FOR CROS, SALES LEADERS AND THEIR TEAMS: HOW AI CHANGES THE BUYER, THE SELLER AND THE NUMBER.

AI-Powered Sales

Same AI. Different people. Different results.

Your buyers research with AI, compare notes in private communities, and arrive halfway decided before a rep ever shows up. Your team has the same AI tools to respond. Some reps turn them into pipeline; others follow them into a lost deal. At your kickoff, your team finds out why.

You bought the AI. The number still depends on the rep.

Keynoted in: **20+** cities · **5** countries · **3** continents

25,000+
people she has spoken to from the stage

$11T+
managed by the central bank CIOs she led in Switzerland, invited by the US Fed CIO

35,000+
professionals follow her work or took her courses

900+
executives advised through the Gartner program she led

WHAT HAPPENS LIVE

1. Everyone decides. A real AI-assisted deal decision, on their phones.
2. The results appear. Same facts. Same AI. Different reps. Different calls.
3. The reveal. Why some reps get better results from AI than others, and what that means for the number.
4. The takeaway. Practical checks for selling with AI, plus a report-out with your sales leader.

WHAT REPS LEAVE WITH

- They see where buying decisions really happen now, and why so much of the buyer's journey is invisible to sellers.
- They know when to trust the deal score, and when to push back. Checks for AI outreach, account research and deal scoring.
- They leave with a shared language for selling with AI. Managers and reps use the same words in pipeline reviews, starting Monday.



> *"Unbelievably fantastic! Dr. Lisa named something I've lived but never heard anyone talk about. I took notes like crazy and walked away energized."*
>
> Carla Blickensderfer, Global Capability Development Leader, AWS Consulting Partners Center of Excellence, AWS

> *"The continuous polling throughout your presentation was brilliant and kept folks engaged."*
>
> Faith Hawley, Event organizer, Premier Connects

Contact your speaker bureau representative.

WHY EVENT TEAMS BOOK IT

45 to 60 minutes. In person or virtual. CE credit eligible.

Included with every keynote: pre-event assessment, executive report-out, CE-ready learning objectives and outline, book signing when copies are ordered.

She bought it, sold it, governed it. Now she builds with it every day.

Former CIO, Gartner VP, Microsoft and Splunk executive, board director, Doctorate in Artificial Intelligence (2023), author of Show AI—Don't Tell It (Wiley, 2026), print and Audible.

SELECT STAGES

SIM Boston Technology Leadership Summit at Gillette Stadium · City Tours NYC · Bank for International Settlements, Basel, Switzerland · Dell + Computacenter · Merit TV, Dr. Phil's Morning Show

Contact your speaker bureau representative.