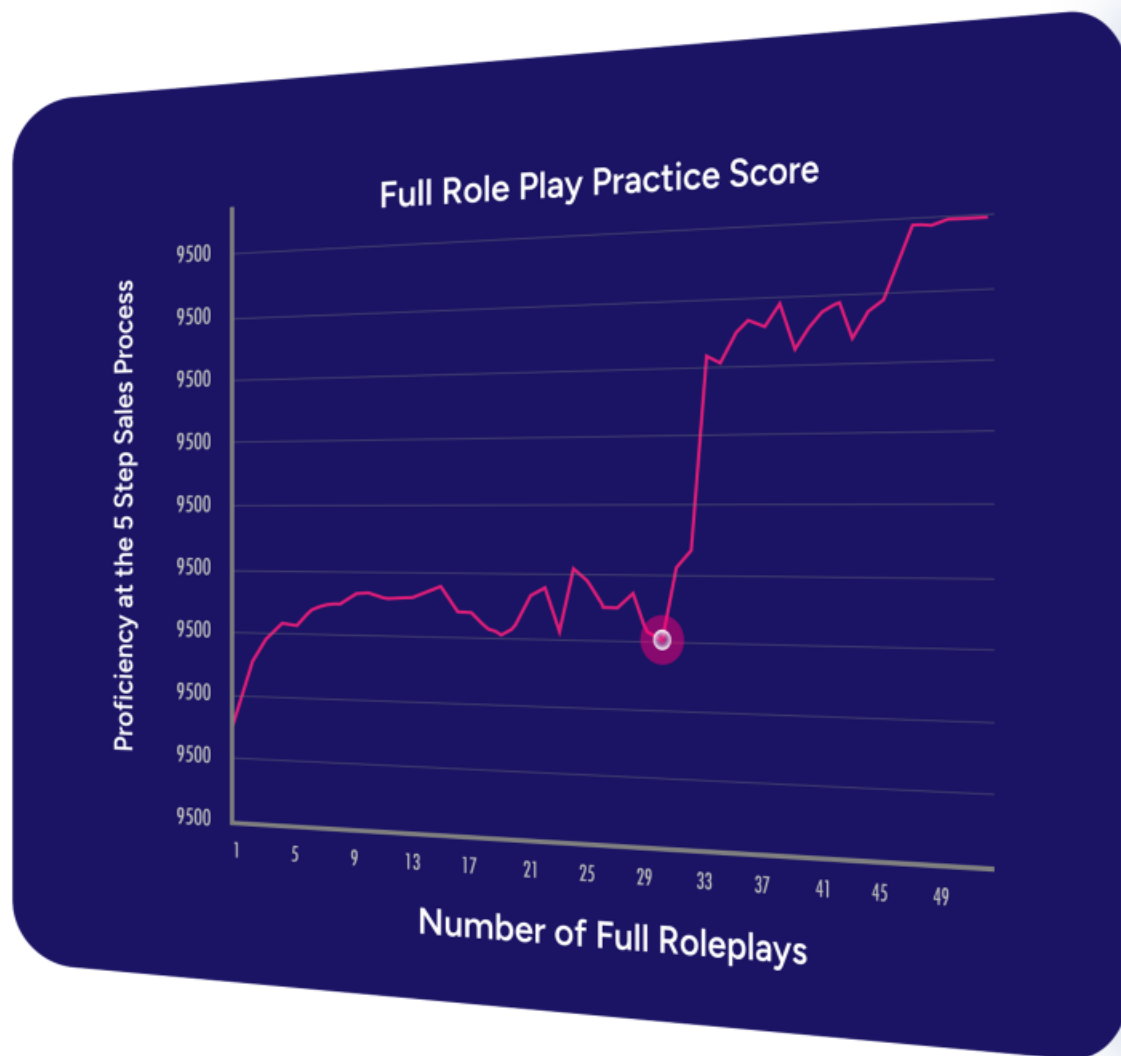
AI is improving human performance

## FORGETTING CURVE



Write in the chat

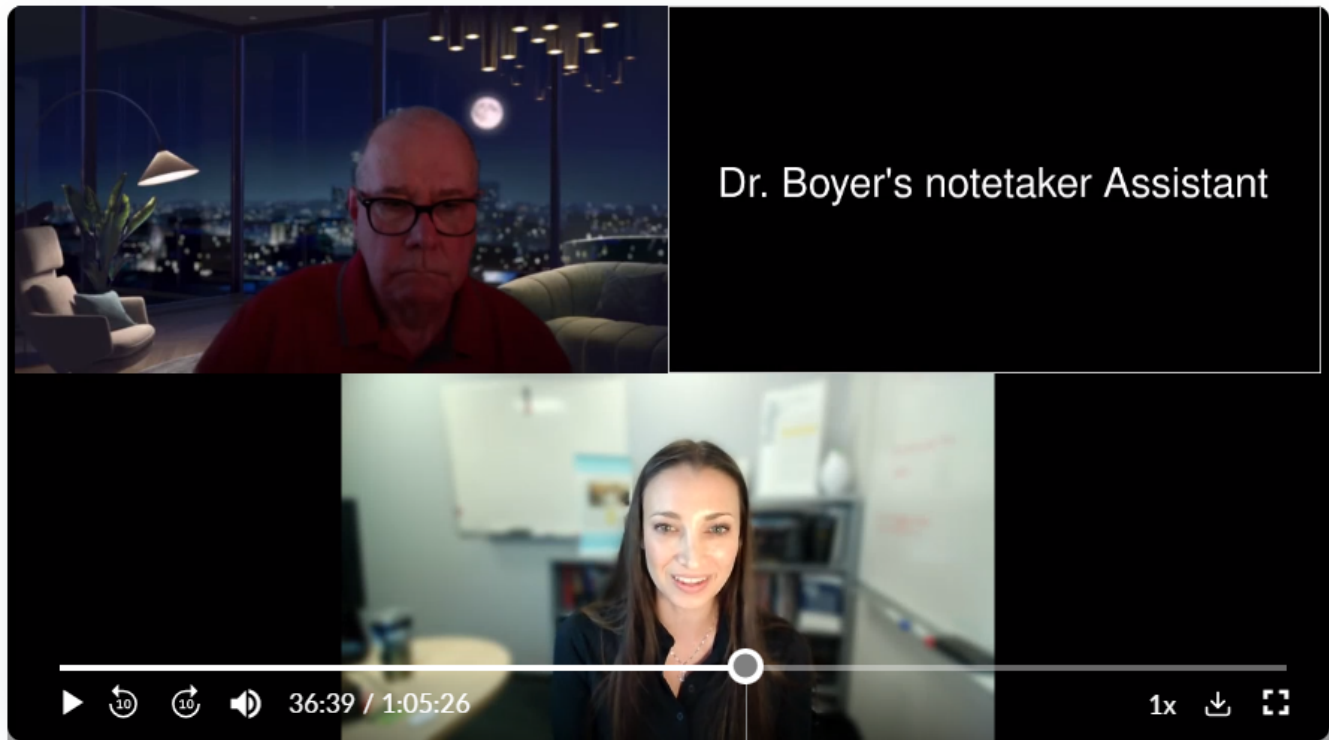
# How much practice is needed to succeed?



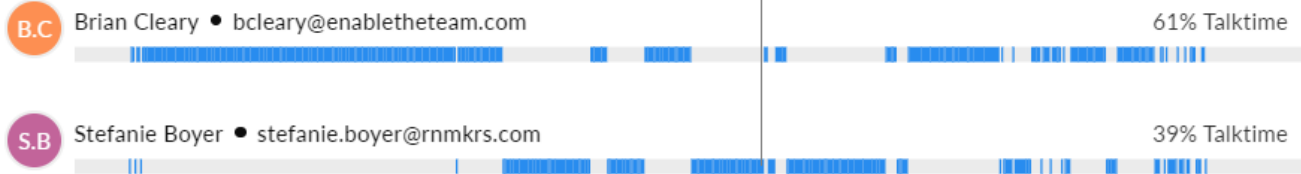
RNMKRS analytics show it takes more than 30 role play sessions to see meaningful improvement

**Are your reps getting that?**





enabletheteam.com    rnmkrs.com  
 Brian      Stefanie



Summary

Transcript

[AI Follow Up](#)

Outcome

The outcome of the meeting is that Stefanie Boyer and Brian Cleary have discussed the potential for a webinar or podcast on the topic of self-directed learning and its application in sales enablement. They have discussed potential dates for this event, with a tentative plan for it to take place in November or December. Additionally, they have discussed the possibility of Brian attending a competition at Stefanie's campus in November. In terms of buying intent, Brian seems interested in the research and insights that Stefanie provides, particularly in relation to self-directed learning and sales enablement. However, no specific service purchase was discussed during this meeting, so it's difficult to gauge any concrete buying intent. The conversation seems to be more about potential collaboration and knowledge sharing rather than a direct transaction.

