

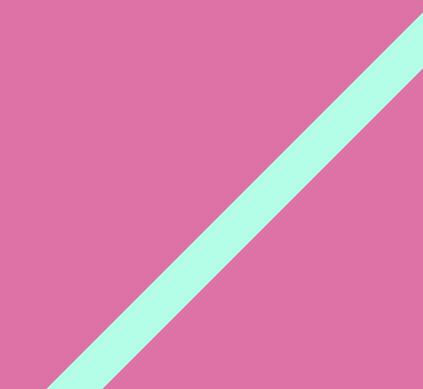
Presented by Sean Atkinson

CONVERSATIONAL AI AKA CHATBOTS

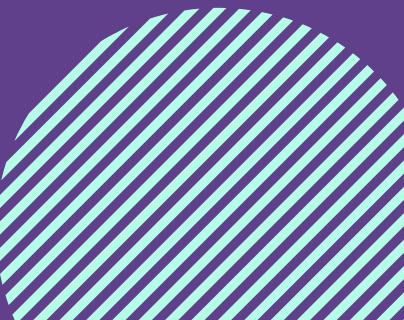
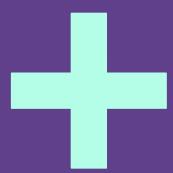
**BUT BEFORE WE TALK
ABOUT CHATBOTS...**



LET'S TALK ABOUT SOMETHING
NEAR AND DEAR TO MY HEART...



ME





Sean's Work History

- Sales Associate (retail)
- Account Executive (private equity)
- Sales Executive (tech/IT)
- Copywriter/Digital Marketer (freelance)



BURNOUT!

SOME WILL LEAD YOU TO BELIEVE SALES
BURNOUT IS A MODERN PHENOMENON

Forbes

EDITORS' PICK | Dec 8, 2020, 06:00am EST | 1,863 views

Sales Teams Are Experiencing A Burnout Epidemic—Here's How To Prioritize Your Team's Tasks



Serenity Gibbons Contributor ⓘ

Entrepreneurs

I share insights gathered from purpose-driven entrepreneurs

Follow

Forbes

BUT IT'S NOT

SALESPERSON BURNOUT: A TEST OF THE COPING-MEDIATIONAL MODEL OF SOCIAL SUPPORT

Jeffrey E. Lewin and Jeffrey K. Sager

Salesperson burnout continues to be a major concern among sales organizations. In this work, the authors examine whether certain coping strategies mediate the impact of sales manager support on salesperson burnout; as suggested by Thoits's (1986) Coping-Mediation Model. More specifically, this work investigates if problem-focused coping and emotion-focused coping mediate the impact of sales manager support on feelings of emotional exhaustion in a field sales setting. Study findings indicate that positive sales manager support has a significant negative direct effect on salespersons' emotional exhaustion. Findings also support the assertion that sales manager support encourages salespersons' use of problem-focused coping strategies that, in turn, further reduce emotional exhaustion. In contrast, sales manager support does not significantly influence salespersons' use of emotion-focused coping; however, emotion-focused coping does significantly increase emotional exhaustion.

THE JOURNAL OF PERSONAL SELLING AND SALES MANAGEMENT
VOL. 28, NO. 3 (SUMMER, 2008)

NO, REALLY, IT ISN'T

The Role of Emotional Exhaustion in Sales Force Attitude and Behavior Relationships

Emin Babakus

University of Memphis

David W. Cravens

Texas Christian University

Mark Johnston

Rollins University

William C. Moncrief

Texas Christian University

**JOURNAL OF THE ACADEMY OF MARKETING
SCIENCE VOLUME 27, PAGES 58-70 (1999)**

SIGNS OF SALES REP BURNOUT:

- THEY'VE STOPPED CARING ABOUT PROFESSIONAL DEVELOPMENT
- THEY LACK MOTIVATION

COURTESY OF HUBSPOT

**HOW DO YOU MOTIVATE
A SALES PERSON?**

GIVE THEM BETTER QUALITY LEADS!

