



rewired

the future of sales

Powered by **donna.**



15:35 - 16:00

The future of sales - From Digital to Autonomous

16:00 - 16:20

Donna - A hyper personalized future

16:20 - 16:35

Sales transformation at the forefront of industrial innovation at ABB

16:35 - 16:50

What we learned from bringing AI into sales at ERA Real Estate

16:50 - 17:05

The CIO Perspective on Redefining Go-to-Market Strategy at Securex

17:05 - 17:35

Fireside chat with TVH & JDE Peet's

17:35

Drink, finger food & networking!



The future of sales - From Digital to Autonomous

michaelhumblet.com

Future Of Sales

After +420 companies and counting...

Michael Humblet

DE
TIJD

HubSpot

LEcho

Bloovi

Trends



Microsoft



B2B Sales: Sales approaches through the years



Approach

1 sales
No social media
1 channel
1 product

1 sales
1x social media Channel
Company as product

Multiple sales
Multiple social media – inclusive
Personal brands
Expertise as product

Focus

Product

Company

Trust /(people)

Sales Pitch

1 sales pitch: product

2 pitch = product
& company

Multiple pitches =
product & company
& Personal

Speed

Slow

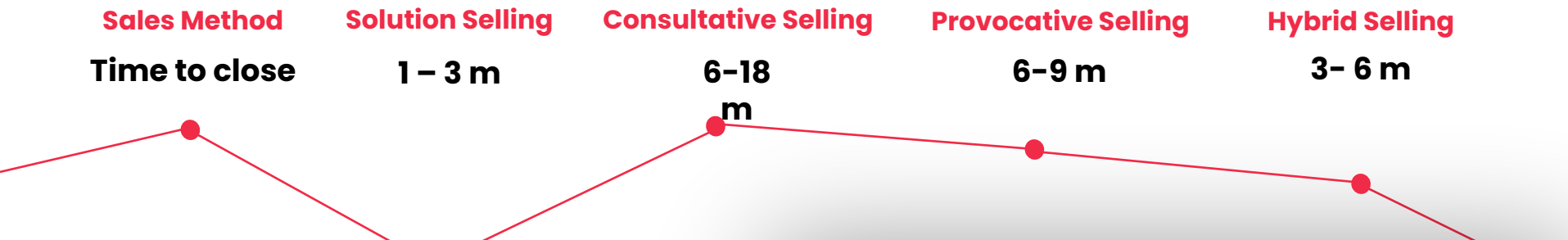
Walk

Run

Sales today

- Hybrid sales model
- Hybrid social media
- Always Present
- Always faster

Reset of the sales: Evolution of B2B sales techniques



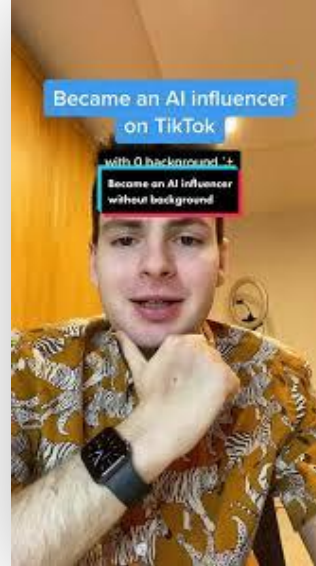
Skillsets for Sales

- Customer first: Personal experience
- Omnichannel sales approach
- Sales pitch is hybrid
- Own sales brands: as part of lead generation and client connection
- Conversational content: aimed at expertise and trust
- New lead generation techniques (Layered hunting/hyper personalisation)
- Technology as accelerator (production, outreach, follow-up)

STOP
BIG STOP

Those were slides from 2024

This happened in sales country



**"I started an AI
sales company
last week and
here is how you
can do this too."**

And many more...

Oh and these brand new sales guru's...

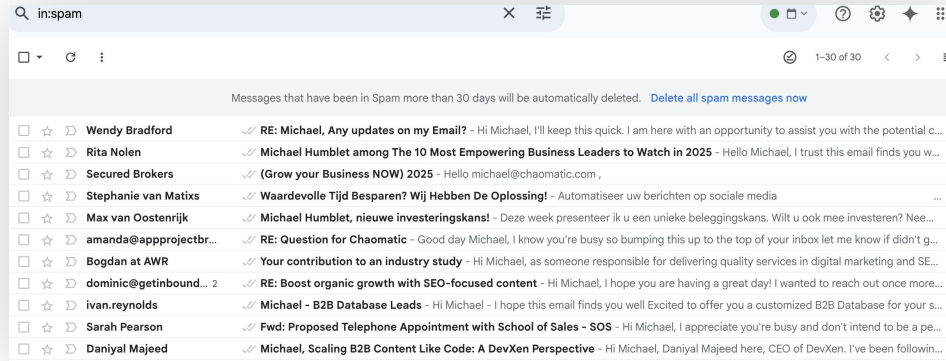


Saw this one last week



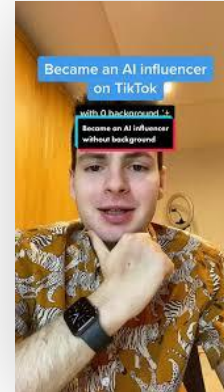
Learn to use your tools...

The effect is enormous



+100 spam mails from lead gen companies daily in my inbox

+



=

**NO SALES
NO TRUST**

Badass AI sales guru

And now we all wonder why Cold Acquisition is no longer working

Where are we in the sales evolution?

Analogue Sales



Digital Sales

- Traditional, **human-driven** sales approach.
- Sales reps handle everything: prospecting, outreach, negotiation, and closing.
- Heavy reliance on **personal relationships** and in-person meetings.
- Decisions are often based on **gut feeling** rather than data.
- Slow and **inefficient**, with limited scalability.

