



# Augmentarea echipelor de vânzări cu ajutorul AI

# Pro și Contra



## Pro

- Automatizare și eficientizare
- Reducerea costurilor
- Implementare ieftină
- Utilizare simplă



## Contra

- Corectitudinea rezultatelor
- Discriminare, probleme de etică
- GDPR
- Furt de informații
- AI Act

# Artificial Intelligence Act



## Interzise

- Tehnici subliminale/ manipulative/ înșelătoare cu efectul de a denatura comportamentul unei persoane sau al unui grup de persoane/
- Exploatarea vulnerabilităților pentru a denatura comportamentul și a cauza prejudicii
- Utilizarea sistemelor biometrice de clasificare
- Evaluare socială
- Identificare biometrică la distanță "în timp real" în spații accesibile publicului
- Efectuarea de evaluări ale riscurilor persoanelor
- Crearea sau extinderea bazelor de date de recunoaștere facială
- Deducerea emoțiilor persoanelor fizice în domeniul aplicării legii, al gestionării frontierelor, la locul de muncă și în instituțiile de învățământ
- Analizarea înregistrărilor prin intermediul sistemelor de identificare biometrică la distanță

## Risc ridicat

- infrastructuri critice
- formare educațională sau profesională, care poate determina accesul la educație și la cursul profesional al vieții unei persoane (de exemplu, notarea examenelor)
- componentele de siguranță ale produselor
- ocuparea forței de muncă, gestionarea lucrătorilor și accesul la activități independente (de exemplu, software de sortare a CV-urilor pentru procedurile de recrutare)
- servicii publice și private esențiale (de exemplu, evaluarea bonității)
- aplicarea legii care poate interfera cu drepturile fundamentale ale persoanelor (de exemplu, evaluarea fiabilității probelor)
- gestionarea migrației, azilului și controlului la frontiere (de exemplu, examinarea automată a cererilor de viză)
- administrarea justiției și a proceselor democratice (de exemplu, soluții IA pentru căutarea hotărârilor judecătorești)

New Message

Roger Jones

Subject

I was hoping to expand upon our conversation about collaboration from Wednesday and to explore opportunities to strengthen our engagement. Let me know if we can discuss.

Send [Rich Text Icons]

Send Later  Boomerang this Tomorrow afternoon if no reply ?

Boomerang Responsible

Very unlikely to receive a response

Subject Length ? 0

Word Count ? 27

Question Count ? 0

Reading Level ? 11.9

ADVANCED FEATURES

Positivity ? 0

Politeness ? 65

Subjectivity ? 0

Boomerang Responsible ?



## Maria Andrea

Type: D (Captain)

FAST-PACED · DECISIVE · DIRECT

### How to communicate

Do not beat around the bush with **Maria** – use an energetic, assertive tone and answer questions directly.

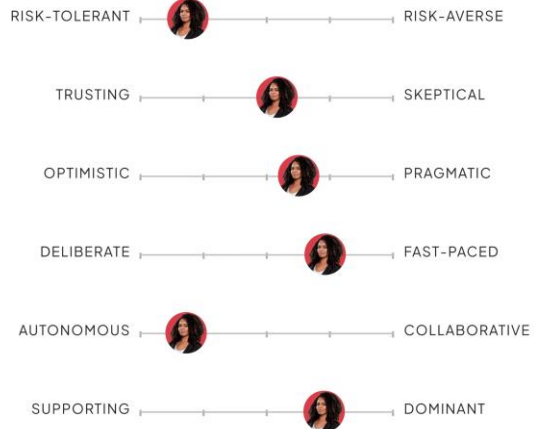
### Meeting tips

#### Do

- ✓ Use clear, concise language
- ✓ Provide tangible examples of how the product can solve her problems

#### Don't

- ✗ Use overly emotional or expressive language
- ✗ Get bogged down in technical details



## Brian Clark

Type: I (Motivator)

ENTHUSIASTIC · PERSONABLE · ADAPTABLE

### How to communicate

Make sure to engage in small talk, share interesting stories and display your sense of humor when working with **Brian**.

