

# Driving Revenue Growth with AI Sales and Marketing

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**DISTRIBUTION  
STRATEGY** **GROUP**

# Levels of AI



## General purpose AI

Similar to human intelligence

Not there yet/ever



## Generative AI

Capable of interacting with natural language

Solves extraordinarily broad range of problems



## Task specific

Focused on a specific function such as diagnosis, configuration, interpretation, classification, prediction



## AI as a feature

One feature as part of a larger system such as transcription

# Sales and Marketing: Task Specific AI Use Cases

Product Content Management

Customer Retention  
Management

Cross sell

Predict Reorder

Quote Automation

Identify Substitutes


# Product Content

# Product Content Management Today

Product content quality and quantity has increased significantly over the last 5 years due in large part to group PIM initiatives from buying groups, co-ops, and some associations.



The homogeneity of many distributors having the same product content is also a problem. If a search engine sees 50 sites with the same content, it lacks a good way to determine which is the most relevant.



Distributors have initiated efforts to enrich and enhance top 10% of their own SKUs to differentiate



The progress is slow and the results are mixed.

# GenAI for Product Content

Using GenAI to capture product data and generate marketing copy is a rapidly-developing and very promising way for distributors to solve a long-term, difficult problem

For this presentation, we used Gemini to explore its application to marketing

**Prompt: Go to Dewalt.com and write product descriptions suitable for an eCommerce website for SKU DCD793B**

Response: I can't access and process information directly from websites yet, but I can help you create product descriptions for the Dewalt SKU based on the information available online:

DCD793B: DeWalt 20V Max Brushless 1/2 in. Cordless Compact Drill Driver (Bare Tool)\*

This is a compact and lightweight cordless drill driver ideal for a variety of drilling and driving tasks.

- Brushless motor for superior performance and extended runtime.
- Compact and lightweight design for easy maneuverability in tight spaces.
- 1/2 in. ratcheting chuck for easy bit changes.
- Two-speed transmission for versatility in different materials.
- LED light for improved visibility in low-light conditions.
- Please note: This is a bare tool only, battery and charger are sold separately.

**Prompt: Write product descriptions suitable for an eCommerce website for the following SKU: DCD793B**

DCD793B - 20V Max Brushless 1/2 in. Cordless Compact Drill Driver (Bare Tool)\*

Conquer DIY projects and tighten up around the house with the DeWalt DCD793B 20V Max Brushless Compact Drill Driver.\* This lightweight and maneuverable drill driver offers exceptional performance for drilling and driving applications.

**Brushless Motor:** Experience superior power, extended runtime, and increased efficiency for tackling various tasks.

**Compact Design:** Navigate tight spaces and drill at different angles with ease thanks to the drill's comfortable, lightweight build.

**Secure Grip & Easy Bit Changes:** The 1/2 in. ratcheting chuck ensures a tight hold on drill bits and allows for fast and effortless swaps.

**Two-Speed Transmission:** Match the speed to your project, whether you're drilling into wood, metal, or plastic.

**Improved Visibility:** The integrated LED light illuminates your work area for clear and accurate drilling even in low-light conditions.

**Note:** Battery and charger are sold separately.



# Benefits of AI Based Product Content

Better content

Much lower cost  
to enrich and  
enhance top SKUs

Greater coverage  
of product SKUs

# Customer Retention Management

# Customer Retention Management Today

Predicting churn is  
(almost) non-existent  
in distribution

Systematic  
interventions to  
reduce churn are non-  
existent in distribution

# ChatGPT by OpenAI – Predicting Customer Churn

## How likely is it that you would recommend Distributor 25 to a friend or colleague?

Response

5

Open-Ended Response

***Service is usually really slow. More often than not have had more negative than positive experiences. Hoses taking days to be made. Hoses made to the wrong length, not having common fittings in stock. Only hose maker/hydraulic supply on this side of town.***

## How has Distributor 25 performed in these areas COMPARED to other industrial product suppliers that you work with?

Professional sales reps	<i>Don't know</i>
Easy to use website	<i>Don't know</i>
Competitive price	<i>Don't know</i>
Will-call and counter assistance	<i>Worse Than</i>
Delivery	<i>Don't know</i>
Technical expertise and support	<i>Worse Than</i>
Inventory availability- Having products in stock when they are needed	<i>Worse Than</i>
Proximity - Close to supplier	<i>Better Than</i>
Product assortment - Wide selection of products I need	<i>About the Same</i>
Customer Service - Easy returns, easy ordering, 24-hour emergency service, etc.	<i>Worse Than</i>

## Overall, how would you rate your experience with will call?

Response

2

***<strong>What would improve your experience with will call?</strong>***

***Majority of the time the hoses are either not made until I call to check in on them or they are made and put into will call but we never receive a text or call so we have to call and follow up.***

## What can Distributor 25 do to earn more of your business?

Open-Ended Response

***Faster service at the counter. It really puts a drag on production when a small hose takes over 1-2 hrs to get. 10 minutes to Distributor 25 then another 30 minute or more to wait in line and another 15-30 minutes to have the hose made. Will call actually needs to let us know when our hoses are done as well.***