- The transition from manual to **tech-assisted** selling.
- CRM systems, email **automation**, LinkedIn outreach, and sales enablement tools enhance efficiency.
- **Data-driven** insights help personalize outreach and improve conversion rates.
- Still requires significant human effort—sales teams need to manage tools and interpret data.
- **Technology supports sales, but salespeople still drive the process.**

What is the B2B sales reality today?

WITH SCHOOL OF SALES WE HELPED OVER 420 COMPANIES AND WE SAME THE SEE PATTERN EVERY SINGLE TIME

80% of sales
are **reactive**



Order
taking

ICP



Most struggle with
Discovery because of
this

**Cold
Outreach**



No cold
No skills
No attention
No trust

**SALES
ADMIN**



Endless CRM admin,
copy paste, no
tracking

Lack of supporting business process & skills

Reasons why the transition to digital is hard **in B2B?**

1. Personal knowledge

Skills

2. Limiting believes

Outreach &
pro-active

3. Company processes

CRM only as
reporting tool

4. No leverage of scale

Digital is not Excel

Your Prospect has changed

Have you?

Have your methods?

Have your sales insights?

Have your sales processes

Have your tools?

The next leap in sales



Digital Sales

Analogue Sales

Autonomous Sales

The next evolution: sales processes that run independently with minimal human intervention.

- **AI-powered sales engines** handle **prospecting, outreach, engagement, and closing**.
- AI continuously **analyzes buyer behavior** and adapts messaging in real time.
- **Hyper-personalized automation**—emails, LinkedIn messages, and video follow-ups are fully AI-generated.
- **No need for manual pipeline management**—AI determines the best prospects, the best time to reach out, and the best message to send.
- AI-driven negotiation, follow-ups, and **even contract signing**.

Key Shift: From sales teams driving the process to **AI optimizing and executing it autonomously**.

Autonomous Sales Machine Setup



1. ICP

Ideal Customer Profile



2. List building – where can we find them

Digital – what about non-digital?



3. List enrichment

Personalisation – hyper personalisation



4. Signals – Dark Sales Traffic

What are they doing without telling you?



5. Outreach

How do we reach them?



6. Messaging + BAIT

How do we bait (lure) them into our funnel

**FOLLOW - UP
Is the key**



**Fix Sales admin
Aka COPY PASTE
to get things done**

Which prospects to call first?

80 Leads imported



Search by email, last name, first name, phone number.

☐ First & last name	Lead score
☐ Lluís	100
☐ Ale	100
☐ James	100
☐ Nacho	100
☐ Ran	67
☐ Ryan	67
☐ Viacheslav	67
☐ Marc	67
☐ Joaquín	67
☐ Albert	67

Score calculation

Define multiple user events and assign them weights to calculate the lead score

EMAIL



Email opened

Positive



Clicked on a link

Positive



Replied to email

Positive

LINKEDIN



Accepted invitation

Positive



Message opened

Positive



Replied to linkedin message

Positive



List Enrichment – combined with personalisation

All Leads		Columns 12/43	Sort by	Add filter	Connect External Column	Outreach incebreaker
☐	ICP ...	Find Recent Lin...	Hiri...	Outreach incebreaker		
☐	No Fit	✓ No posts found	3 Teamleider ...	ik zag vandaag dat jullie op zoek zijn naar een teamleider auto, manager HRM en soft...		
☐	No Fit	✓ Posts extracted	17 Customer ...	ik zag vandaag jouw LinkedIn-post over het belang van datagedreven besluitvorming ...		
☐	Fit	✓ No posts found	nothing found	ik zag vandaag jouw LinkedIn-profiel en zag dat jullie op zoek zijn naar verschillende p...		
☐	No Fit	✓ No posts found	16 Software E...	ik zag vandaag dat jullie op zoek zijn naar verschillende profielen zoals Software Engin...		
☐	No Fit	✓ Posts extracted	nothing found	ik zag vandaag jouw LinkedIn-post over wie LinkedIn gebruikt voor acquisitie en zag d...		
☐	Fit	✓ Posts extracted	5 SEA Special...	ik zag vandaag jouw LinkedIn-post over de waarde van kwaliteit boven prijs en zag oo...		
☐	Fit	✓ No posts found	nothing found	ik zag vandaag dat jullie op zoek zijn naar specifieke profielen, maar ik kon niets vinde...		
☐	No Fit	✓ Posts extracted	nothing found	ik zag vandaag jouw LinkedIn-post over de wake-up call voor realistische AI-implem...		
☐	No Fit	✓ Posts extracted	8 Accountant...	ik zag vandaag jouw LinkedIn-post over jouw nieuwe avontuur als Partnership Manage...		



Crystal Knows – Enrich with Personality Type

Communicate more effectively by choosing the right tone and approach.

Tailor proposals and emails to match the prospect's personality.

The image shows a LinkedIn profile for Michael Humblet, founder of Chaomatic. The profile includes a cover photo with the Chaomatic logo and a bio stating he is the author of 'WHY NOW' and 'Nobody Knows You!'. The profile has 28,663 followers and 500+ connections. A Crystal Knows personality overlay is visible on the right side of the profile, showing a predicted profile for Michael Humblet with a personality type of Di (Driver). The overlay includes a list of communication tips and a DISC map.

Michael Humblet Predicted profile
Determined · Persuasive · Ambitious

Di (Driver)
Focus on ambitious goals, out-of-the-box solutions, and moving quickly.

HOW TO COMMUNICATE

Do

- Use an energetic, assertive tone
- Speak with high energy and answer questions directly

Don't

- Don't be overly friendly; be assertive and push back when you need to
- Don't give in-depth product descriptions without explaining bottom-line impact

DISC MAP

The DISC map shows a dominant 'D' (Driver) and a secondary 'I' (Influencer), with 'D' being the most prominent trait.

Looking for a shortcut?

SALES vs ADMIN



- **66%** is spend on non selling activities (read as Admin)
- **71%** of sales say to spend to much time on admin

Get rid of Excuses

1. Ban the admin burden with 24/7 AI assistant
2. Prepare and guide selles (through your sales playbook)
3. Capture immediate insights from your field sales (never miss a beat)



donna.



