

THE FUTURE OF MSP LEAD GENERATION, POWERED BY AI



Artificial intelligence is expanding its reach by the minute, with sales and marketing platforms being the latest asset to adopt the power of AI into their capabilities. With 35% of businesses using AI¹ and that figure expected to rise year over year, there's no getting away from AI adoption – at least, not if your business wants to stay competitive.

By nature, sales and marketing require a human touch; they're all about understanding how people work and how to get your message through to them, so how can AI help with sales and marketing, and is it really beneficial for MSPs looking to communicate complex products and technical services within the IT channel?

Here's everything you need to know about how AI can help MSPs with sales and marketing, and how to get started.

Experience the AI Advantage!

The Growth Machine's AI-powered platform automates tasks, crafts targeted content and streamlines workflows.

START MY 14-DAY TRIAL!



Boost Process Efficiency with Intuitive AI

If your sales are slow, it could be because your sales team is steeped in admin work. In fact, the average salesperson spends just **28%** of their time actually selling². The other **72%** of their time is spent on:

Prioritizing leads

Researching prospects

Preparation and planning

Creating quotes and proposals

Entering customer and sales information

General administration tasks

The same goes for marketing, where hours of productivity are lost every week due to processes often being done by hand.

One of the ways AI can help you is by automating these laborious tasks and reducing your reliance on manual data entry. With AI-driven automation, your databases stay up-to-date instantly, allowing your team to focus on strategic initiatives that drive revenue. When you boost efficiency, you can boost revenue – it's that simple.

Accurate Data Analysis

Sales and marketing are heavily driven by data. With budgets and strategies determined by it, it's crucial that the data you base your work on is accurate; but if it's manually entered, there's a high chance of error.

With AI in sales and marketing, you can analyze datasets in record time, gaining critical insights that are free of inaccuracies, leaving only reliable data. Clean datasets mean your sales and marketing decisions are built on a solid foundation, setting you up for a greater chance of success.

MARKETING CONCIERGE SUPPORT



Available **Monday–Friday, 9 am–5 pm EST/GMT**.
Contact info provided upon onboarding.

TECHNICAL SUPPORT



Available via chat **24/7**.



Streamline Productivity for Every Sales & Marketing Member

In sales and marketing, minutes = money. Make every minute count with AI-driven recommendations and lead scoring. AI can help you prioritize tasks, identify market segments and engage customers at the perfect time. You can streamline team workflows, maximize efficiency and achieve more in less time thanks to AI handling the manual legwork, leaving your team to dedicate more effort to creativity and adding a human touch.

Choosing and Integrating an AI Sales and Marketing Platform

If you've spent money on sales and marketing automation previously, only to find it didn't meet your expectations, you might be skeptical about investing more money and time in a new platform. The key is to find a tool specialized in the MSP sector and to integrate it in a way that works for your team.

The Growth Machine is a sales enablement and marketing platform that is built solely for MSPs. With smart AI integration, it helps you generate the leads you need to hit your ROI targets in a saturated market. Built by IT channel experts specifically for the IT channel, The Growth Machine helps marketing teams accelerate quality content output to drive leads for salespeople, and it helps salespeople nurture leads and build quality relationships that last.



[▶ SEE THE GROWTH MACHINE IN ACTION. SCHEDULE A DEMO NOW!](#)



Try The Growth Machine for Free!

Ready to take your sales and marketing strategies to the next level with AI? With The Growth Machine, you get access to professionally crafted campaigns, email builder, website builder and social scheduler – all in one powerful platform. **Start your FREE 14-day trial now and see the difference AI can make.**

YOUR FREE TRIAL INCLUDES:



5 pre-built marketing campaigns: Each out-the-box campaign includes 1x email, 1x landing page and 15-20x social media posts



Email builder: Write compelling emails with ease



Website builder: Create stunning landing pages without any coding



Social scheduler: Effortlessly manage and schedule your social media content

Get Started with AI Sales and Marketing Today!

Transform your sales and marketing strategies with The Growth Machine.

Start your FREE 14-day trial now and experience the power of AI in action.

START MY 14-DAY TRIAL!

References:

¹IBM (<https://www.ibm.com/watson/resources/ai-adoption>)

²Salesforce (<https://www.salesforce.com/news/stories/sales-research-2023/>)