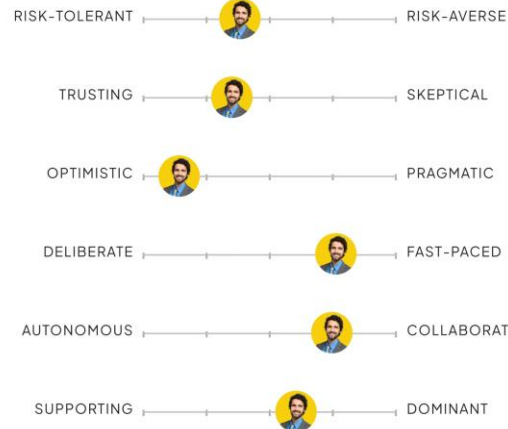
### Meeting tips

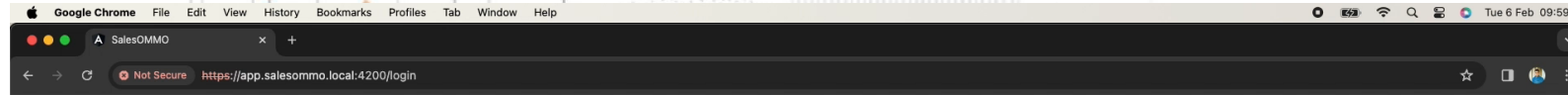
#### Do

- ✓ Use colorful language and a warm, personal greeting
- ✓ Focus on how the product will improve his life

#### Don't

- ✗ Be overly formal or serious
- ✗ Use forceful or high-pressure language





## Sign in

Email address

Password

[Forgot password?](#)

Sign in

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# HubSpot - Nurture Campaign