Let's kill what everybody hates

AI sales rep for followup and qualification

With the help of Kollie.ai SDR agent you are able to immediately get customer's attention at the moment they are browsing your web site

Get Started - it's free

No card required

[Speak with demo agent ->](#)

Just leave your number for live demo

Now: Post intent phase...

Not ready yet?

Meet Piper, the #1 AI SDR agent.

Leaving inbound buyers unworked isn't working. Now you have an AI SDR agent who autonomously nurtures and converts inbound prospects into pipeline, 24x7 and at hyperscale.

SCHEDULE A DEMO

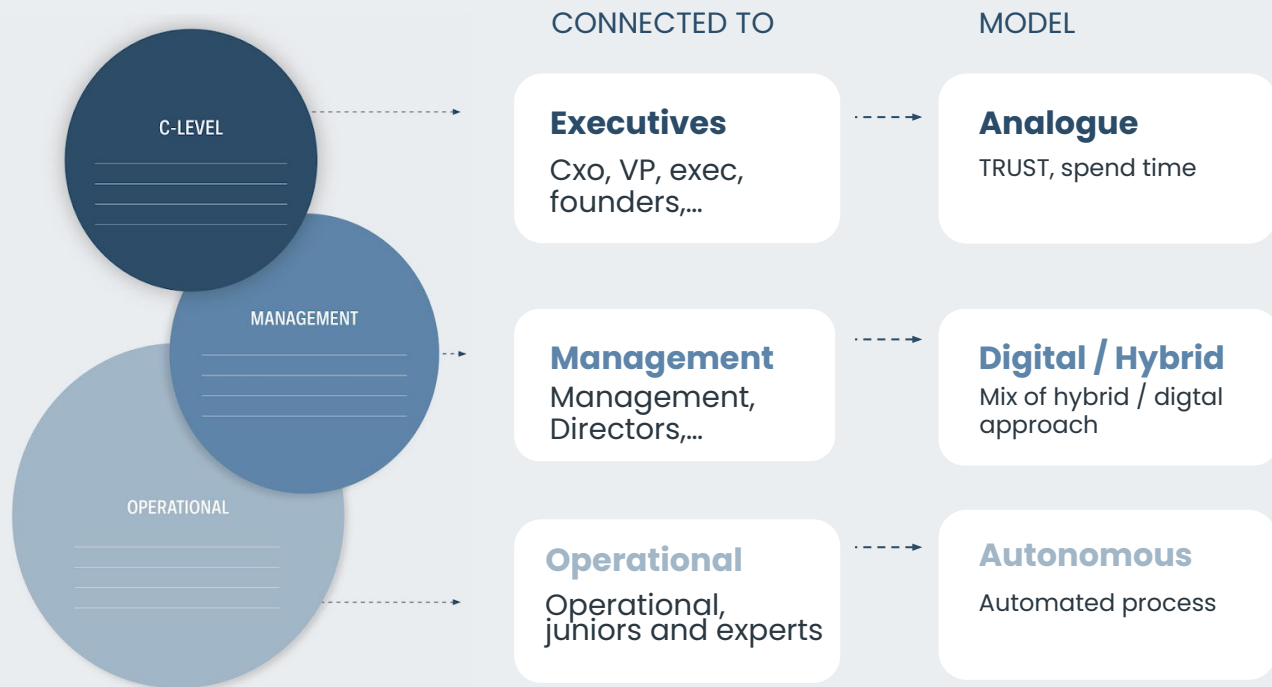


Think again!

Evolving from SDR towards pro-active sales

B2B SALES – Autonomous sales – how do you get there?

We're all hunting the same persons – your sales approach will shift



Dark Sales Traffic

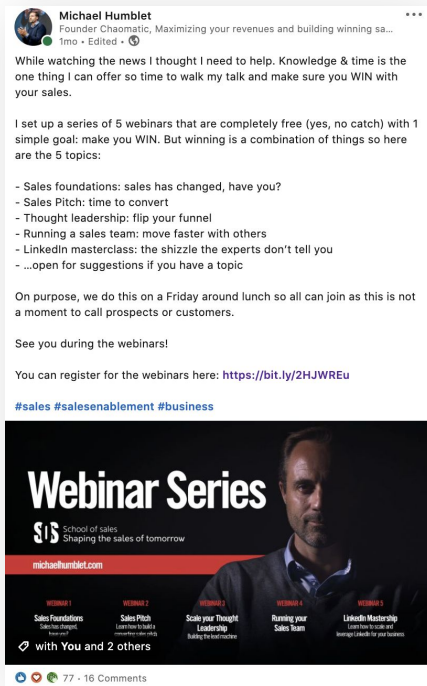
Where? I don't see it!

Your true prospects want to be **ANONYMOUS**

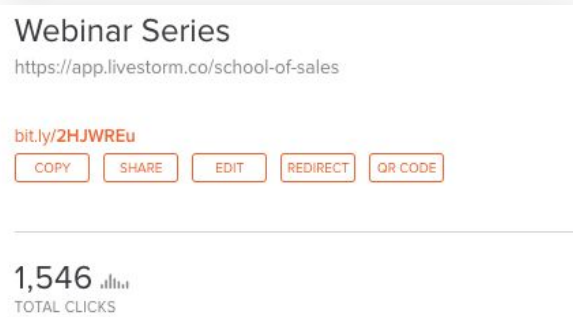
Example



LinkedIn post



Trackable Link = 1546 Clicks



931 unique registrants

What about sales teams?

