

The Tech-Powered Sales Team



Jordan Ledwein
The AI Sales Guy

Let's get the bad news out of the way first. Sales is hard, and it's only getting harder.

But... what if I told you we're standing at the edge of a revolution—not one that replaces us, but one that retools us? I'm talking about building the *tech-powered sales team*, a team of revenue generators forged at the intersection of human skill and machine precision.

I'm not here to pitch theory—I'm here to walk you through how to *implement* a system that fuses the Sandler Selling Method with modern AI, not in some future-forward fantasy, but right now, inside your CRM.

I've spent the last decade as a Sandler® trainer and HubSpot partner, obsessively exploring that fascinating place where AI and sales meet. What began with me snagging a domain on a hunch has evolved into a personal brand – The AI Sales Guy – and a core belief: AI isn't the storm—it's the wind at our back. Let's harness it.

The Landscape Is Changing... Whether We Want It Or Not

Maybe you've noticed: the modern sales rep is drowning. Not in leads—though unqualified ones abound—but in *everything else*.

According to HubSpot, Oracle, and other industry leaders, today's reps spend barely a third of their time selling. The rest of their time? It gets swallowed up by stuff like CRM updates, internal comms, proposal formatting, and perpetually stressful journeys through systems that were not built with salespeople in mind. That's not just inefficient—it's unsustainable.

The culprits are clear:

- Inefficient processes that cause friction.
- Lack of visibility into deals and sales conversations.
- Poor CRM adoption because the tools feel like surveillance, not support.

Think about it—how often do members of your own team find themselves chasing dead-end deals? How many follow-ups fall off the radar? How many talented reps silently disengage because their tools either don't serve them well — or don't serve them at all?

Here's the quiet part that needs to be said out loud: **We're not just contending with more complex sales cycles—we're competing against buyers who now use AI tools of their own.** And what worked for us last quarter might already be obsolete today.





The AI Advantage: More Than Just Hype

Here's where it gets exciting. We are standing on the edge of a seismic shift in sales performance, powered by AI.

It's estimated that by the end of this year, 75% of sales teams will be using AI tools. That's not hype. That's evolution in motion.

Yes, there are voices of skepticism—"AI? Sounds like more tech for tech's sake." But that's old thinking. We're not adding noise with today's tech. We're cutting through it.

Let's zoom out:

- ▶ **The wheel didn't replace the human traveler—it extended the journey.**
- ▶ **The printing press didn't kill language—it amplified it.**
- ▶ **The internet didn't replace thought—it connected it.**

And now? AI is our acceleration engine. It's not a crutch for the unskilled, but a force multiplier for the capable.

Steve Jobs once called the computer a "bicycle for the mind." AI is the rocket ship for the mind. It doesn't just make you faster—it makes you *better*.

Old tradeoffs—speed vs. quality, scale vs. personalization—are dissolving. With AI, we can deliver *smarter, faster, deeper*. From call insights to email drafts to research that used to take hours—it can all be seconds away.

This technology isn't automation for automation's sake. This is precision. This is cutting edge. And the only meaningful question in 2025 is whether we're going to put it into practice before or after our competition does.

The Old Playbook Is Broken

The old playbook—the “numbers game”—is no longer working. You can’t just grind out more dials, send more emails, and expect exponential growth. Most of us have already hit that wall.

The winning formula in 2025 and beyond isn’t about doing *more*. It’s about doing the *right things*, better and faster, with tools that are actually intelligent.

AI is the filter, the amplifier, and the mirror:

- **Filter:** Cut out noise. Focus only on what matters.
- **Amplifier:** Scale your best behaviors across the team.
- **Mirror:** See what’s working—and what isn’t—in real time.

Let’s look at the data. According to Gong and others, here are the top five AI use cases in sales right now:

- Call summary and analysis
- Email and content generation
- Note-taking automation
- Account and buyer research
- Coaching and training

Notice something? Most teams are only scratching the surface—using AI for recaps and email drafts. That’s good, of course. But **the real opportunity is deeper: in coaching, strategy, deal inspection.** That’s where the edge lives.