# ChatGPT– Customer Retention Management

1. **Likelihood to Recommend:** Response: 5 This indicates a neutral stance regarding recommending Distributor 25 to others.
2. **Open-Ended Feedback:** The customer expresses frustration with slow service, frequent negative experiences, delays in hose production, inaccuracies in orders, and issues with will-call notification. Despite being the only hose maker/hydraulic supply on their side of town, the customer is dissatisfied with the service provided.
3. **Importance Rating of Supplier Capabilities:** The customer rates inventory availability, technical expertise and support, customer service, and proximity to the supplier as "Very Important." Other capabilities, such as product assortment, will-call and counter assistance, and easy returns, are also rated as important, though not as critical.
4. **Comparison to Other Suppliers:** Distributor 25 is rated worse than other suppliers in various areas, including will-call and counter assistance, technical expertise and support, inventory availability, and customer service.
5. **Improvement Suggestions:** The customer suggests faster service at the counter, particularly for hose production, and emphasizes the need for will-call notification when orders are ready.

# Benefits of AI Based Customer Retention Management

Lower cost of identifying at-risk customers

Greater success retaining at-risk customers

# Cross Sell

# Cross Sell Today



EXPERT JUDGMENT



STATISTICAL  
ALGORITHMS



COLLABORATIVE  
FILTERING

# Statistical Algorithm – “Apriori Algorithm”

- **Association Rules:** Customers who buy X are likely to buy Y
- **Transactions:** 10,000
- **Frequency(X) = 500, Frequency(Y) = 700, Frequency(X, Y) = 300 times**
- **Support:** Indicates how often X, Y, or, X and Y are seen together.
- **Support(X) = 500/10,000 = 5%, Support(Y) = 700/10,000 = 7%**
- **Support(X, Y) = 300/10,000 = 3%**
- **Confidence:** Indicates the probability that a customer who buys product X will buy product Y.
- **Confidence(X,Y) = Freq(X,Y) / Freq(X) = 300/500 = 60%**
- **Lift:** Indicates how much the sales of Y product increased when product X was purchased.
- **Lift = Support (X, Y) / ( Support(X) \* Support(Y) ) = 3%/(5% \* 7%) = 8.6**

AI Based Cross-Sell Upsell  
Captures non-linear patterns  
Seasonality  
Geography  
Segment  
Size  
Product relationships

Utilizes data from  
ERP  
PIM  
CRM  
Marketing automation  
Quotes

The screenshot displays a CRM interface for 'ACME Inc.' with a navigation bar at the top containing 'Accounts', 'Pipeline', 'Tasks', and 'Reporting'. The main content area is divided into several sections:

- Account Details:** A sidebar menu with options for Account Details, Ship-to accounts, Company info, Contacts, and Insights.
- Spend Analysis:** A table showing financial data for the account:

12 month spend	\$4,473,988
YOY change	\$-764,818 ▼ 15%
Year to date spend	\$1,446,079
Year to date spend change (YOY)	\$-629,124 ▼ 31%
- Spending gap:** A highlighted section showing a gap of \$15,755.03. It notes that the 12-month category spend is \$516.00, while similar customers spend \$16,271.03 in this category. Below this, two product recommendations are listed:
  - Kester 48 Activated Rosin Flux Core Lead-Free Solder Wire - Sn/Ag/Cu - 0.01...
  - Kester NP545 Lead-Free Solder Paste - Cartridge - 0911
- Product Recommendations:** A 'Top Related Products' section is visible in the background, showing a list of products with columns for Name, Item Code, and Qty on Hand.

# Benefits of AI Based Cross Sell

Increased lines per order, average order value, and order profitability

Convenience

Personal experience

# Predict Re-Orders

# Re-Order Management Today

- Haphazard = None

OR

- Simplistic method

# Predict Re-Orders

The screenshot displays a software interface for 'Energy Circuits'. At the top, there is a search bar labeled 'Search accounts and products' and navigation links for 'Accounts', 'Pipeline', 'Tasks', and 'Reporting'. The main header shows 'Energy Circuits' and a 'Dashboard' tab. The interface is divided into two main sections: 'Account Details' and 'Billing Info'. The 'Account Details' section shows the account status as 'Active' and includes input fields for ID, Account type, and Sales rep. The 'Billing Info' section includes input fields for Bill-to ID, Bill-to Name, and Billing Address. On the right side, a prominent alert box titled 'Due to reorder' indicates a total amount of '\$4,103.73' for 'Office Supplies' with '3 products due to reorder'. One product is highlighted: 'OP/TECH USA Scanner Sling: Nylon/Polyester, L, 1 in Wd, Black', which was last ordered a year ago. The last order details are: 5/13/2023, 228407785, Qty: 3. A 'VIEW MORE PRODUCTS' link is located at the bottom of the alert box.