Yes, you hungry closers

Example of changing sales teams



Top 3 kitchen builder brand in BE

On their website you can scan a drawing and AI draws automatically the most beautiful kitchen ever

Do they still need a sales

The impact of Autonomous Sales in sales teams

Efficiency

1. Sales reps focus only on closing deals – AI handles repetitive tasks
2. More deals closed in less time with less manual effort

Roles

1. Salespeople shift from outreach specialist to strategic consultants
2. AI executes the playbook, while humans focus on complex deals and relationships

Changing sales roles

Teams

1. Companies need fewer sales reps, but those reps are highly skilled and specialized
2. Sales cost decrease, and revenue per rep increases

Smaller more effective teams

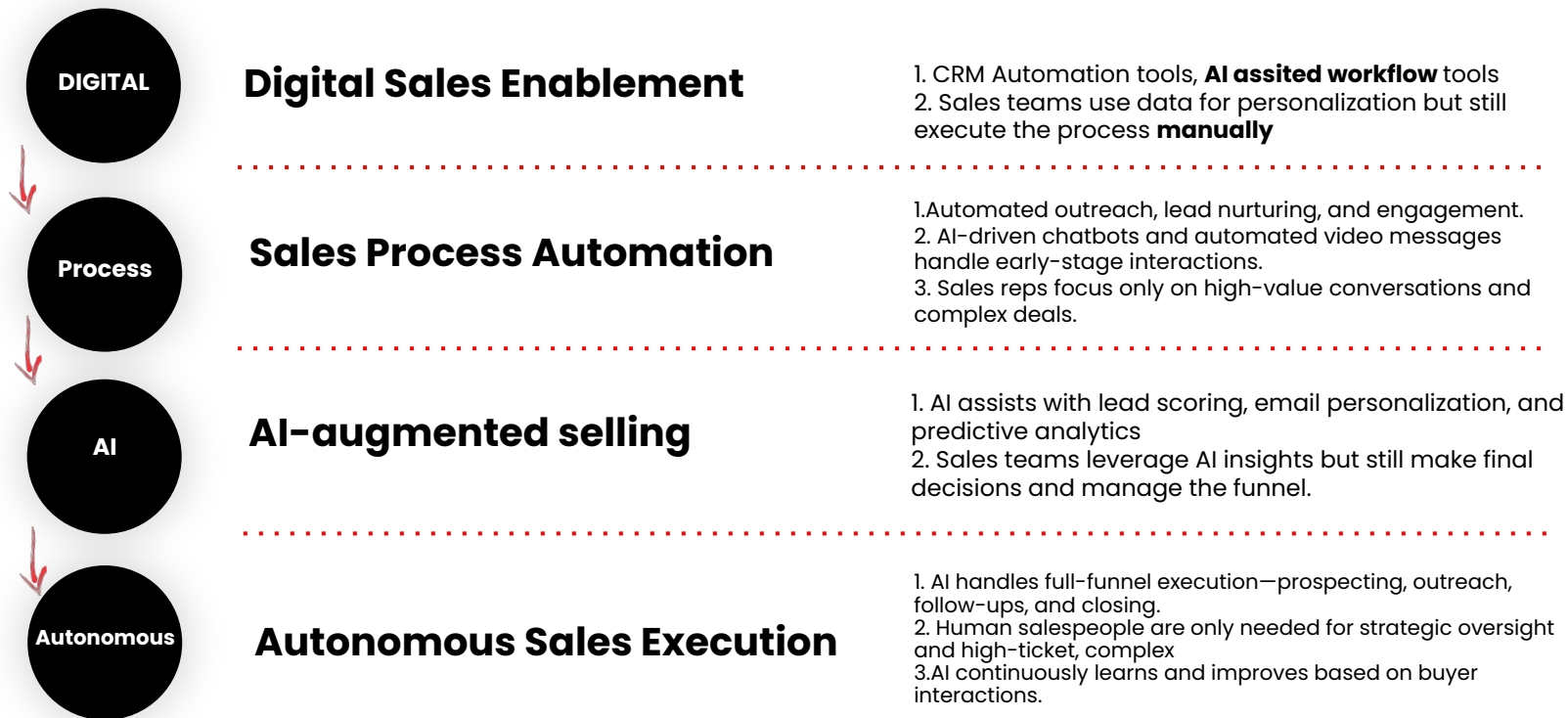
Decisions

1. Sales is no longer based on gut feeling –every decision is backed by AI driven insights
2. AI continuously learns and refines the sales approach for higher conversion rates

Data driven decision making

B2B SALES – Autonomous sales – how do you get there?

Final goal: A self-optimizing sales system that operates independently



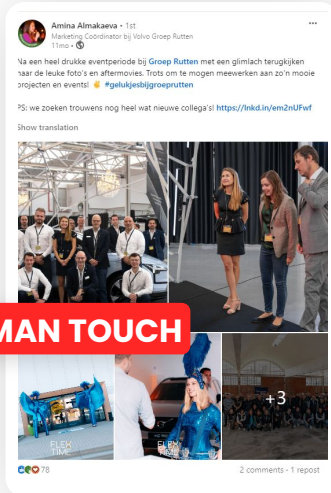
**Hang-on
What about you
Humans?**

In the age of AI who will you trust?

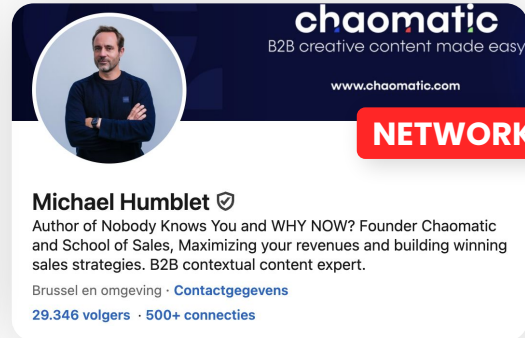


Michael Humblet

“Trust will be the biggest currency in Sales”



HUMAN TOUCH



NETWORK

**CONNECT,
DON'T COLLECT!**

**Inspiration
without **action**
is worthless**

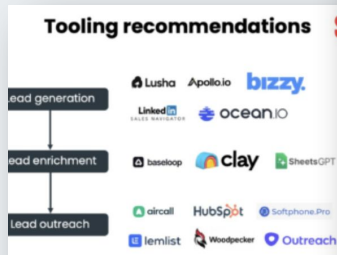




START RUNNING

Go Go
GOOOOOOOOOOOO!

