

# AI in Sales: What's Actually Changing (and What Isn't)

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## LAUREN SCHUMAN

All right. Well, hello, everybody, and welcome. I am Lauren Schuman, VP of Product Growth here at Close, and I'm very happy to be here moderating this panel today. We put this together because we kept hearing the same thing from sales leaders and founders — there's a whole bunch of noise in AI, and not nearly enough honest conversation about what's actually happening on the ground. So today, that's what we'll be talking about: what's working, what's not. We have just an hour and four great panelists. I'll try to make room for questions at the end, so feel free to drop them in the chat along the way. Let's do quick introductions, and I'm going to challenge everybody with a one-word answer: where do you think AI in sales is right now? Steli, would you mind kicking us off?

## STELI EFTI

Thanks. My name is Steli Efti. I'm the co-founder and CEO of Close. I've been in sales my entire life — my first job at 16 was as an appointment setter for a realtor doing cold calls. Born in Germany, moved to the Bay Area at 20, lived there for 20 years, then New York and Austin. I'm currently in Greece. Super psyched to chat about AI in sales. My one word: dangerous.

## LAUREN SCHUMAN

Dangerous. I like it. Starting off on a hot note. Keith, how about you?

## KEITH RABKIN

Hey, I'm Keith Rabkin, CEO of PandaDoc. PandaDoc is an agreement platform — we help companies, particularly those with a CRM in place, generate contracts and sales proposals. Previous to this I was CRO here, so I know a thing or two about sales. My one word: promising.

## LAUREN SCHUMAN

I love the juxtaposition. This is going to be a good one. Jonathan, how about you?

## JONATHAN CHEMOUNY

First of all, thank you so much for having me. My name is Jonathan Chemouny. I lead sales development at ElevenLabs. If you don't know ElevenLabs, we're an AI company — we build industry-leading AI voice and audio models and deliver them in a platform that can power every interaction, from sales to support agents, business operations, and creative tools. My one word: transformative.

## LAUREN SCHUMAN

Transformative, I love that. Hari, take us home.

## HARI

Definitely. I'm Hari. I work at Clay, which is a data enrichment and orchestration platform — I'm on the product team. Born and raised in Jersey, live in New York City now, after a brief stint in the Bay doing a ton of contract consulting and a lot of manual outbound. I wish I'd had a tool like Clay at that time. My one word for the state of AI in sales today: misunderstood.

## LAUREN SCHUMAN

I love that segue. Let's start with a reality check. When you all look at how small teams are actually using AI today — not just the demos, which always look great — what's the honest picture?

### KEITH RABKIN

I'm happy to go first. At PandaDoc, we're using AI pretty aggressively in sales, but we're very thoughtful about two things: making sure we don't put slop into what we're doing, and that it adds real value. There's a lot you can do with AI, but a lot of it might be a truly marginal improvement versus the cost you're spending on the token. One thing we did that I think is genuinely useful: we created a new tool that sits on top of our CRM, pulls data from there and from our product usage, and gives our teams a single pane of glass — a 360 view of the customer. That's really helpful whether you're prospecting, doing renewals, or doing expansion. We've also been using AI on the customer-facing side to make demos highly customized. Instead of a generic demo, you can tailor based on what you know about the customer's specific use case — and anytime you can speak in a language that's native to them, it provides value. Where we're not spending time: injecting AI into highly customized tailored outbound. I get those emails every day as a CEO, and they're automatic deletes. You can see the em dash a mile away. The language reads like AI. Be cautious and natural about it.

### HARI

I very much resonate with that. When people look at AI in sales, they always think about email automation — but it's not resonating across the board because you can spot the em dash a mile away. What I think is more interesting and a growing trend is getting more custom buying signals. Actually understanding when to reach out, or qualifying in a more unique way. In the past you'd go off revenue and basic firmographics. In the new world you can see what the CRO is posting about on professional platforms, what content he's engaging with. Giving that context to your reps allows for a more human connection, which we see improves close rates across the board.

### JONATHAN CHEMOUNY

I totally align with what you said. What's super interesting right now — and I'll be honest — is there is a lot of BS about AI. Many companies are telling you they can replace the sales team with AI. We all know that's everywhere on LinkedIn. Personal opinion: it's not magic. But for small teams, it can be a game changer. With tools like Clay, or Claude, you can do things that in the past required a much bigger team. I'm super excited about that. When I joined ElevenLabs, we were a very small team and we were able to do amazing things just by leveraging AI correctly. One thing I'd add: when I joined, I thought I knew what AI was. I knew to use ChatGPT — but I knew absolutely nothing. The companies that will be successful are the ones with people who are genuinely AI fluent.