Search accounts and products

Accounts Pipeline Tasks Reporting

Energy Circuits Dashboard

Account Details

Status ● Active

ID

Account type

Sales rep

Billing Info

Bill-to ID

Bill-to Name

Billing Address

Due to reorder

\$4,103.73

Office Supplies

3 products due to reorder

Last ordered a year ago

OP/TECH USA Scanner Sling:  
Nylon/Polyester, L, 1 in Wd, Black  
375NY4 • Office Supplies • OP/TECH USA

Last order details:  
5/13/2023 228407785  
Qty: 3

[VIEW MORE PRODUCTS](#)

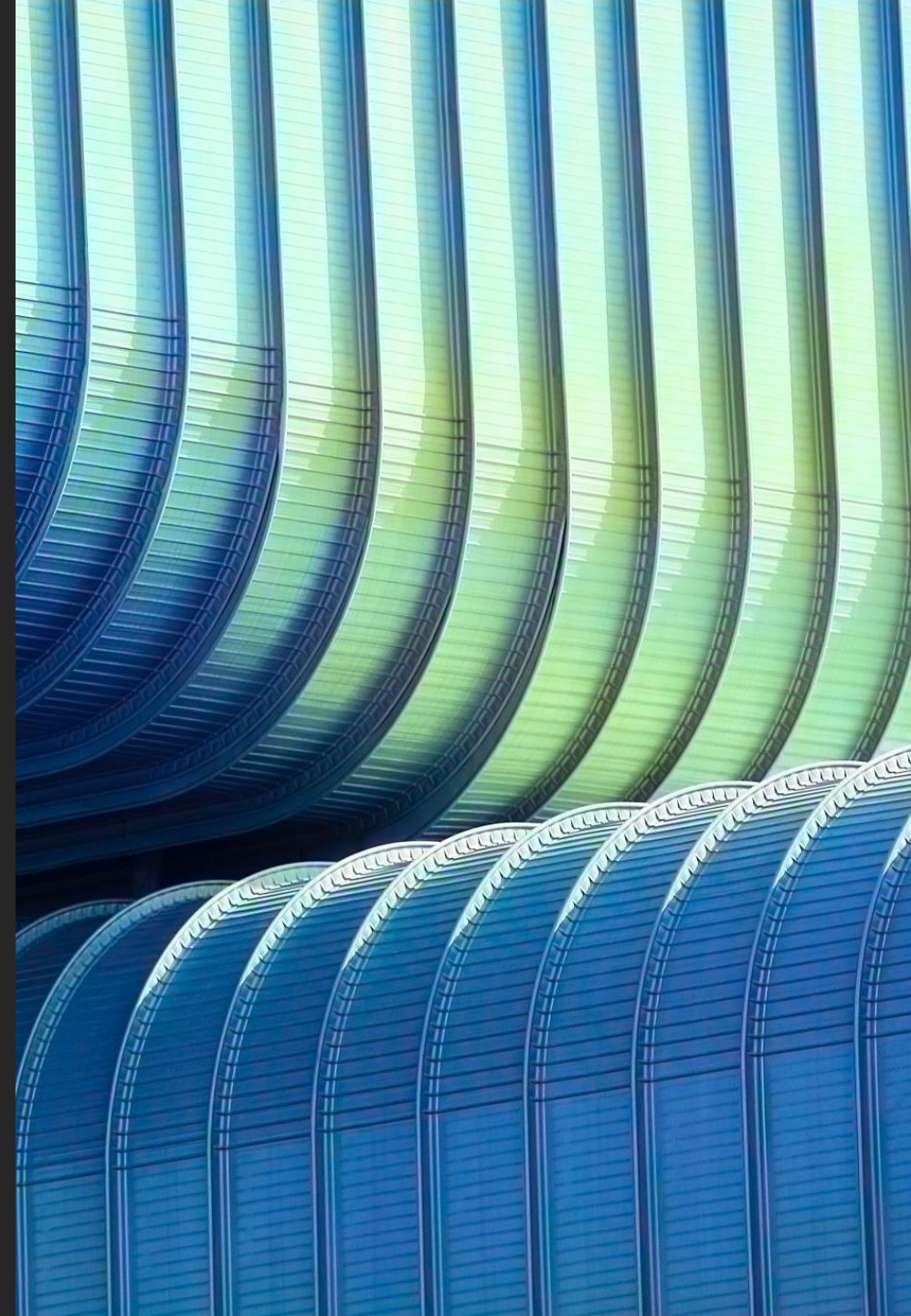
# Benefits of AI Based Reorder Prediction

More accurate

Better adoption by representatives

More use within e-commerce

Increased revenue



# Identifying Substitute Products

# Identifying Substitute Products Today



Expert judgment



Computer generated consideration set  
with human selection of substitutes

# Simplistic Substitute Generator

- Generate a consideration set of substitutes items that
  - Do NOT occur in transactions at all or very often
  - Are in the same product category, ideally detailed category
  - Have similar product attributes and descriptions
- Human selects from the consideration set to make one or more substitute recommendations



# AI Based Identification of Substitute Products





Use all of the data, quote data, browsing data, transaction data, descriptions, images, understand what it is. Tie it all together to recommend a substitute.

