The August 2025 Sales Masters Roundtable – "The Mind Boggling Advances In Ai for B2B Sales"

This month's Expert Guest Speaker: Isaac Cohen, CEO, Many Mangoes

"The Mindboggling Advances in Ai for B2B Sales" - The August Sales Masters Roundtable by Peter Strohkorb

Meeting Purpose

Discuss mind-boggling advances in AI for B2B sales, with guest speaker Isaac Cohen sharing insights on practical AI implementation.

Key Takeaways

- AI implementation should follow 4 key phases: Foundation (prompting skills), Custom Chatbots, Agents, and Swarms/Squads

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- Multi-prompting and providing specific examples/context produce better AI outputs

- Custom chatbots and agents can automate repetitive business processes when implemented properly

- Self-hosted AI solutions (e.g. N8N) can address data privacy/security concerns

Next Steps & Actions

- [Join future monthly roundtables](#) (just US$197 for 3 months) Next month's topic: Interactive "Hot Seat" session to workshop attendee's sales challenges

- [Fill out Isaac's form](#) to get access to Mango Automations, GPTs, and other resources

Topics Discussed

AI Implementation Framework

- 4 key phases: Foundation, Custom Chatbots, Agents, Swarms/Squads

- Organizations often try to skip phases, leading to issues

- Subject matter experts, not IT, should design agents/processes

Effective AI Prompting

- Use multi-prompting: Ask AI to describe success criteria before final output

- Provide specific examples, context, and tone/style guidance

- Include instructions for AI to self-check and provide sources

Custom Chatbots

- Build for repeatable business processes (e.g. proposal writing)

- Can digest/summarize large amounts of content (e.g. Notebook.lm)

- Allows scaling consistent processes across teams

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AI Agents

- Autonomous systems that can make decisions and take actions

- Examples: Daily team check-ins, work logging, content creation/distribution

- Can handle tasks across large teams that humans can't manage individually

Data Privacy and Security

- Self-hosted solutions like N8N allow processing data locally

- Can use offline language models to avoid cloud/internet exposure

An Ai Bot Example

This Ai bot is based on ringfenced specific content to eliminate hallucinations:

[**"Ask Peter" Ai bot b2b sales expert**](#)

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