### STELI EFTI

Let me go last and round us up. The reason I use 'dangerous' is because I see two patterns with smaller teams. Either it's head-in-the-sand — they played around, got burned enough times where the demo was exciting but then nothing worked in the actual product — or they're trying to build an agent because everybody has 1,000 agents already orchestrating their sales efforts and they just can't make anything work. They go back to being uninterested. 'This is overwhelming. This week everybody's excited about A, next week everybody says A is stupid, you need B.' So most smaller teams that aren't working in AI and tech have just decided to opt out until the market settles. They seem shockingly uninterested. And that seems dangerous. You can't ignore this just because it's changing. By the time you wake up and everybody has figured it out, you're out of the market. Then there's the other side — some push through the discomfort, find the pockets that work, and take a five-year journey approach instead of asking 'is AI going to transform my business tomorrow?' and if not, ignoring everything. That group will have a much better time in the future.

### KEITH RABKIN

You made me think of one other thing — dangerous in a different sense, dangerous for sellers: AI is raising the game for what buyers expect. It's much easier now for buyers to do research at a level of granularity that didn't exist before. They can have agents or LLMs go do research and get feedback across a vast array of information. So they enter the buying conversation much more sophisticated. That's dangerous — but also an opportunity for sellers who know how to take advantage of it.

### LAUREN SCHUMAN

That's a wonderful tee-up. I know I recently went through evaluating a whole bunch of vendors and saw just such a wide variety of experiences in the level of personalization. It was a non-starter to not have done the work. But there's so much noise about how AI is transforming sales. I'd love to hear about the gap between what people expect AI to do and what it actually does well today.

### JONATHAN CHEMOUNY

At ElevenLabs, we created an AI agents platform. You might think we believe it's going to replace everything — but I don't think that. It works really well for some use cases. I lead sales development, so for inbound calls when we have contacts, it works amazingly. Every day I'm impressed by the conversations our prospects are having with the AI. But cold calling — you can see it everywhere on LinkedIn, 'AI can do cold calling incredibly well.' If you take your best SDR or BDR, they're going to struggle sometimes with cold calling. I struggle all the time. It's difficult. Saying AI is going to do cold calling as well as the best in the world — I'm not sure we're there yet. I'm not saying it's not coming. But today, we're not at that level. It's important to be clear about what we can do today and what is impossible today. And it's also about being responsible with AI.

### HARI

Where I see the highest leverage — and where AI is most ignored — is in the data aggregation piece. Imagine having your CRM, whether it's Close or Clay, and going into that first call with all the context in front of you: a brief covering all your first-party data — past touch points, meeting note transcripts, current state of the deal — plus third-party signals about the person. Where are they at? Where is their intent coming from? Are there challenges their company is already going through that you can reference? That allows your SDRs and BDRs to be a lot more empathetic on a call and develop a connection that otherwise would have taken an hour of prep.

### STELI EFTI

AI is great at data aggregation, at doing the kind of analysis that used to require data scientists and a bunch of people. Lead enrichment with Clay is on a totally different level than it's ever been. Signal timing. Other things that can be scaled. But ultimately right now, you'll have to assume you have to work a lot more intensely, not less. Some people try to totally replace part of their workflow — and the issue is that level of laziness, or not utilizing your particular point of view or deep expertise, puts you at a disadvantage. You won't differentiate yourself, and you won't notice when something is off. I challenge our leaders to be ping-ponging. You can't just be asking Claude all questions and handing me the beautiful reports it puts out. You have to double-check, because hallucinations sneak in. I'll ask Claude about how a call went with a prospect, and it'll give me an incredible summary that sounds so plausible. Then I double-check and listen to the recording. I go to the exact point where Claude says the prospect said something — and the prospect didn't say that. It changes completely what the buying signal was. You have to stay in the details. The other thing — and I think this is always been important, always in short supply, and with AI it's an even bigger issue in sales — is taking the buyer's perspective. Way too often we think: what's cool for us? We could double the amount of calls. We could customize all our outreach. That's all me, me, me, us, us, us. What we do too little is ask: what is in it for the buyer? How is this making the experience better for the person who has to read my email, or see my demo, or get my follow-up? The signal that you're using AI right is when buyers say 'that email was incredible' or 'how the hell did you do that? That was magical.'

