



THE AI SALES SPECIALIST

The 10 Commandments of Moving to AI

You were told to do something with AI. No one told you what. These are the rules for pointing it at the right thing, and knowing it works.

1 Start with the problem, not the tool.

Point AI at a bottleneck that actually hurts. "Do something with AI" is a wish, not a plan.

2 Deciding what to build is the real work.

Anyone can call the same models. The judgement about where to point them is your edge.

3 When AI is not the answer, say so.

Sometimes a simple rule or a plain query wins. Choosing not to use AI is often the smarter move.

4 Judge today's models on today's evidence.

The demo that disappointed you last year is not what runs now. Test what exists, not what you remember.

5 Most failures are build failures, not model failures.

Before you swap the model, read the prompt. The fix is usually in how it was built.

6 Never take "it's working" on faith.

Ask for proof. Real measurement that keeps telling the truth after the next model upgrade.

7 Build it to last, not just to impress.

A slick demo is not a production system. What survives real use is the only thing that counts.

8 Your team should come out sharper, never replaced.

The goal is people with better judgement and more leverage, not an empty desk.

9 Do not add what you do not need.

Every extra tool, agent, and step carries a cost. Complexity you cannot defend is complexity you remove.

10 Move first, but move deliberately.

The bottleneck is no longer the technology, it is the decision. Waiting is also a decision, with a price.

Ready to point AI at the right thing?

A short call, no pitch, no deck. aisalespecialist.com

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