

How to Sell AI Employees

What it is

- AI employees are digital workers that handle repeatable tasks, answer questions, support sales, and keep work moving.
- They help teams save time, reduce busywork, and scale without adding as many human hours.

Why buyers care

- Faster response times
- Lower operating costs
- More consistent service
- Easier scaling during busy periods

Best buyers

- Small and mid-sized businesses
- Teams with repetitive admin work
- Sales and support teams
- Businesses that want 24/7 coverage

Core pitch

- We install AI employees that work alongside your team.
- They take on specific jobs, follow your process, and improve over time.
- You keep control, and we handle setup, training, and support.

What to sell

1. Discovery call
2. Workflow review
3. AI employee setup
4. Testing and launch
5. Ongoing improvement

- Starter

one AI employee for a single workflow

- Growth

multiple AI employees across departments

- Pro

custom automation, support, and optimization

Close with value

- More time for your team
- Better customer experience
- Clear ROI from day one

Call to action

- Book a demo
- Review your top 3 workflows
- Start with one high-value task