**KEITH RABKIN**

I think that's really well said on the buyer perspective. A lot of what Jonathan and Hari talked about — the things AI does really well — lead to great buyer experiences. Data collection, that omni view of a customer — that leads to a great buying experience. The other piece: customer education, particularly early in the buying process, whether it's a chatbot on a website or a voice agent answering questions. AI does that really well because you've usually got a dedicated set of knowledge feeding in, and you allow the customer to get comfortable with your product. The piece where AI can be dangerous: not providing enough context. The danger is that it just reads your product's feature list and says 'this is the perfect solution for X customer because of X, Y, Z,' without understanding what's really unique and special about your software or the particular customer — or the business outcomes you want. What should your discounting rate be? What's your cost of sales? That business context is important and often a forgotten piece.

**LAUREN SCHUMAN**

I'd love to get more specific. Where have you seen AI create a real, measurable advantage for small sales teams? There's a big debate around driving actual measurable outcomes versus just time savings.

**STELI EFTI**

I'll start, because it ties into something from chat — are people even willing to talk to AI? Are they turned off when they find out? At Close, we're a CRM company, so we have a tremendous amount of data. We partnered with ElevenLabs to create a native voice agent called Chloe that uses all that contextual information to place calls with prospects at the right time with the right context. A lot of our customers use Chloe to dramatically bring down time-to-lead, because they just don't always have reps available to call a lead the moment they fill out a demo form or sign up for a trial — especially when they're running marketing activities that create spikes. They do a webinar, lots of people sign up, but they can't call everybody quickly. They have to make difficult compromises: 'if it's a big opportunity our SDRs will get in touch, but if it's a one-seater, nobody's going to talk to this person even if they raised their hand.' With Chloe, everybody who signs up for Close gets an immediate call. When we first started experimenting, we wondered: what will buyers think when Chloe discloses right upfront that she's an AI? The pattern I've observed again and again: first you hear the person being turned off — 'ah, you're a voice AI' — and they're thinking about when to hang up. But then, because we spent almost a year perfecting the model for these use cases, Chloe asks questions that are just too good not to answer. You hear the prospect reluctantly continue, then by the second question they let their guard down completely. You can literally hear it. It just becomes: this is interesting, this is useful, the information is relevant — and it stops mattering whether it's AI or not. It just becomes valuable. Oftentimes, because we talk to sellers, the conversation ends with 'can I also use you for my business? Is this a feature in Close?' If you work hard enough to make the model good and give it the right information at the right time, many people will start skeptical and eventually decide it doesn't matter. That has really empowered a tiny sales team to get a lot more leverage and provide value to a lot more people.

**KEITH RABKIN**

Another place — and it ties to what is a competitive advantage: having your AI be really critical about your pipeline and deals, understanding your objections. Give it context on what has led to successful closed-won in the past and what has led to closed-lost, or late-stage pipeline falling out. That kind of context is useful for a seller understanding which deals they actually have a chance of closing. If I don't have enough to hit my goal, I need to go back and generate more pipeline. And if you're a manager of a small team — the same thing. It's really hard to scale across 30 deals a month or 100 a quarter. Having AI, with context on what makes good deals, help you deep dive, ask tough questions of your reps, and really call BS on a shadow pipeline or deals with no chance of closing — that's a very useful and tangible skill. Very different from 'get me a great deck, get me a great email follow-up.'

**JONATHAN CHEMOUNY**

Let me share some numbers. At ElevenLabs, back in June last year, we released a new model — V3, a super text-to-speech model. Amazing. Suddenly, we had a peak of inbound contacts. I had a very small team, leading Europe. Many people contacting us in different languages. Only three reps speaking Polish, French, and English. It was very complicated. So we started rolling out ElevenLabs AI agents, similar to Chloe. It was a game changer — suddenly we could engage with all the leads in real time, but also in their own languages, which matters because 80% of the world doesn't speak English. In terms of numbers: today we're at about 90% accuracy in qualification when we engage with a lead. Some false positives because our agent is sometimes too optimistic. But in terms of disqualification, we're at 100% accuracy — when we know it's not a good fit, AI SDR is always right. And that's a game changer because when the AI SDR handles that, our reps can focus on outbound, go to face-to-face meetings, build relationships. That's why my first word was 'transformative.' The role of SDR in sales — instead of staying behind a screen sending emails — will be more about bringing real value to the prospect.

### LAUREN SCHUMAN

I love that. I think there's a risk of AI simply making sales faster but not actually better — more activity, more follow-ups, but actually worse follow-ups. What are you doing to make sure it's actually more of the right things, turning into something valuable?

### HARI

The first thing: we still prioritize having a human in the loop at a lot of critical touch points. We're never going to have an AI-written email automatically go out. We'll use a Slack approval workflow so there's a manual review process. The other guardrail: we have agents that have context on what's going on in the relationship. So if on the last call a sales rep verbally committed to sending a pitch deck and three days later they've forgotten — in a pre-AI world, that lead is probably dead. In the AI world, an agent at the top of every morning tells you exactly what you owe your customers. Also: in all the workflows we build, we won't just trust the AI. We'll input data from reputable sources — for financial data, from public registries as well as Crunchbase as well as what an agent thinks — and make a decision based on all those data points rather than just trusting the non-deterministic one.