Build your own Autonomous Sales Machine



The Tools You Need to Automate 78% of Your Prospecting Outreach

Many businesses still spend too much time on manual prospecting – finding leads, drafting emails, and following up takes valuable time. Yet, only 2-3% of your audience is ready at any given moment.

This means you need both volume and precision to generate enough meetings. That's why we've automated most of our prospecting process.

[read more](#)



The future of Sales: Autonomous selling

B2B sales have undergone a massive transformation. The traditional approach of generic pitches, and manual follow-ups no longer works. Buyers are overwhelmed with information, skeptical of sales tactics, and expect hyper-personalized engagement. If your sales team is struggling, it's not about their effort – it's about outdated methods that no longer fit today's landscape.

[read more](#)



schoolofsales.com





Donna: A hyper-personalized future



Donna:
A hyper-personalized
future

donna.

Everyone's racing to adopt AI.

Inside Microsoft's AI Strategy



salesforce



Microsoft

Adobe Implements A.I. AcTools



Meta



CISCO
SAMSUNG

salesforce



servicenow

Driver

Amazon Wants to
Drive Its A.I. Flywheel

Amazon Wants to Drive
A.I. Flywheel

95% of AI pilots **fail**

not because of the tech, but because of **people, process, and mindset.**

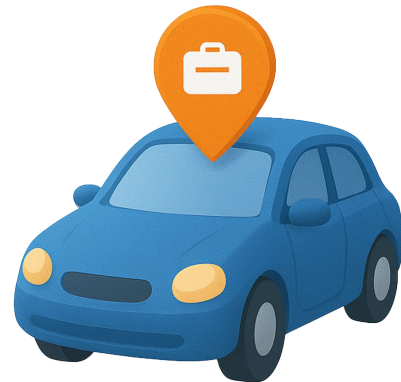
Rewiring How We Think & Work



For a tech
provider

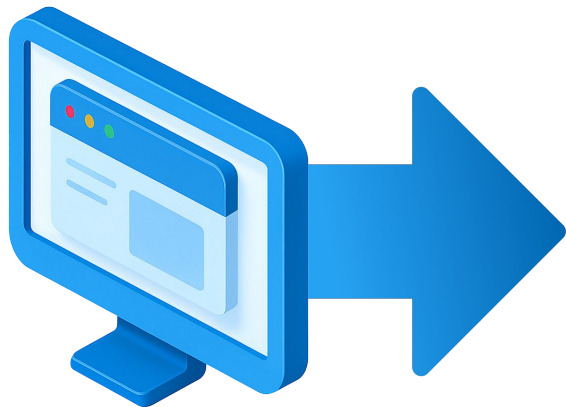


Commercial
leader

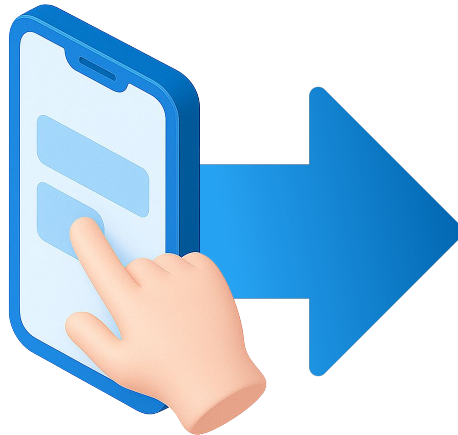


Field sales reps

Every tech leap starts with a UX shift



Browser based



Touch

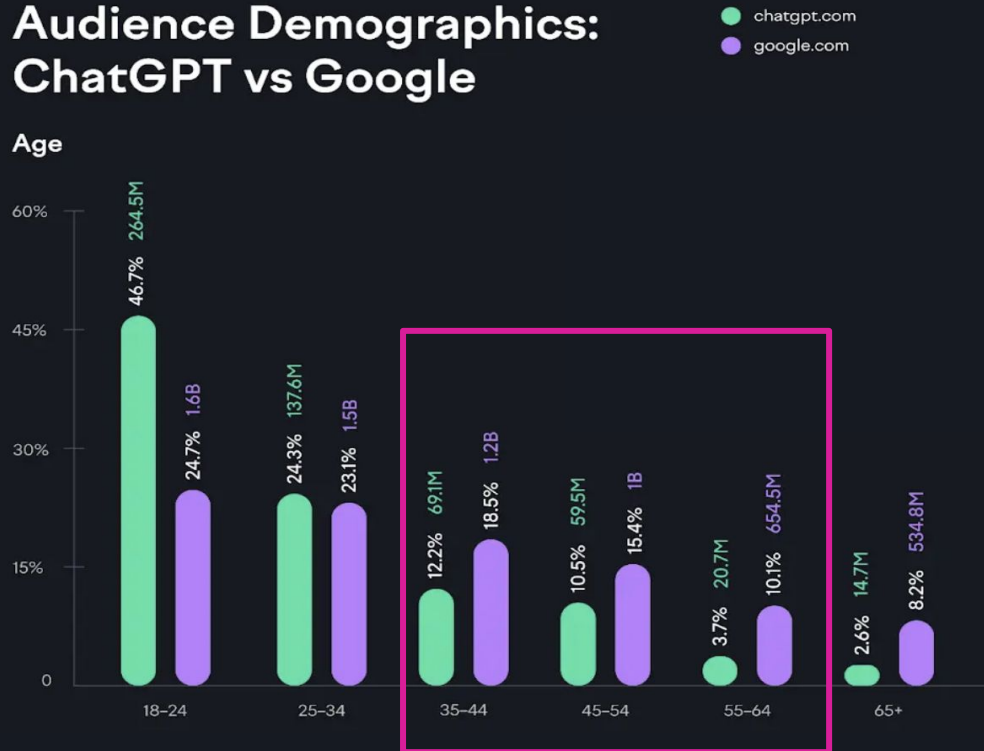


Voice

From search to conversation

The new generation adopts AI intuitively, the rest of us need a little **change management**

Audience Demographics: ChatGPT vs Google



So... How to “Rewire”

For a tech provider... (like Donna)

From Customer-First to Consumer-Ready...