- + Constant rejections leads to sales rep becoming less passionate about their jobs
- + Higher quality leads means fewer rejections
- + Better leads = more \$\$\$ for sales reps and for companies



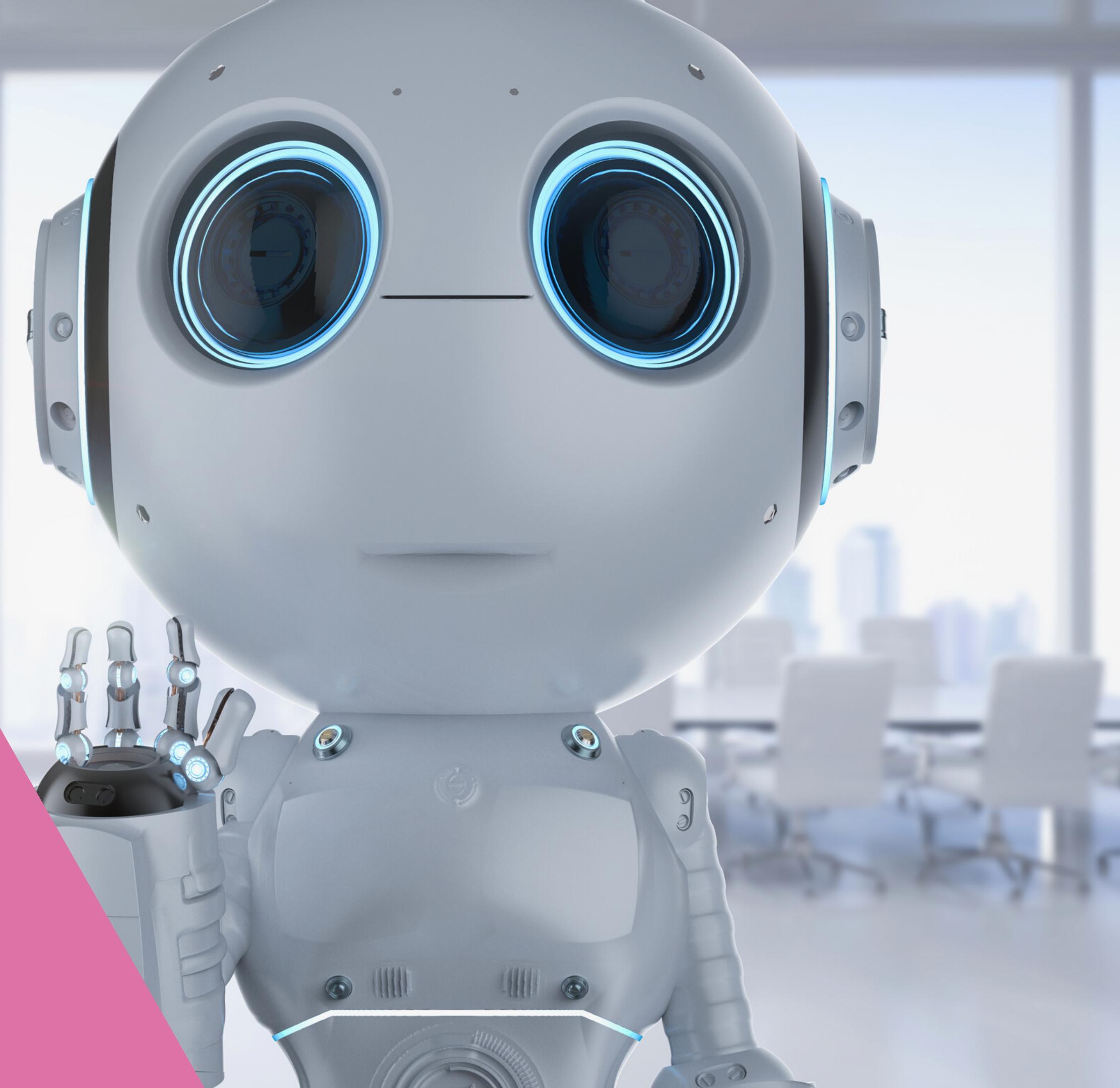
HOW DO YOU GIVE
THEM BETTER
LEADS?