### LAUREN SCHUMAN

Keith, PandaDoc is a bit different in that it sits closer to the end of the sales process. How is AI changing what happens from proposal to signed deal for smaller teams?

### KEITH RABKIN

What is fundamentally important at the end of a sales deal is the handshake between a customer and a vendor. It is this uniquely human moment in an era of AI where two parties commit to doing business with each other. That is something I don't see being replaced by AI anytime soon — whether because of human trust or government regulation. So we're doing our best to optimize that moment. How do we make the fastest, most intuitive connection between two businesses for a deal to be done? Some of that is using AI to speed up time, make it easier for both counterparties to say yes, reduce the back-and-forth. Then there's the intelligence in the process. Because PandaDoc is a repository for every sales contract we've ever done, I have unique insight I can surface before a contract is sent — telling me 'this is good to go' or 'as a seller, you're leaving money on the table, the discount is too high.' That contract is a document with unstructured data that historically lived in a CRM and can now be accessed in real time. That's where we're evolving the platform — to make sure sellers get as much information as possible to get deals done quickly, and make it easy for buyers to say yes.

### LAUREN SCHUMAN

We've shared a lot of great examples of what's working. I want to talk about what has not worked. What is something you or your customers have tried with AI in sales that just didn't deliver?

**JONATHAN CHEMOUNY**

We try many things at ElevenLabs. We love to experiment — it's part of our DNA. Two examples. First: we have an incredible creative platform, and I tried using ElevenLabs to prospect. I created an AI video of myself where I customized the background for the prospect. It was super cool. I started sending these videos. Didn't work at all. It was just weird. Sometimes you have to say 'no, it doesn't work.' Second: a couple of months ago, I was trying to customize and automate my sequences, and I was reading the messages and thought 'whoa, this is not me, it's so weird.' With hyper-personalization, when someone tells you 'I listened to your podcast in 2017 and what you said about this was amazing' — come on, it's weird. Bring some human touch. And sometimes when I build something super complicated, the time I spend building it versus the result — it's faster to just do it myself, even with a mistake or two. No em dash, and sometimes it works better. Finding the right balance is a good idea.

**STELI EFTI**

AI doesn't navigate voicemail systems well — though you can do a lot of work to make it better. And somebody raised: 'by the time I give AI something and double and quadruple check, I might as well just do it faster myself.' This reminds me of any entrepreneur hiring their first couple of employees and going 'by the time I explain everything and double-check their mistakes, I'd rather do it myself.' But humans also make mistakes. I tell people this all the time. Humans sometimes hallucinate, overgeneralize, forget data. Humans are also inconsistent in performance. We have this expectation that AI needs to be perfect in the first go, forever. You have to be as forgiving and patient and creative with AI as you are with humans. In terms of what didn't work — the first couple of things we built at Close were very sloppy. Good features, but we were just sprinkling AI everywhere throughout the product. Realizing: that's not the way we want to go. We want to go really deep. Whatever we build should be an end-to-end exceptional experience. Think through all the edge cases. Like a craftsman, sharpen the little edges, make the experience really round and beautiful. The type of thing I hated was: here's an email thread with three emails, and there's a little sparkle that says 'Summarize.' You're like — this is stupid. I don't need a summary that's going to be longer than the email itself.

**KEITH RABKIN**

I want to dovetail off that craftsman element. A lot of people are trying to replace tools. We see it at PandaDoc — people trying to replace a CRM or build their own enrichment tool. But the craftsmanship that has gone into multiple years of building a solution can't be replicated in a one-shot Claude prompt. Yes, you can set up agents that orchestrate between systems in an elegant way — but it's brittle. It's hard to keep moving as things change and as your prompt changes. The token cost to keep it running can oftentimes be more than just buying the software that exists. And you're not even looking at the under-the-hood things — is the security there? The customer privacy? In our case, is there a legally binding certificate for that trust moment? The craftsman element is salient. AI can do it, but it requires a lot of work to get right versus software solutions built over many years.