**Natural Extensions® Nitrile Latex-free Powder-free Aqua Blue Exam Glove Small Box Of 100** ✕  
4900-636 • Asepsis • **Benco Brand**

0 in stock

Natural extensions® nitrile powder-free exam glove has textured finger-tips and a beaded cuff. this exam glove is made from a heavier weighted nitrile that offers extra protection. not made with natural rubber latex. non sterile  
[View on shop.benco.com](http://shop.benco.com)

**Similar products**

-   
**Miracle® Nitrile Exam Gloves Small Blue Box Of 200**  
4565-384 • Asepsis • ADENNA  
428 in stock as of 13 hours ago
-   
**Natural Extensions® Nitrile Air™ Powder-free Sky Blue Exam Glove Extra Small Box Of 300**  
5382-454 • Asepsis • **Benco Brand**  
798 in stock as of 13 hours ago
-   
**Valugrip® Nitrile Latex-free Powder-free Blue Exam Glove Small Box Of 100**  
4151-464 • Asepsis • **Benco Brand**  
4305 in stock as of 13 hours ago
-   
**Natural Extensions® Ultra! Nitrile Latex-free Powder-free Blue Exam Glove Extra Small Box Of 100**  
4691-630 • Asepsis • **Benco Brand**  
5299 in stock as of 13 hours ago

< PREV    NEXT >

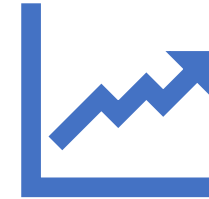
# Benefits of AI Based Identifying Substitute Products



Enhanced shopping  
experience



Availability



Increased revenue

# Quote Automation

# Quote Management Today

Laborious and tedious

Error prone

Slow

# AI Based Quote Automation

- AI-powered automation takes multimodal input and converts complex communications into the ERP automatically with little or no human intervention.
- OCR models focus on content
- AI models focus on intent even if customer orders have missing part numbers or no part numbers at all.
- Information sources include PIM, transaction data, pricing intelligence, availability intelligence, geo intelligence

# Quote Automation

## Input

Alex,

Please use PO#164729 to have the following delivered tomorrow morning to 350 5th Avenue, New York, NY:  
Site contact James 917-646-2121

- (70) 1-1/4 EMT
- (16) 1-1/4 EMT steel set screw coupling
- (4) 1-1/4 EMT steel set screw connector
- (15) 1-1/4 EMT strut strap
- (5) 1-1/4 EMT cowboy
- (2) 1-1/4 EMT set screw LB w/ covers
- (2) 1-1/4 EMT 45 degree elbow
- (2) 1-1/4 EMT 30 degree elbow
- (2) 1-1/4 EMT 90 degree elbow
- (4) 1-1/4 EMT 11 degree elbow (smallest radius you have)
- 5- 3/4 seal tight connectors straight
- 80- 3" pvc conduit couplings
- 15- 3/4" cowboys
- 25- 3/4 emt conduit connector
- 150 neoprene body gaskets

Thank you,  
--  
Mathew Hudson  
Project Coordinator  
200 Gilbert St. Secaucus, NJ 07452  
Cell: 201-343-4531