Workflow is OFF

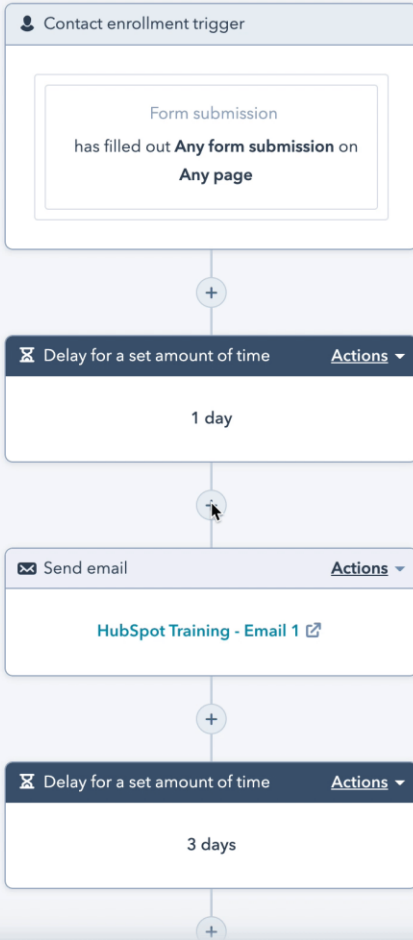
Review

Actions Settings Performance History

Enroll

Test

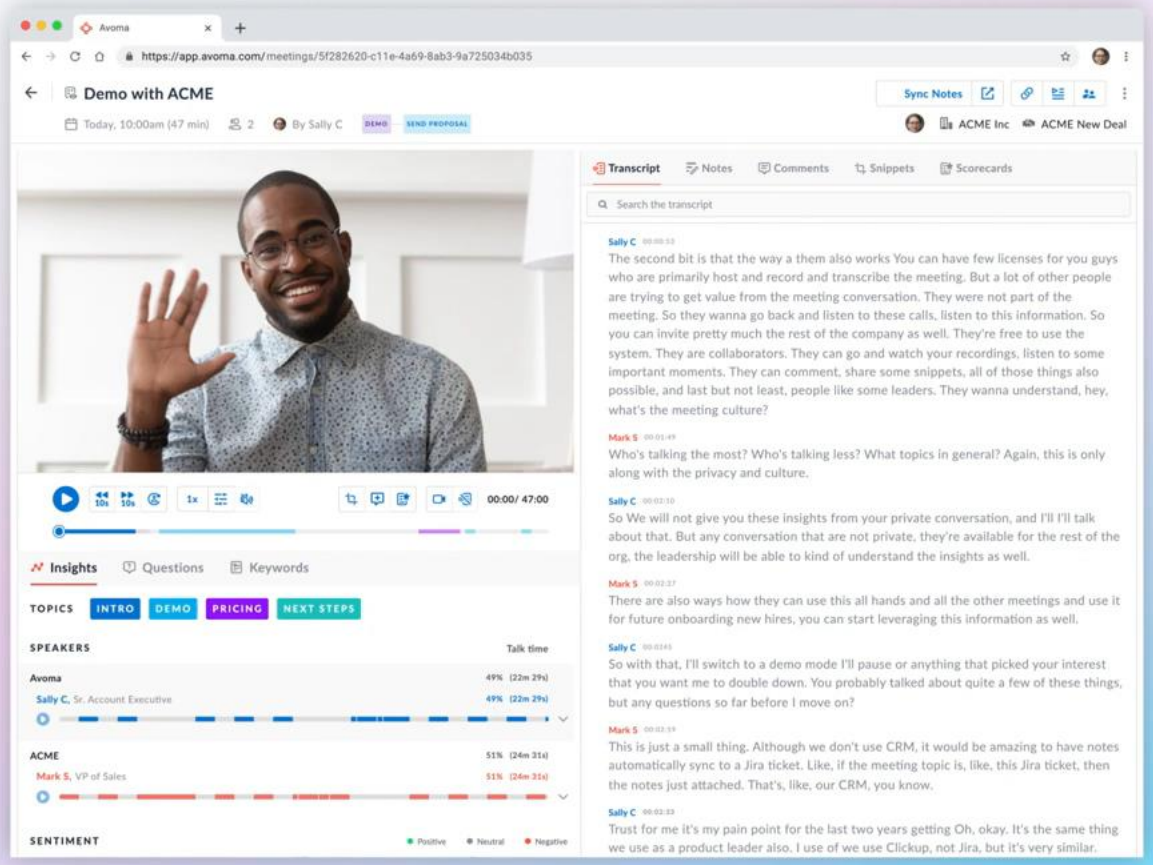
More



Help







The screenshot displays the Avoma meeting interface for a meeting titled "Demo with ACME". The interface includes a video player, a transcript, and an insights section.