Next Steps

- **Brian Cleary:** Check availability for the webinar dates suggested by Stefanie.
- **Brian Cleary:** Consider attending the competition on campus happening November 10 and 11th.
- **Brian Cleary:** Write up the abstract for the webinar and email it to Stefanie next week.
- **Stefanie Boyer:** Continue the research and collaborations with Mark and Adam.

Conversation Starters

Brian Cleary and Stefanie Boyer had a detailed discussion about the changing landscape of sales training and self-directed learning. Brian shared his experiences and insights about the shift in the industry, the challenges faced by salespeople, and the need for a new approach to training. He highlighted the importance of microlearning and the need to deliver knowledge at the point of customer interaction. He also discussed the differences in learning styles between Digital Natives and Digital Natives 2.0 (Millennials and Gen Z). Brian also touched upon the issue of information overload and low compliance with CRM systems among salespeople. Stefanie was engaged in the conversation, asking questions to further understand Brian's points.

← Chief Revenue Officer... ⋮ ×

ACTIVITY MESSAGES PEOPLE



First touch Check replies Send follow-ups

Already sent (in the last 24 hours):  
42 connections/59 messages

INTEGRATE  
WITH CRM

Today's queue  
8 connections/1 messages:

Next action: Ⓞ  
Preparing...

- Jérôme Laberge**  
Canac Next: Invite
- Matthew Kronwald**  
Titan Solar Power Next: Invite
- Dave Burlington** Next: ...

STOP CAMPAIGN

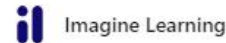


**Andy Caulo** · 1st  
Chief Revenue Officer, Imagine Learning

Scottsdale, Arizona, United States · [Contact info](#)

361 connections

- [Message](#)
- [Save in Sales Navigator](#)
- [More](#)



### Highlights

**Andy is a new connection**  
"Hi Andy, it's great to connect with you. Looking forward to staying in touch."  
[Say hello](#)

### Activity

378 followers

Andy hasn't posted yet  
Recent posts Andy shares will be displayed here

Ad ...

Get the latest jobs and industry news



Stefanie, explore relevant opportunities with Posit PBC

[Follow](#)

### People also viewed

- Jack Shira** · 2nd  
Vice President at Edgenuity Inc.  
[Connect](#)
- January Hodge** · 2nd  
Vice President of Sales at Age of Learning / Infectious Leade...  
[+ Follow](#)
- Ty West** · 2nd  
CRO / GM / Energizing Leader / Builder of High Performing...  
[+ Follow](#)
- Taylor Hendershot** · 2nd  
Vice President - West at Imagine Learning

### Messaging 1

Search messages

#### Focused

- Jim Kanir**  
You: Hi Jim, I'm a & you are all abo
- Mary Chavez**  
InMail Raising ca Let's chat.
- Brandon Taylor**  
You: Hi Brandon, professor & you
- Paul Stovall**  
You: Hi Paul, I'm a & you are all abo
- Christine Coutu**  
You: Hi Christine, professor & you a
- Jacob Laroche**  
You: Hi Jacob, I'm professor & you a
- Cristal J. Pitre**  
You: Awesome
- Bruno Leduc**  
You: Hi Bruno, I'm professor & you a
- Ben Miller**  
You: Hi Ben, I'm

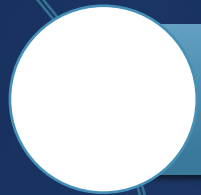


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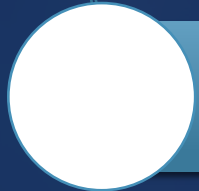
# Challenges of AI

- Data quality and availability
- Integration with legacy systems
- Reliance on black box models
- Privacy and security concerns
- Skills and knowledge gap
- Overinflation of expectations.

## GIVE IT A SHOT



Increase productivity



Reduce stress, get started



Build confidence



# THANK YOU

STEFANIE BOYER, PHD