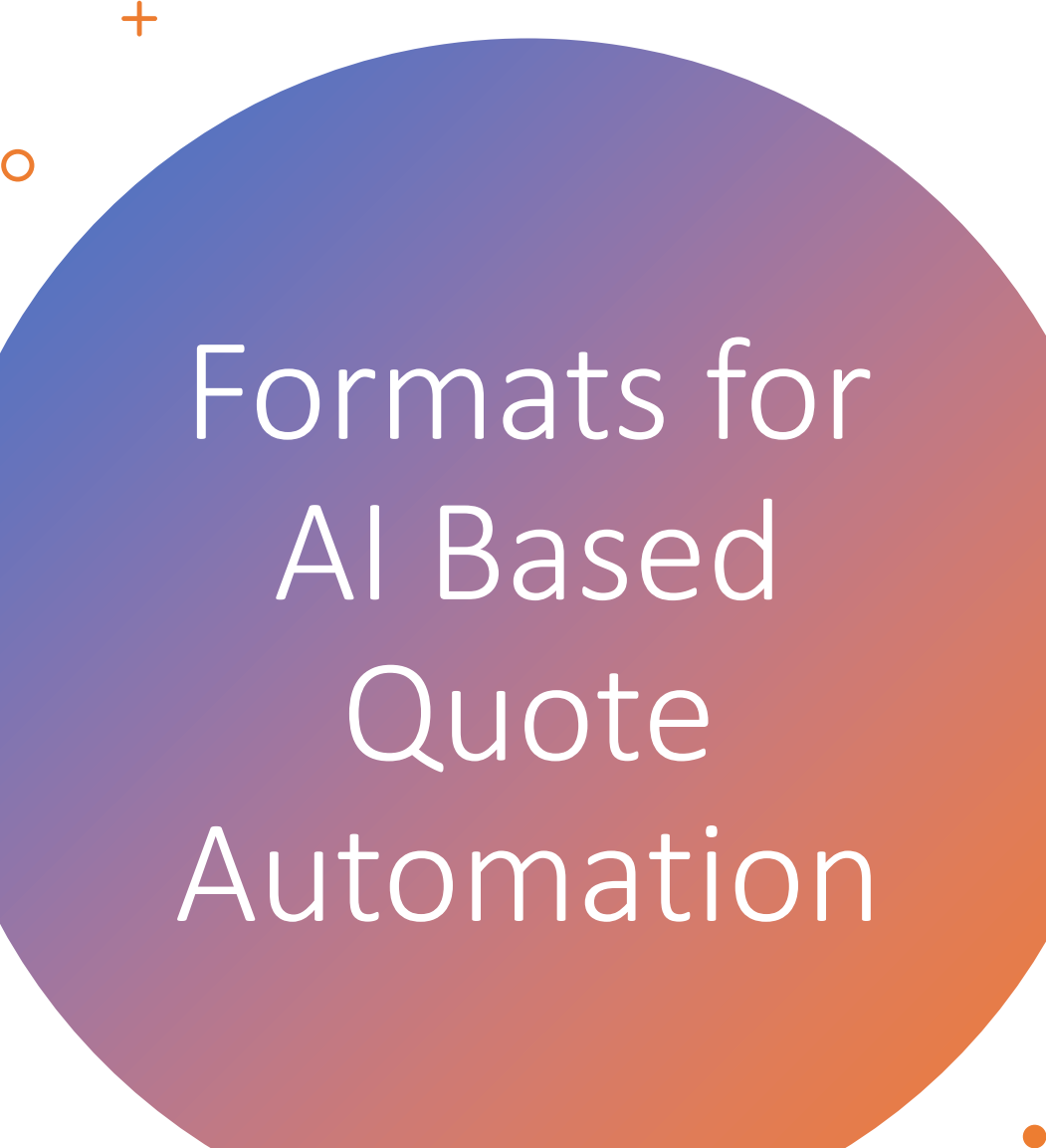
## ERP Output

← Order Inquiry  
Order #: 4161411-00

Header Line Detail Line History Totals Taxes Packages History Custom

Order Lines (14)

	C	Ln#	Type	Product	Description	Qty Ord
→	<input type="checkbox"/>	1	N/S	IDE 45-401	SHIELDED WIRE STRIPPER	2,000.00
→	<input type="checkbox"/>	2	Stk	GRE 1	STEEL FLEXIBLE CONDUIT 1"UL,5504-24-00 50' COI	50.00
→	<input type="checkbox"/>	3	S/O	BRP 410-DC2	1-IN SQZ FLEX CONN SQUEEZE FLEXIBL	1.00
→	<input type="checkbox"/>	4	S/O	BRP 416-DC2	2-IN SQZ FLEX CONN SQUEEZE FLEXIBL	1.00
→	<input type="checkbox"/>	5	S/O	BRP 810	2-IN 90D SQZ FLEX CONN SQUEEZE FLEXIBL	1.00
→	<input type="checkbox"/>	6	Stk	PVC 1ELB90	1-IN-90D-SCH40-COND ELB UA9AFR-CTN,5133825	6.00
→	<input type="checkbox"/>	7	N/S	LEV PJ13-W	WP1 WHT PB1/25/100	400.00
→	<input type="checkbox"/>	8	S/O	LEV 80401-NW	1G WHT NYL WALLPLATE	30.00
→	<input type="checkbox"/>	9	S/O	BRP 560-DC2	3/8 S/SCR FLEXCONN SET SCREW FLEXI	4.00
→	<input type="checkbox"/>	10	S/O	GAL 11/2CPG	CONDUIT 1-1/2 GALV CPLG GALVANIZED COUP	1.00
→	<input type="checkbox"/>	11	Stk	PVC 2CPG	PVC 2-IN-CONDUIT-CPLG E940J, 6141628, 078006	1.00
→	<input type="checkbox"/>	12	S/O	MID 936	2" 105D PLASTIC BUSHING	2.00
→	<input type="checkbox"/>	13	Stk	MMM R/Y+-BOXED	R/Y+BOX RED/YELLOW CONNECTOR NOW IN A POUCH	500.00
→	<input type="checkbox"/>	14	S/O	MMM O/B+-BOXED	3M O/B+BOX ORANGE/BLUE CONN NOW IN A POUCH	500.00



# Formats for AI Based Quote Automation

- Email Body
- PDF
- Excel
- Word
- Chatbot
- Voice call
- Images
- Hand-Written Notes

app.canals.ai/order/77150/email-content?backUrl=%2Finbox%3Fid%3D4292

Inbox / Fwd: LCCC - 6/1/2024 Create quote

**From:** James Anderson <james.anderson@andersonelectric.com>  
**Subject:** LCCC  
**Date:** June 1, 2024 at 11:00:17 AM EST  
**To:** Jim Knight <jim.knight@canals.ai>