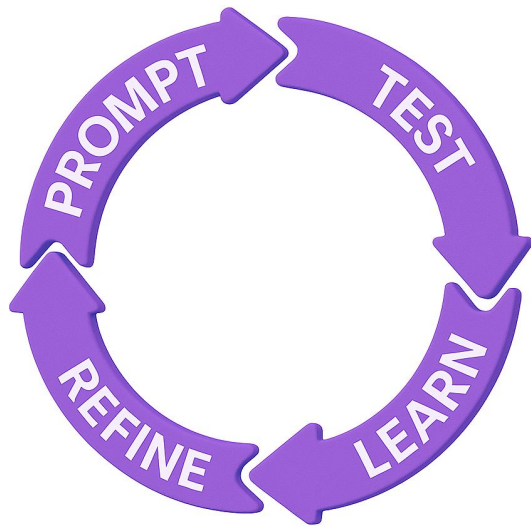
Donna's core vision: consumer-grade experience for B2B

Built for the field... not the office



donna.

Culture and iteration drive real AI adoption.

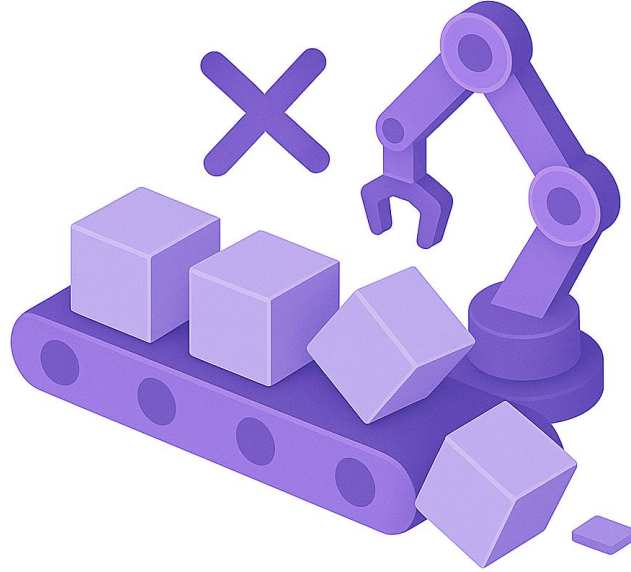


**The willingness to fine-tune
is the new "configuration"**

Rewired... For a Commercial leader

donna.

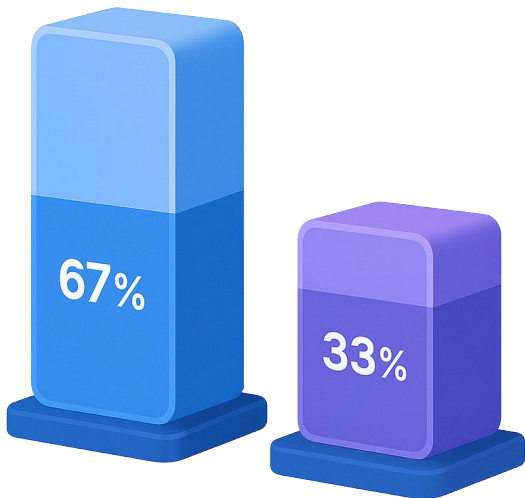
Technology won't fix misalignment



**Automating a flawed process
only helps you do the wrong thing faster**

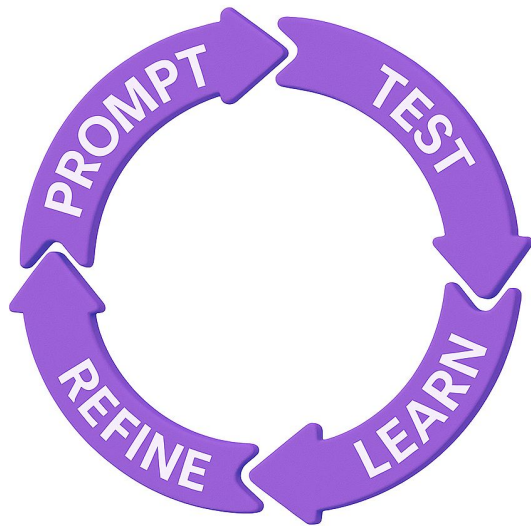
Partnerships double success rates

You are not alone... talk to experts



**"MIT found that external partnerships reach deployment
2× more often than internal efforts (67% vs 33%)."**

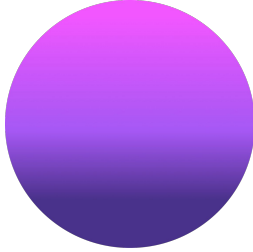
Culture and iteration drive real AI adoption.



**The willingness to fine-tune
is the new "configuration"**

Rewired... for a Field Sales Representative

Before



Process full of friction

- Left behind in the SaaS enablement space
- "For management"
- Without the right user experience
- No productivity gains

After



Personal AI assistant 24/7

- Anytime, anywhere access
- Capturing every interaction, voice driven interface
- Proactive coaching & nudges
- Zero friction: between meetings and systems

The new field experience: Anytime. Anywhere. Effortless.



Rewiring takes time - But yields results

AI Doesn't Replace People, It Removes What Gets in Their Way



Fix foundations



**Strengthen yourself
through partnerships**



**Keep learning and
iterating as you go**

Let's talk!



www.askdonna.com



ABB: Sales transformation at the forefront of industrial innovation

ANTWERP, NOV 5TH

ABB AT REWIRED

Sales transformation at the forefront of industrial innovation

A woman with dark hair, wearing a green cardigan and light-colored trousers, is gesturing with her hands while talking to a man. The man has grey hair and a beard, wearing a light-colored button-down shirt and jeans. They are standing outdoors in a garden or patio area. In the background, there is a wooden house with a red-tiled roof, some potted plants, and two light blue armchairs. In the foreground, there is a black outdoor grill with food cooking on it, including corn and vegetables. A bowl of salad is also visible on a table next to the grill.

