

An AI Sales Assistant for Personalized Outreach

Faster prospecting. Sharper emails. More pipeline.

KEY METRICS

2x

increase in sales outreach capacity

60%

reduction in manual work

2.5x

increase in pipeline

Industry: B2B sales & business development

Services: AI Consulting, Sales Operations

Stack: Zapier, ChatGPT, Microsoft Outlook

At a glance

A sales team needed a way to enhance lead prospecting and streamline personalized email outreach. With a high volume of potential clients and a limited sales team, manually researching prospects and crafting customized emails had become time-consuming and inefficient. True Blue Technologies built an AI-powered virtual sales assistant to solve it.

Challenges

Manual prospect research

Reps spent hours manually researching leads and gathering insights before initiating outreach, slowing the prospecting process.

Inconsistent personalization

Crafting personalized emails was inconsistent without automation, leading to lower engagement and missed opportunities.

A growth bottleneck

The manual approach limited the sales team's ability to scale outreach and connect with more prospects.

Solution

True Blue Technologies built an AI-powered virtual sales assistant on Zapier, ChatGPT, and Microsoft Outlook:

- Automated prospect data gathering — company news, shared connections, business needs
- AI-generated personalized emails tailored to each prospect's context
- Automated scheduling and follow-ups, adjusted dynamically to responses
- Continuous optimization based on real-time feedback and response patterns

Benefits

Automated prospect data gathering

Key insights retrieved automatically to tailor outreach strategies without manual research.

AI-generated personalized emails

Highly customized, engaging, professional drafts generated for every prospect.

Automated scheduling & follow-ups

Sequences adjusted dynamically based on recipient responses.

Continuous optimization & insights

Messaging strategies refined over time based on real feedback.