Hello,

I need the following pricing and availability

400' - 1 1/2" PVC conduit  
 1 - big can of PVC glue  
 16 - 1 1/2" PVC 90  
 16- 1 1/2" rigid lock nut weather proof  
 16 - 1 1/2" Plastic bushings  
 305' - 3/4" PVC conduit  
 1 box - 1/2" Plastic bushings  
 1000' 3/4" RMC  
 15 - 3/4" compression connectors  
 6 cuts of 4/0 xhhw black 10' long total of ( 60' )  
 500' #12 THHN CU Stranded (1) 500' Reel of Each Color - Black - Red - Blue  
 500' - #10 stranded THHN green

Thanks!  
James

Item	Avail	Quantity	Unit Price	Total Price
3 1 1/2" PVC 90 x 16				
PVC150 CONDUIT PVC ELBOW 1 1/2" 90 DEGREE UABAH	5,360	16	\$4.64	\$74.24
4 1 1/2" rigid lock nut weather proof x 16				
1 THB145SL 1-1/2 IN. STEEL SEALING LOCKNUT, FOR USE WITH RIGID/IMC CONDUIT, THOMAS & BETTS	6,192	16	\$8.08	\$129.28
2 BR145 SEALING LOCKNUTS 1-1/2"	5,088	16	\$4.80	\$76.80
3 CRHSL5 1 1/2 SEALING LOCKNUT CROUSE HINDS SLS	5,728	16	\$9.60	\$153.60
5 1 1/2" Plastic bushings x 16				
BR1325 1-1/2" PLASTIC INSULATING BUSH BRIDGEPORT	576	16	\$7.12	\$113.92

app.canals.ai/order/77150/email-content?backUrl=%2Finbox%3Fid%3D4292

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 1 box - 1/2" Plastic bushings  
 1000' 3/4" RMC  
 15 - 3/4" compression connectors  
 6 cuts of 4/0 xhhw black 10' long total of ( 60' )  
 500' #12 THHN CU Stranded (1) 500' Reel of Each Color - Black - Red - Blue  
 500' - #10 stranded THHN green

Thanks!  
James

**James Anderson**  
 James Anderson  
 james.anderson@andersonelectric.com

**Quote to**  
 Anderson Electric  
 123 Oak St.  
 Orlando, FL 32801

**Ship to**  
 11  
 123 Oak St  
 123 Oak St  
 Orlando, FL 32801

Customer PO Number: None  
 Order Number Pending  
 Writer: Jim.knight@canals.ai  
 Ship Date: 2024-06-01

Price Branch: CORAL - Coral Gables Ship Branch: CORAL - Coral Gables  
[Add delivery address and instructions](#)

**Products 14** Show open line items only   + Add Product

Item	Avail	Quantity	Unit Price	Total Price
1 1 1/2" PVC conduit x 400				
PVC150 CONDUIT PVC 1-1/2" SCHEDULE 40	9,648	400	\$1.36	\$544.00
1 big can of PVC glue x 1				
PVCVC9981P QUICK SET CEMENT - GALLON 31353 CARLON	2,608	1	\$5.36	\$5.36
3 1 1/2" PVC 90 x 16				



**REVALGO, INC.**  
 10-25 First Ave. New York 11061  
 917-636-4315  
 Electrical Division Fax: 212-389-2857  
 Structured Cabling Fax: 212-935-3184

**Purchase Order MJ633786**  
 This number must appear on all invoices

**PO Date:** 9/14/2022  
**Job:** 10-01-C8922  
 NYCT

**Req:** Taxable

**Deliver To:** 6 AEROTECH  
 CALL 646-235-624  
 BROOKLYN  
 Attn: Matt David 917-235-0342

**To:** REVALGO INC.  
 8 GAYNOR PLACE  
 GLEN ROCK  
 NJ 07452

Terms: UEC Terms and Conditions must be signed and returned in order to proceed. Page 1 of 1

**Buyer:** Marta D **Tel:** 646-685-3403 **Fax:** 646-935-2007 **Email:** martad@revalgo.com  
**Prj Mngr:** Phil Terano **Tel:** 212-804-1716 **Fax:** **Email:** philterano@revalgo.com  
**Fmn:** David Petrea **Tel:** 917-044-4230 **Fax:** 212-225-4580 **Email:** dpatterea@revalgo.com

Item Code	Description	Quantity	Unit Price	UM	Extended Value	Tax
CR20BK	CR20 BLACK DUPLEX RECEPTACLE NEMA 5-20R	15.00		E	0.00	
1584B15	HAMMOND 15-AMP CIRCUIT BREAKER	7.00		E	0.00	
1316	3/8 DRILL BIT	20.00		E	0.00	
RLC	CADDY DEVICE LEVELERS	50.00		E	0.00	
T5833-W	AMP WHITE DUPLEX RECEPTACLE WITH USB	100.00		E	0.00	
M778-38EG	3/8 MELLEABLE BEAM CLAMP	100.00		E	0.00	
30-074	12 AWG STANDARD YELLOW CONNECTORS	20.00		E	0.00	
321250	1/2-13 STEEL HEX NUTS	20.00		E	0.00	
E297J	2 IN PVC CONDUIT BELL END	20.00		E	0.00	
167213	60W INCANDESCENT LIGHT LAMP BULB	10.00		E	0.00	
IK-6-B2	COPPER SPLIT BOLTS	50.00		E	0.00	
53151-1234-RD	4 SQUARE EXTENSION RING	50.00		E	0.00	
05468-SU	STANDARD 75 WATT MEDIUM BASE BULB	10.00		E	0.00	