What does ABB actually do?

5 MEGATRENDS

Electrification
of Buildings

Urbanization

Labor
Shortage
and Aging
Population

Energy
Efficiency
and
Sustainability

AI and
Digitalization

1

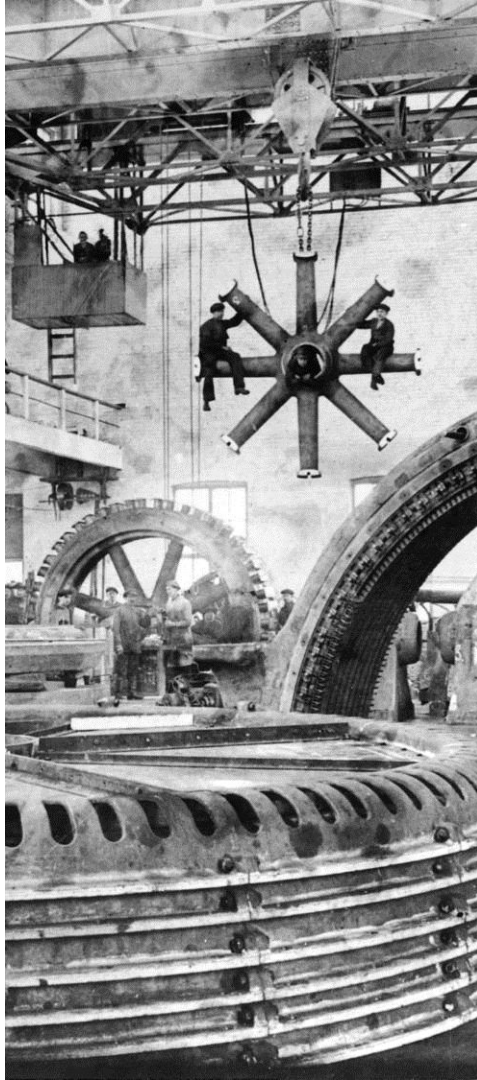
2

3

4

5

ABB has driven
technology
forward for over
130 years.



Main pillars of sales transformation

Products



People



Processes



Products

Software, Digitalization, AI

>50% of our R&D employees
in software development.

>250 AI-focused projects
running across the ABB Group.

STRATEGIC PRIORITIES



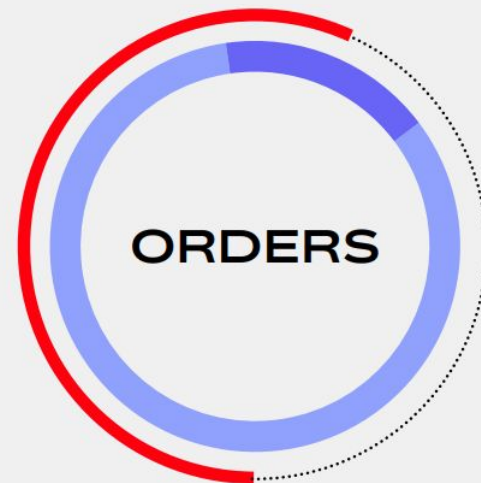
Increase the digital content
in our offering to support
gross margin and industry
leadership in technology.



Embedded software enables
differentiation.



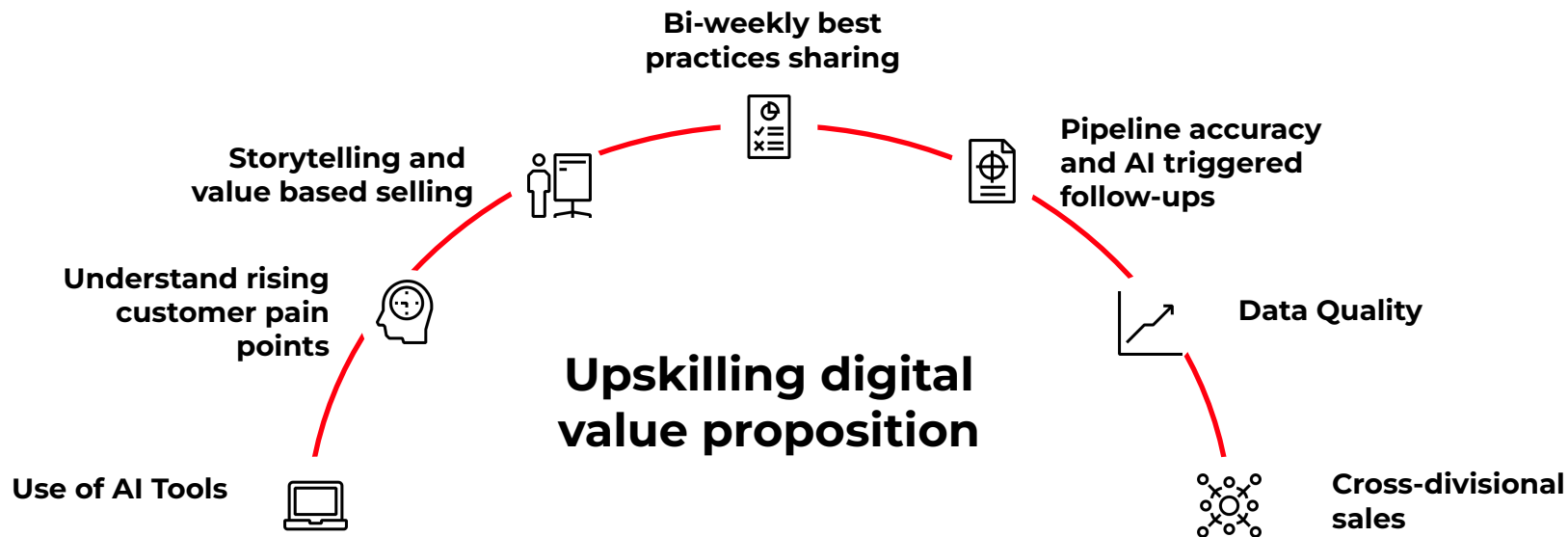
Continue to develop Industrial
Software and Digital services
organically and make bolt-on
acquisitions.