**Video Player:** Shows a man waving. Playback controls include play, 10s, 10s, 1x, and a progress bar at 00:00 / 47:00.

**Transcript:**

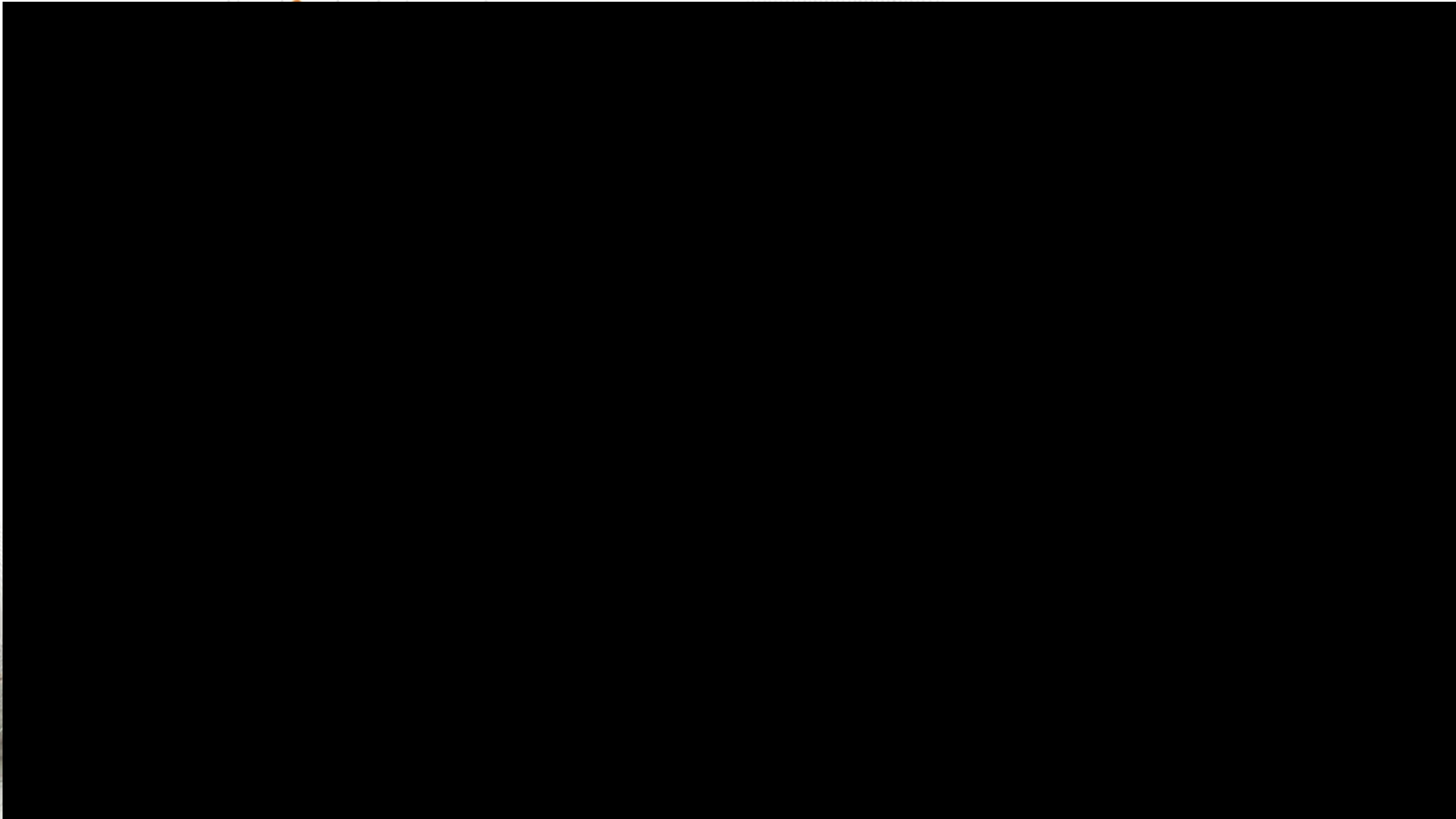
- Sally C 00:00:50:** The second bit is that the way a them also works You can have few licenses for you guys who are primarily host and record and transcribe the meeting. But a lot of other people are trying to get value from the meeting conversation. They were not part of the meeting. So they wanna go back and listen to these calls, listen to this information. So you can invite pretty much the rest of the company as well. They're free to use the system. They are collaborators. They can go and watch your recordings, listen to some important moments. They can comment, share some snippets, all of those things also possible, and last but not least, people like some leaders. They wanna understand, hey, what's the meeting culture?
- Mark S 00:01:49:** Who's talking the most? Who's talking less? What topics in general? Again, this is only along with the privacy and culture.
- Sally C 00:02:50:** So We will not give you these insights from your private conversation, and I'll I'll talk about that. But any conversation that are not private, they're available for the rest of the org, the leadership will be able to kind of understand the insights as well.
- Mark S 00:02:27:** There are also ways how they can use this all hands and all the other meetings and use it for future onboarding new hires, you can start leveraging this information as well.
- Sally C 00:02:45:** So with that, I'll switch to a demo mode I'll pause or anything that picked your interest that you want me to double down. You probably talked about quite a few of these things, but any questions so far before I move on?
- Mark S 00:02:59:** This is just a small thing. Although we don't use CRM, it would be amazing to have notes automatically sync to a Jira ticket. Like, if the meeting topic is, like, this Jira ticket, then the notes just attached. That's, like, our CRM, you know.
- Sally C 00:02:33:** Trust for me It's my pain point for the last two years getting Oh, okay. It's the same thing we use as a product leader also. I use of we use Clickup, not Jira, but it's very similar.