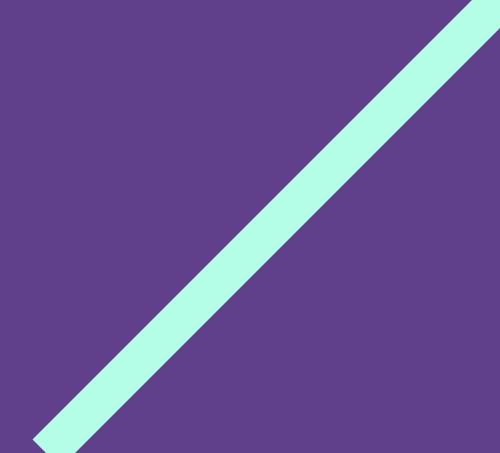
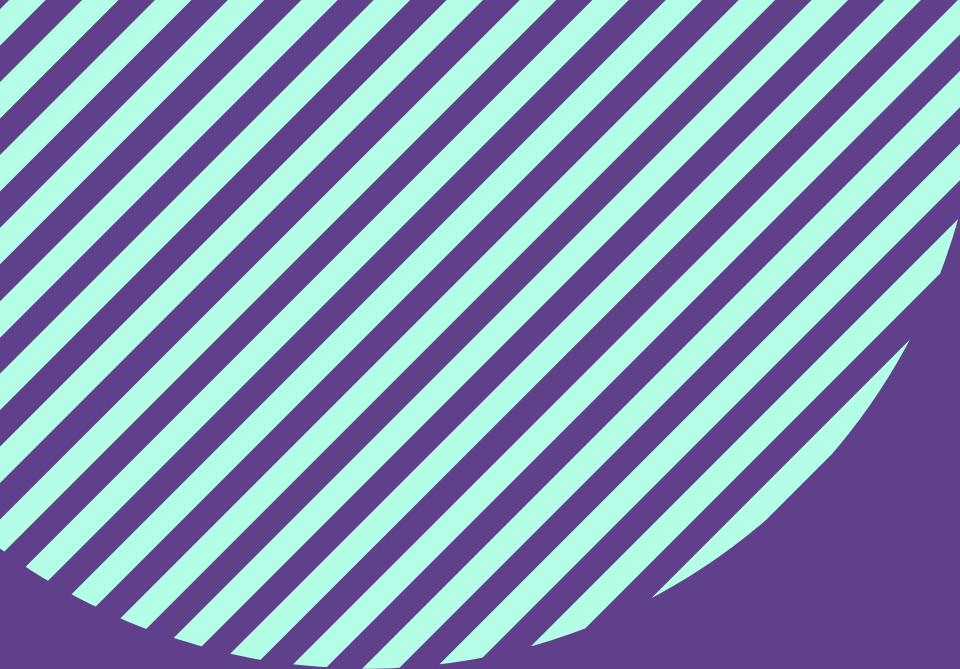
LEAD NURTURING

"LEAD NURTURING IS THE PROCESS OF ENGAGING PROSPECTIVE CUSTOMERS BY PROVIDING THEM WITH APPROPRIATE CONTENT AT EACH STAGE OF THE SALES FUNNEL TO EARN THEIR BUSINESS AT THE END."



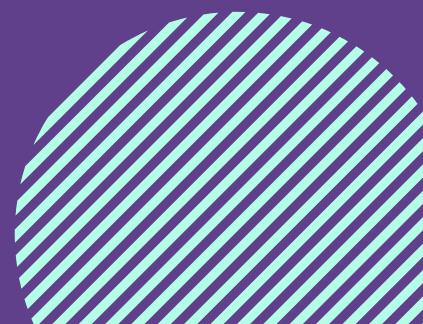
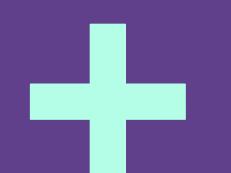
AND THIS IS WHERE
CHATBOTS COME
INTO PLAY





"Companies are starting to implement chatbots as a customer engagement channel, thus reflecting a potential shift in the way companies interact with their customers, exchange data, and provide services."

- CONTINGENCIES





UNFORTUNATELY, WHEN YOU
MENTION CHATBOTS TO PEOPLE,
MOST OF THEM FEEL LIKE THIS

THAT'S BECAUSE MOST OF
THEM ARE RIGID AND ADHERE
TO VERY STRICT IF-THIS-THEN-
THAT RULES.