-  ~60%¹ orders are software or digitally enabled products and services
-  83% orders are products and solutions
-  17% orders are services

1. Management estimates based on FY 2023 orders.

People







ENGINEERED TO OUTFRONT



ERA Real Estate: What we learned from bringing AI into sales



ERA real estate

**5 key takeaways from bringing AI into sales at
ERA Real Estate**

The Business Problem

The Challenge

A real estate agent's success depends on personal connections — but that doesn't scale across 500+ agents.

The Core Issue

Brokers failed to log detailed evaluations after visits, leaving gaps in customer understanding.

The Impact

Incomplete data made it difficult to build comprehensive customer profiles and deliver personalized service across multiple interactions (both digital & physical)





**Do your
administration**



**Don't do your
administration**

lesson 1

Three P&L's

lesson 2

Push baby push

lesson 3

**It's gonna be uncomfortable for a
while**

lesson 4

Decrease risk as you scale

lesson 5

One bite at a time

Outcomes & Key Takeaways

5×

longer evaluations

Average evaluation text is five times longer, providing richer datasets for the organization.

50

Active Users

Currently scaling with 50 brokers, with plans to reach 350 by next summer.

3

User Profiles

Early adopters, skeptics, and optimists—adoption isn't tied to sales performance.



Securex: The CIO perspective on Redefining Go-to-Market Strategy

AI as a Growth Engine:
***The CIO Perspective on Redefining Go-to-Market
Strategy:***



Lead
intelligence

Sales coaching

Sales planning



Content & messaging

Forecasting &
pricing

CRM automation

VALUE BOOSTERS



Increased
efficiency



Better
targeting



Enhanced
insights

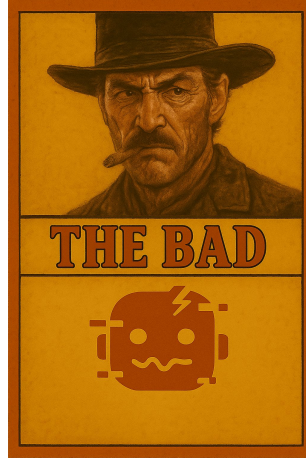


Accelerated
growth

Hallucinations

Human Touch

Lack of
Differentiation

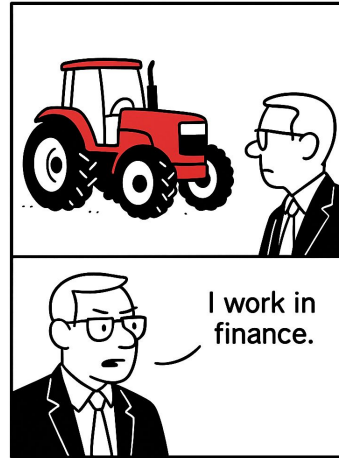


Data issues

Ownership

Adoption issues

Legacy integrations



Legal and compliance

Strategic
Laziness

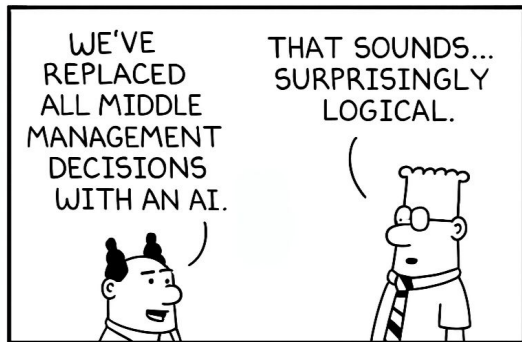
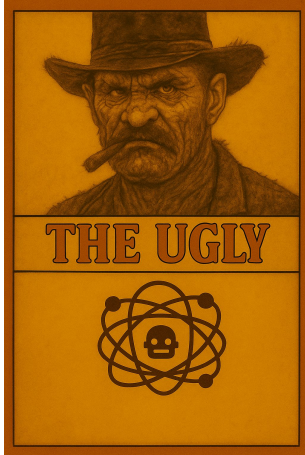
Bias

Sabotage

Reputational
damage

Digital security

Staff reduction

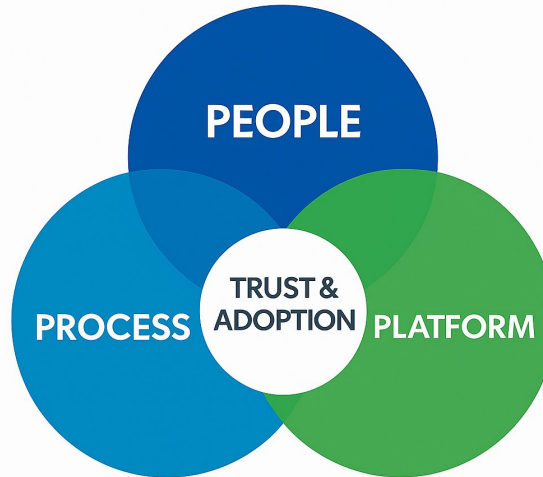


AI: Artificial Incompetence



Start!

Do the unexpected.
Find the others



Good small teams.
Can do
big things
fast



Panel:

Stories from the trenches on rethinking
go to market and making AI work in the
real world with TVH & JDE Peet's

Meet our panel

Nicolas Christiaen

Founder / CEO

Donna



Lieven Somers

Director Commercial Excellence

TVH



Luuk Van Stek

Global Business Process

JDE Peet's



Thank you!



**Don't forget to
follow me on
LinkedIn**

