

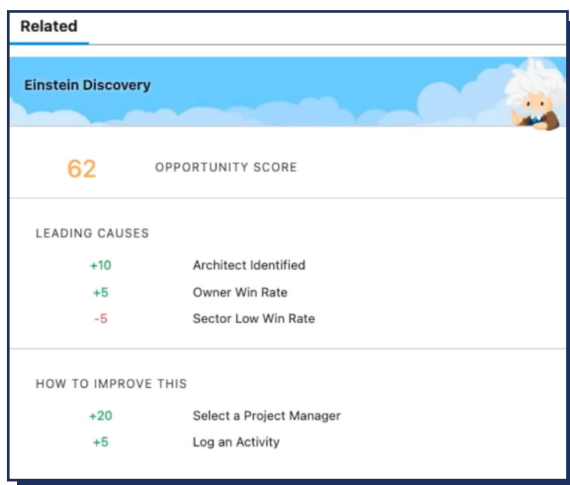
The Ultimate Roadmap to AI-Powered Success in AEC

Best Practice Solutions

Going after profitable opportunities should be high on your objectives list. However, the questions persist: How do you precisely assess an opportunity before pursuing it? And how can you consistently outperform the competition? Uncover your answers with Salesforce and Artificial Intelligence.

Strategic Wins Await

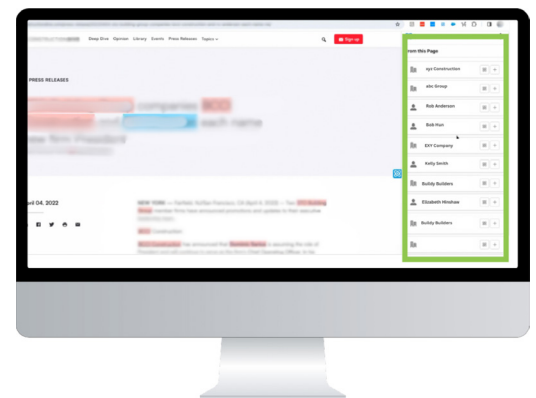
Enter the Era of AI-enabled Opportunity Scoring – an approach that helps you assess the feasibility, potential success, and inherent risks of an opportunity. This scoring system evaluates based on your criteria. Now, sales teams can focus on opportunities that have the best shot of turning into a win.



Finally, Some Competitor Clarity

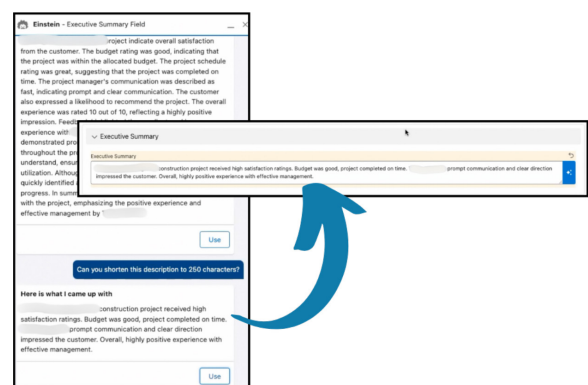
So, an opportunity has been identified; understanding the competitive landscape becomes the crucial next step. Let Einstein Relationship Insights be your map of competitor connections.

The Google Chrome extension takes it to the next level, pulling out key details from articles and seamlessly fitting them into Salesforce. It's data mining at its finest!



Simplify Executive Prep

Prepping for executive meetings in AEC? It's always been tricky. Old-school methods with loads of reports complicate things, making decisions tough. AI steps in, offering real-time summaries via a GPT-powered window in Salesforce.



Cut Proposal Creation Time in Half with AI

Now, you have the opportunity, but the hands-on task of sifting through data and transforming it into project sheets and resumes can quickly turn into a headache.

- ▶ **AI Recommendations:** Get recommended team members and project sheet items, based on filters you have used in the past. Your lists will be prepped before you even open InDesign or Microsoft Word.
- ▶ **Generate Project Sheets and Craft Resource Resumes:** Define attributes, and select relevant data including project descriptions, references, resource images, bios, education, certifications, awards, and more.



We get it – AI might seem like uncharted territory, but the potential it holds to simplify your operations and open up fresh opportunities is closer than you think.

Excited to dive into the transformative world of AI in AEC? Schedule a demo with our team of experts. Be the first to witness how our solutions can reshape the way you approach your business challenges. This is your chance to embrace a new era.



Foster Cross-Collaboration

Data visibility isn't just for the sales team. Integrating and sharing customer data enhances collaboration and efficiency across your organization. Reduce service calls by empowering Sales with the data they need to answer customer questions. Share this data with service reps to make handling customer inquiries easier, faster, and more proactive. Marketing can also use sales data to create targeted campaigns to re-energize dark accounts or promote specific product categories.



Boost Sales Efficiency With Salesforce

Now that you have a strategy in mind, here are the best Salesforce products that can help you make this vision a reality.



MuleSoft

Acts as a robust integration tool, connecting diverse systems and applications, and promoting interoperability and data consistency.



Data Cloud/AI:

Contributes by providing intelligent insights, predictive analytics, and data-driven decision-making capabilities, enhancing overall efficiency and project outcomes.

By integrating departments and fostering a no-silo approach, you create an environment of digital transformation. A smooth, data-driven sales process doesn't just enhance your sales team's performance — it's a game-changer for your entire business.

Transformation Starts Here

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