The Three Kinds of AI Sales Teams Can Leverage

Not all AI is created equal—and understanding what kind you’re using matters. Think of AI for sales teams as a spectrum: from creative assistant to autonomous operator to silent partner.

Here’s how I categorize the primary categories on that spectrum:

1 Generative AI – *The Creator*

These are tools like ChatGPT, Claude, and CoPilot. They generate content, answer questions, brainstorm, and ideate with you. Great for writing emails, creating presentations, or prepping for a call.

Think of this as your smart intern—fast, articulate, and tireless.

2 Agentic AI – *The Operator*

This is where things level up. Agentic AI doesn’t just suggest—it *does*. You give it a goal (“Book me a reservation in Rome”), and it takes the action. It operates across tools and systems on your behalf.

This is your executive assistant—except it never sleeps, and it never forgets.

3 Embedded AI – *The Integrator*

This is where the real magic happens for sales teams. Embedded AI is woven directly into the platforms you’re already using—Salesforce Einstein, HubSpot CoPilot, Microsoft Copilot, and Google Gemini.

It doesn’t ask for your attention. It works *alongside* you, *within* your workflow. This is your co-pilot—always on, always watching, always guiding.

Know which type you’re working with. Know when to use each. And then decide where AI can fit into your world.

Theory Doesn't Close Deals

Only execution, with tools that are appropriate to the situation, will consistently deliver revenue for today's sales teams. Over the past few years, I've been leaning hard into two platforms that are changing the way elite sales teams operate. Not next year. Now.

They are:

Fathom: The AI-Powered Call Companion

Fathom isn't just another transcription tool. It's a meeting intelligence engine — purpose-built for sales.

Here's what makes it essential:

- **Sandler Summary:** Every call is auto-analyzed and broken down by the Sandler Selling System—rapport, pain, investment, decision, outcome. No extra steps.
- **Zero-Touch CRM Sync:** Transcripts, recordings, summaries, and next steps push straight into your CRM with one click—or none at all.
- **Automatic Action Items:** Fathom identifies tasks and next steps in real time and creates follow-ups in your system. You never lose momentum.
- **Ask Fathom:** Query any part of a call. Need a DISC-styled follow-up email? Done. Need coaching feedback on your performance? Done.
- **Deal Intelligence:** Zoom out. Fathom stitches together every call in a deal's lifecycle, giving you strategic clarity across the pipeline and then updates your CRM deals and properties after each call.



Sandler Sales HubSM : Methodology Meets Work Flow

We didn't stop at analysis—we've built something even more foundational. The Sandler Sales Hub is our answer to a long-standing problem: methodology often lives *outside* the workflow. We changed that.

- Integrated directly inside CRMs like HubSpot, the Sales Hub does this:
- Surfaces the right Sandler guidance *at the moment it matters*
- Highlights missing steps in your deals—before they cost you
- Empowers reps with just-in-time coaching content, without leaving the deal record

In short, we're weaving behavior reinforcement, methodology, and CRM into one unified, frictionless system.

That's not "enablement." That's evolution.



Selling Smarter, Not Harder

We're no longer in an era where hustle alone wins. The winners in 2025 and beyond will be those who build systems, not just pipelines. Who combine mastery of human behavior with machines that never forget a follow-up. Who embed methodology deep into the daily rhythm of work—not as an afterthought, but as a competitive edge.

The future doesn't belong to those who fear AI. It belongs to those who **train it to work for them.**

So here's the call to action:

Equip your team. Build your stack. Reinforce your system.

Because when Sandler meets AI, you don't just scale effort—you scale excellence.

If you'd like to talk about how all this connects to you and your team, about how your organization can stop surviving the tech wave and start surfing it—**let's connect.**