**Insights:**

- TOPICS:** INTRO, DEMO, PRICING, NEXT STEPS
- SPEAKERS:**

Speaker	Talk time
Avoma	49% (22m 29s)
Sally C, Sr. Account Executive	49% (22m 29s)
ACME	51% (24m 31s)
Mark S, VP of Sales	51% (24m 31s)
- SENTIMENT:** Positive, Neutral, Negative





SecondNature Home My Progress **My team** Leaderboard Help

## Team overview

Showing data for **All practices**

Team's avg. score **82** (85)






Certified reps **6/12 (50%)** (77%)

Times practiced with Jersey **132** (129 avg, per team)

● Team  
● Company

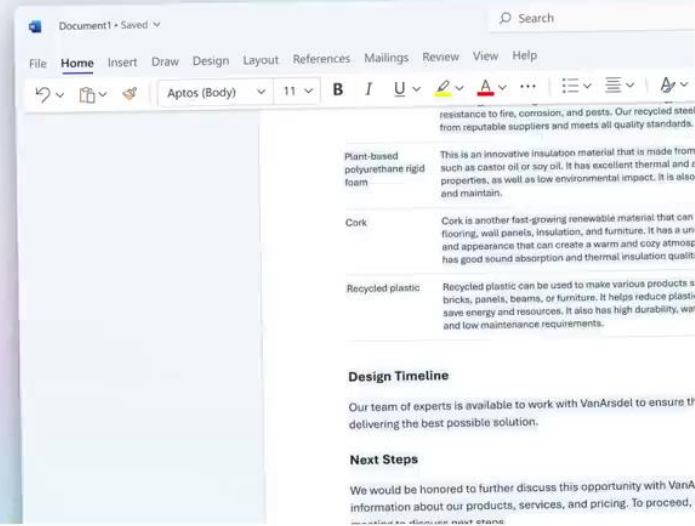
### Team Proficiency Heatmap

All courses Sort by proficiency  7 teams

Teams	Telling the product story	Overcoming objections	Handling the competition	Telling a success story	Solution driven conversation
 <b>Ryan DiMascio</b> rindima@company.com	91	65	90	82	92
 <b>Noah Pierre</b> noahp@company.com	84	28	93	65	99
 <b>Hamza Eraby</b> Hamza@company.com	45	32	92	81	85
 <b>Britney Cooper</b> Cooper@company.com	56	94	82	72	83
 <b>Ana De Armas</b> ana@company.com	70	11	52	30	55

MICROSOFT 365

# Copilot in Word



Document1 - Saved

File Home Insert Draw Design Layout References Mailings Review View Help

Aptos (Body) 11 B I U

resistance to fire, corrosion, and pests. Our recycled steel from reputable suppliers and meets all quality standards.

**Plant-based polyurethane rigid foam** This is an innovative insulation material that is made from such as castor oil or soy oil. It has excellent thermal and properties, as well as low environmental impact. It is also and maintain.

**Cork** Cork is another fast-growing renewable material that can flooring, wall panels, insulation, and furniture. It has a uni and appearance that can create a warm and cozy atmosp has good sound absorption and thermal insulation quali

**Recycled plastic** Recycled plastic can be used to make various products a bricks, panels, beams, or furniture. It helps reduce plasti save energy and resources. It also has high durability, war and low maintenance requirements.

**Design Timeline**

Our team of experts is available to work with VanArsdel to ensure th delivering the best possible solution.

**Next Steps**

We would be honored to further discuss this opportunity with VanA information about our products, services, and pricing. To proceed, ---

# Concluzii

## Evaluati tehnologiile AI

- Testati uneltele AI in medii controlate, de preferinta.
- Nu bagati date personale sau date confidentiale in uneltele AI publice inainte de a le evalua.
- Evaluarea unui AI presupune analiza tehnica, juridica si **ETICA**.

## Evaluati tehnologiile AI

- Testati uneltele AI in proiecte-pilot.
- Verificati datele de training – calitate, relevantă (context), diversitate.
- Invatare asistata sau ne-asistata.

## Monitorizati tehnologiile AI

- AI-ul trebuie monitorizat continuu – corectitudine, etica, discriminare.
- Monitorizarea costurilor.
- Management-ul cerintelor

## Training

- Training continuu facut angajatilor noi si existenti.
- Algoritmii trebuie train-uiti, oamenii trebuie train-uiti.
- Scanați QR code-ul din dreapta:





# Mulțumesc!

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