Sub Total: 0.00  
 Tax Total: 0.00  
 Total: 0.00

Freight Included  Plus Freight

REVALGO INC  
 Printed Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Revalgo., Inc  
 Printed Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Signature: \_\_\_\_\_

All deliveries are to be made by either a Local 3 or Teamster driver (no exceptions).  
 All Backorders are to be phoned in to the purchasing department the same day or the following morning.  
 Please return pricing by next business day.

**- SHOP ORDER -**

DATE: 2/27/24 TIME: 2:37 NO. 324407

JOB NUMBER: 51106-502 (Please Check One)  P FIELD  T FIELD  SERVICE  
 P SHOP  T SHOP  RESIDENTIAL

JOB NAME: OLIV DATE REQUIRED: 2/29/24 JOB FOREMAN: K. SUELL

JOB ADDRESS: 2400 Buffalo Ave SPECIAL INSTRUCTIONS:  
 Niagara Falls

JOB STATUS:  CONTRACT  TIME & MATERIALS

QUANTITY REQUIRED	ON HAND	TO BUY	DESCRIPTION	PRICE	AMOUNT
2			BOTTLES OF HAND WASH FOR FLAG MULL		
1 BOX			1.50 CHEATERS, SAFETY GLASSES		
1			NAPA Fuel Filter # 3007 FOR Detroit multi machine		
STILL WAITING ON PROCESS FROM app exto granter					

JWD WILL CALL

1 VENDOR PO#  
 2 VENDOR PO#  
 3 VENDOR PO#

WRITTEN BY: *K. Suell* (Please Print)

**- SHOP ORDER -**

DATE: 12/20 TIME: 2:00pm NO. \_\_\_\_\_

JOB NUMBER: 50930-100 (Please Check One)  P FIELD  T FIELD  SERVICE  
 P SHOP  T SHOP  RESIDENTIAL

JOB NAME: Butler Library DATE REQUIRED: 12/22 JOB FOREMAN: Matt Metro  
 Butte State Coll. 716-329-1959

JOB ADDRESS: 1300 Elmwood Ave SPECIAL INSTRUCTIONS:  
 Butte NY

PROJECT MANAGER: Dave Stauser JOB STATUS:  CONTRACT  TIME & MATERIALS

QUANTITY REQUIRED	ON HAND	TO BUY	DESCRIPTION	PRICE	AMOUNT
50	0	50	1/8" Rivets (Paint Grip if possible)		
4	0	4	#30 Drill Bits		

JWD WILL CALL

1 VENDOR PO#  
 2 VENDOR PO#  
 3 VENDOR PO#

WRITTEN BY: *Matt Metro* (Please Print)

app.canals.ai/order/7715170c74506-7740-42a6-577e-c932450c426f?40namprd03.prod.outlook.com.pdf?backurl=%2FInbox%3Fid%3D4292

Inbox / Fwd: 22-0006 South Ave Pricing - 6/1/2024

Download file

**PLAINUM ELECTRICAL**

Requisitioned By: Frank Merino Date: 1/9/2023 Job #: 22006

Department:  Commercial  Service  Warranty

Date Needed: 1/9/2023 Ship to: Job Ven

Contact Name:

Christopher Miller  
 Christopher Miller  
 christopher.miller@millervoltage.com

Quote to: Miller Voltage Control  
 10029 Locust Ln, Sunrise, FL 33323

Ship to: 125  
 10029 Locust Ln, Sunrise, FL 33323

Customer PO Number: 22006 Order Number: Pending  
 Writer: Jim.knight@canals.ai Ship Date: 2024-06-01

Price Branch: CORAL - Coral Gables Ship Branch: CORAL - Coral Gables

Products 27

COST CODE	INV.#	QTY.	QTY REC'D	DESCRIPTION	Avail	Quantity	Unit Price	Total Price
1	1	1		4"x4" trough				
1	2	4		644 trough end caps				
1	4	4		3/4" emt conduit T form with cover				
1	2	2		2" rigid nipples				
1	8	8		2" rigid elbows				
1	4	4		3" screw on rigid plastic bushings				
1	2	2		1-1/2" knockout ends				
1	2	2		1-1/2" knockout ends				
1	10	10		3/4" knockout ends				
1	50	50		1/2" knockout ends				
1	5	5		1" knockout ends				
1	2	2		1-1/4" knockout ends				
1	2	2		3/4" emt b. form with cover and gasket w				
1	2	2		3/4" by 2" nipples				
1	2	2		3/4" by 2-1/2" nipples				
1	2	2		3/4" by 3" nipples				
1	2	2		1/2" water ground clamp for 1" pipe				
1	100	100		6/32 screws 1-1/2 long				
1	2	2		2-1/2" meyers hub				

1 4"x4"x8" trough x 1

SQUARE D LDB44KO WIREWAY SECTION STRAIGHT LENGTH 4 X 4 INCHES GENERAL PURPOSE (INDOOR) 4 FEET 16 GAUGE STEEL PAINTED HINGE COVER ANSI 49 GRAY POLYESTER POWDER...