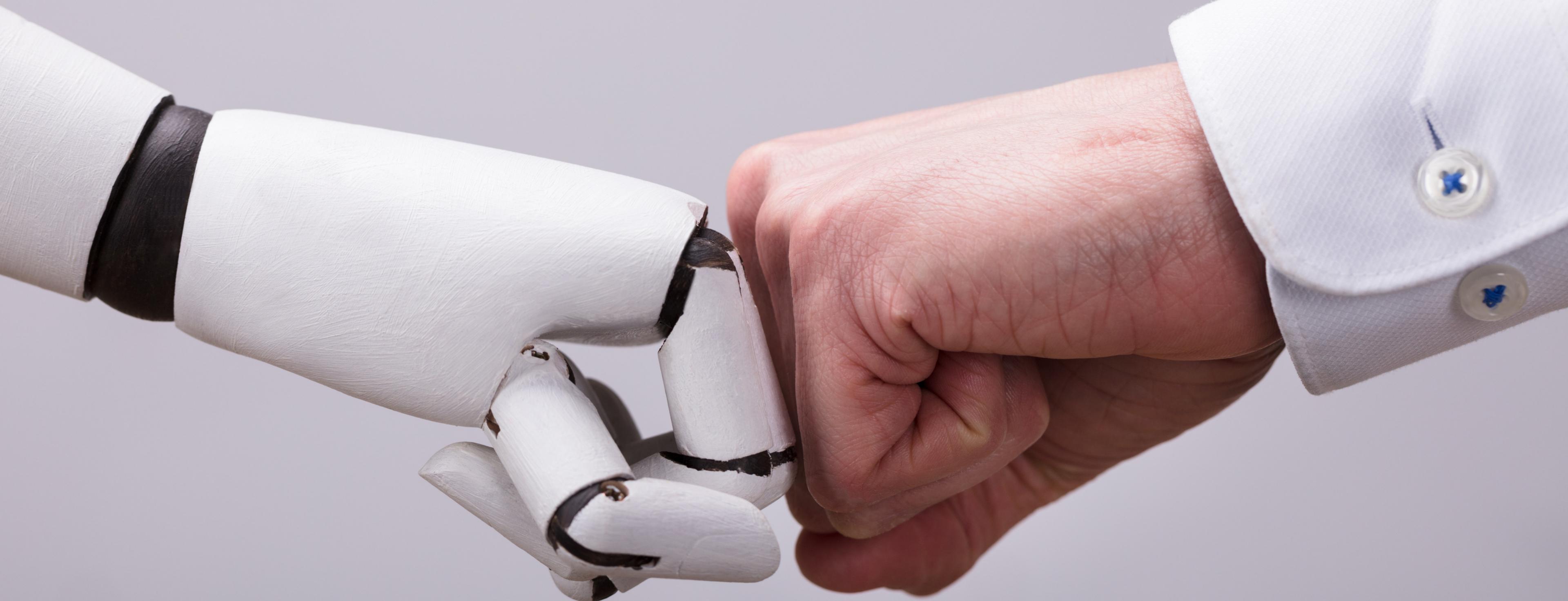
CHALLENGE:

**CAN I USE MY KNOWLEDGE OF DATA
SCIENCE TO CREATE A CHATBOT
CAPABLE OF OPEN AND DYNAMIC
CONVERSATION?**

IN OTHER WORDS, CAN I MAKE
PEOPLE GO FROM FEELING LIKE
THIS...



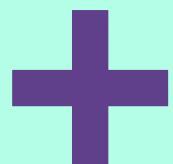
TO THIS



MY PROCESS

1. DATA SELECTION

- [Cornell Movie-Dialogs Corpus](#)
- [Chatbot Dataset Topical Chat](#)



3. MODELING

Can I use an attention-based model to create the dynamic chatbot that I am looking for?

2. DATA EXPLORATION

How can I best use my data to achieve my goal?

4. MODEL EVALUATION

For this I used perplexity, a metric that measures how confident a model is in its predictions. The lower the perplexity, the more confident it is.



**UNFORTUNATELY, MY INITIAL
CHATBOT WAS A LITTLE MURDERY...**

WHO IS YOUR MOTHER?

**"i do not know. i am the one who's
going to tell her i am not a murderer. i
am not a woman ."**

**LET'S SEE HOW MY
SUBSEQUENT ATTEMPTS
WENT...**

CHALLENGES



AI ISN'T A KNOW-IT-ALL

Unless extensively trained on a topic, the responses from a chatbot can be seemingly nonsensical and/or bizarre.

TIME CONSUMING

The "basic" version of the model I showed you today took 10+ hours to train.

UNREASONABLE EXPECTATIONS

While AI can be wonderful aid, it's important to remember that AI is AI, not human.



**THINK OF THE POSSIBILITIES
CONVERSATIONAL AI
PRESENTS**



LEAD NURTURING



BETTER ONLINE SHOPPING EXPERIENCES



INTERACTIVE BRAND MESSAGING

AND MOST IMPORTANTLY...

HAPPIER SALES
PEOPLE!



THANK YOU!

