

# GenAI Masterclass for Sales & Marketing

Voted the **BEST** session  
in Business+AI Forum 2024



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**Know, Decide, Act —three  
critical steps for leveraging  
AI effectively. Are you ready  
to take action?**

**- Keith Carter**



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**Do you know how many generative AI tools exist today? Over 23,000. Stop chasing every sexy AI tools. All you need is master a few.**



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**Why do most people fail with ChatGPT and Gemini? They use the prompt bar like a search bar. GenAI isn't search; it's a conversation.**



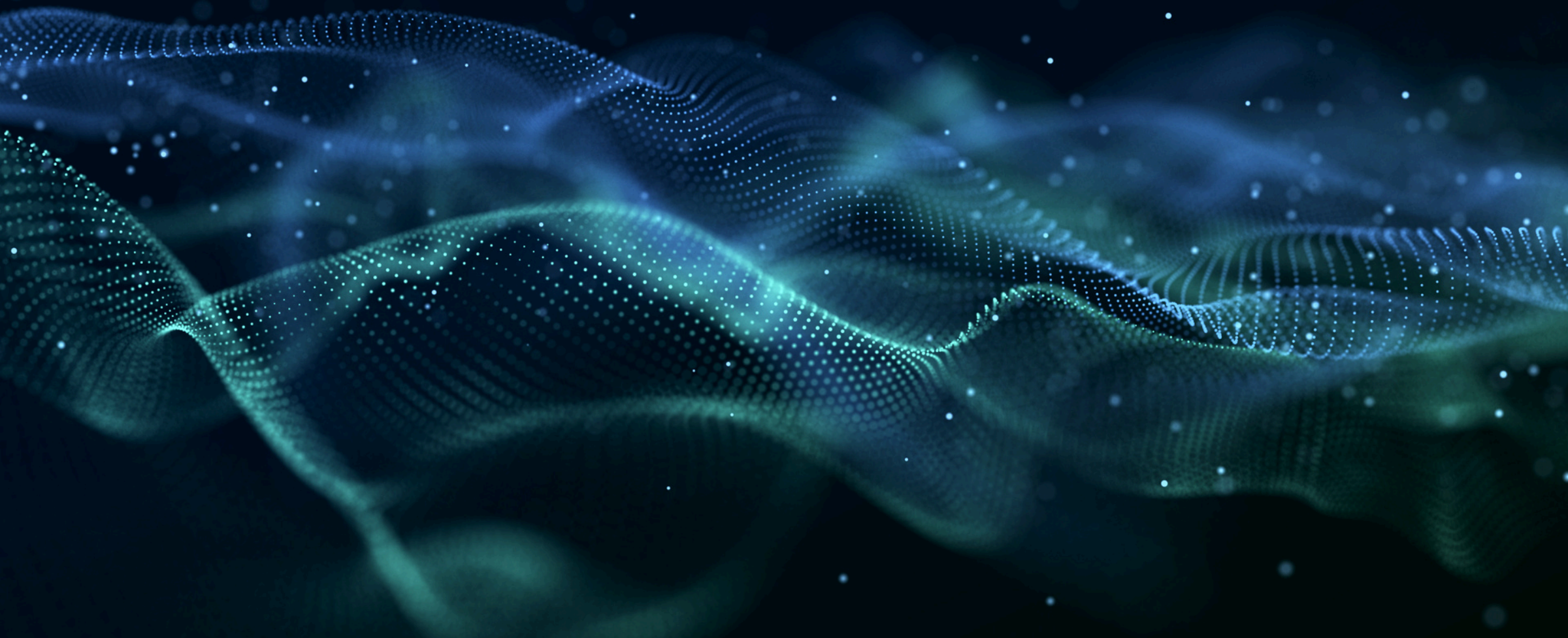
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**The real power of AI isn't in delivering the final output— it's in saving you 80% of your time by producing a solid first draft. Are you ready to focus on refining instead of starting from scratch?**



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**Is marketing important to a business? Absolutely. Why do most small businesses lack a marketing team? No budget. No talent loves to join small businesses.**



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**Can you create a one-man marketing department with AI? Absolutely. But it's not about cutting 10 people to 1, it's about enabling small businesses with no marketing team to have one.**

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**Using AI, even small businesses with zero marketing budget can now have a marketing department like giants. The playing field is leveling.**





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**The key to using generative  
AI is precision in your  
prompts. It's time to sharpen  
your language skills.**



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**Are saying thank you and please to AI important? It serves as a feedback to the AI models. But most importantly, it is to preserve your humanity in a machine-driven era.**





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**Can Gemini writes and speaks in Singlish? Can it writes in the style of Lee Kuan Yew speech?**



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**Generative AI is not just about saving money; it's about transforming how we work. Are you ready to embrace it?**





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**Want to create a brand logo,  
business cards, and a  
corporate identity kit in one  
minute—for free? Say hello  
to AI-powered design.**





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**Have you tried creating a virtual influencer? AI tools can generate unique characters to represent your brand seamlessly.**





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**AI doesn't just help you do marketing—it helps you reimagine marketing. Are you stuck in the old ways?**