7,088 1 \$5.92 \$5.92

2 4x4 trough end caps x 2

SQUARE D LDB4CPKO WIREWAY ACCESSORY CLOSING PLATE 4 X 4 INCHES GENERAL PURPOSE (INDOOR) LDB WIREWAY (SQUARE-DUCT)

6,720 2 \$8.64 \$17.28

3 3/4" EMT conduit T form9 with cover x 4

Avail Quantity Unit Price Total Price

# Benefits of AI Based Quote Automation

40% to 70%  
efficiency/productivity  
gain

Reduction in errors

Increased win rate

# Marketing: Future AI Use Cases

# **How Distributors Will Use Artificial Intelligence in Marketing in 2028**

**Good news for distributors; bad news for jobs?**

## **Fall Power Transmission Products Promo Prompt for ChatGPT 8.0**

We want to run a fall product promotion with a goal of generating \$20M in sales that are incremental over baseline, achieving a minimum of 24% gross margin. The promotion will start on October 1 and end November 30.

### **For every individual contact at every customer, do the following:**

- Analyze their historical purchases
- If a contact does not have enough purchase history to recommend a custom set of SKUs, choose a set of 200 SKUs to be used as a default and apply it as necessary.
- Pick fall promo SKUs that are likely to be purchased by the buyer based on historical behavior and price elasticity of demand.
  - The average number of SKUs per customer should not materially exceed 200 on average with the count for outliers not exceeding 300.
- Set pricing for each SKU taking into account profit goals and price elasticity of demand. It's okay to change pricing between accounts but all contacts within the same account must have the same pricing.
- Once the SKUs have been selected for all customers, evaluate the probability of the promotion making its overall goal of \$20M in sales and 24% in gross margin. If the probability falls below 80%, stop and report what financial goals we are likely to meet at that probability threshold. If it's higher than 80%, proceed to the next step.

## **When SKUs have been selected for each customer, do the following:**

- Construct two general promotional designs – one for use on our website and one we can print on-demand.
- Create marketing copy to explain the overall promotion
- Create Terms and Conditions that comply with our policies and that are based on our historical Ts & Cs.
- Create a custom email for each contact, utilizing the SKUs selected for them.
- Check with suppliers to ensure that sufficient quantities of inventory are available to support the campaign. Where necessary, replace out-of-stock SKUs with available SKUs. Do not miss the deadline for launching the promotion.
- Check for related items: Make sure complementary or essential SKUs are properly merchandised together.
- Populate each email with the SKUs selected for that contact and apply pricing.
- Complete the layout of each email in a way that promotes the most-likely-to-sell SKUs on the first page.
- Based on all historical marketing campaigns, re-run the analysis to predict the sales and margin of this campaign by calculating the projected revenue and margin of each individual email and aggregating the total. If the confidence is less than 80%, stop and report what financial goals we are likely to meet at the probability threshold. If it's higher than 80%, proceed to the next step.

## **Order Inventory**

- Once the previous steps are completed to the 80% confidence interval, cut POs to suppliers to bring in stock. Monitor shipments and notify me of any shortfalls that will reduce the impact of the program by more than 2% in sales or profits.
- Remove out of stock items from the cover of each contact's custom flyer and replace with SKUs that will be in stock.
- Determine stocking levels for all our locations and distribute inventory appropriately.

## **Once the campaign is ready to launch, do the following:**

- Create two additional creative themes, switching up the headlines and design and revise the marketing copy. Apply this to 10% of the recipients, chosen at random.
- Send 25 examples of each creative execution to me for review and audit.

## **Once I give you permission to proceed, do the following:**

- Send each of the creative executions to 1,000 recipients chosen at random but ensure they each represent the full audience.
- Follow email best practices and guidelines to optimize deliverability and clickthrough.
- Evaluate the performance of the three creative executions and re-run the financial pro-forma and report this analysis to me.

**When I instruct you, use the creative execution that performed the best to launch the campaign to the rest of our customers.**

- Spread out the emails over a 72-hour period so we can monitor for problems.
- Once again, comply with email best practices.
- Update me daily regarding the performance of the campaign and notify me immediately in case:
  - The campaign is performing at 95% or less of its goals.
  - The campaign is performing at 110% or more vs. its goals.
  - Open and clickthrough rates fall more than 150 basis points below our historical norms.
  - A greater than average % of these emails are being marked as spam.

### **Internal Communication**

- After you have evaluated this complete prompt, write an internal memo explaining the promotion to all affected employees.
- Write a second email giving a general overview of the program to our suppliers.
- Do not refer to the financial goals in either memo.
- Prepare two versions of each email and schedule them to be sent to both groups in the 30 days prior to launch. Send to both groups simultaneously but space the emails 10 business days apart.



# Thank you.

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