**STELI EFTI**

One more thing before Hari wraps up. I noticed with some people in the company — salespeople included — they were using AI so much, going back and forth with it so constantly, reading its output so much, that they started writing to me in a tone where I had to ask 'is this AI-generated?' And they'd say 'no, I promise I wrote this — but I've been burning the midnight oil going back and forth with AI.' And eventually you get trained in a certain tone and cadence of writing. My advice: learn to use AI heavily, let it draft things — it can be so useful. But keep a writing practice and a speaking practice, especially if you're in the business of selling and connecting with and convincing people. Retain your ability to communicate effectively in your own unique style. We can't all have a charming French accent — but you have your own thing that makes people trust you and like talking to you. Keep crafting that muscle. A lot of people will atrophy in their ability to write and speak convincingly, and that will bring everybody to a common denominator — which gives you the ability to stand out if you've maintained it.

**HARI**

From the prospecting, enrichment, and routing angle: the biggest mistake we see small teams making is trying to fit one outbound workflow to every type of customer, and focusing a lot on how to add to the prompt to handle edge cases for each new prospect. When actually the more efficient thing is to have different workflows for different types of customers and do the routing beforehand. When we suggest that to smaller customers, we see not only different strategies for different types, but also open rates, click-through rates, and conversations just improve significantly. A tangible example: if I have an account research flow that I'm trying to apply to both HVAC companies and dental offices — that's probably not the best research I could do. But if I split that into two different flows with different data sources, it's much more efficient. Highly recommend focusing on the inputs more than on finding the best prompt or best AI tool.

**LAUREN SCHUMAN**

If I'm sitting in the audience as part of a small sales team that hasn't gotten started with AI yet — you've been hired as my advisor. What's the first thing you'd tell me to do? And what would you say to ignore for now?

**HARI**

What you should definitely do: start with prioritization use cases. When you're a small sales team, you generally have a ton of leads — inbound, outbound, your whole TAM. Understanding who to reach out to, why, and when are your three biggest levers. It's the playbook we used at Clay when we were first growing, and it's what all our SMB clients are really benefiting from. What I'd stray away from: trying to increase your leverage by scaling AI outbound and unscalable systems. You might test email copy on 10 customers and it goes great, but when you apply it to 100,000 customers you'll find a lot of gaps where it just doesn't make sense.

**KEITH RABKIN**

I'd double down on that. What not to do: don't try to go big right off the bat. This is a marathon, not a sprint. I'd agree with Hari on prioritization, but I'd go back to: write the context down. Get your context established before you even start implementing AI. What makes a successful deal? What makes a bad deal? What rules do I want in place? What playbooks do I want? Start there, and then have your AI help you prioritize and enforce those. Don't try to change the mechanics — just change the craft of the prioritization and what you say.

**JONATHAN CHEMOUNY**

When you're a small team launching a business, it's easy to be everywhere — and you know that when you're everywhere, you're nowhere. Being super specific, focus. That's what makes the difference in a successful team, in my opinion.

**KEITH RABKIN**

I'd really double down on that. We see a lot of customers who try all the playbooks from their favorite LinkedIn influencers without first understanding who their ICP actually is. They try to go after the entire ocean when they should be fishing in their local lake.

**STELI EFTI**

Focus — the more tools, the more technology, the more possibilities, the more important it becomes to choose all the things you won't do even though you could. I'll end with one final thing. Back in 2011 when I was first doing sales in the Bay Area and teaching tech founders about sales, there was a period where a lot of tech founders thought 'we don't need selling — the product will sell itself.' The lesson then was: do a certain amount of unscalable things and never stop. Even if you've found a great way of calling customers and qualifying them with AI agents, even if they do it really well and consistently — you should still do some of it yourself. Don't stop talking to a sample of prospects every month. Same with email. Same with every little part of the buyer or seller experience. Do some unscalable

things — not because it's necessary, but because it'll give you new ideas. That customer intimacy is what sparks new ideas, which you can then take back into the agents and automation you're building. Never be completely removed. The longer and more removed you are from customer friction and customer interaction, the less unique and valuable your ideas and judgment will be. Make sure a certain amount of repetitive, unscalable customer work is always retained — just for the insight, the ideas, and the customer intimacy. Don't outsource that, no matter how well it works, to any AI system.

### LAUREN SCHUMAN

That's a great note to end the panel portion on. Thank you all. Let me open it up to Q&A; from the chat. This one goes nicely with our theme of where AI is good versus not: do the claims companies make become less believable when they're being made by AI? Buyers often refuse to interact with communication altogether when they can spot it's AI. The em dash, the ultra-personalization that doesn't feel real. How do you sort through where that line is and keep the trust and human element?

### KEITH RABKIN

You've got to keep the human element. I think AI makes humans better today. The place where we're experimenting with not having a human is the places where humans don't exist today. If you're buying from a website, you're not talking to a human — so how can I make that experience more human-like with AI? That's where it's really powerful. We've experimented with a voice agent that helps people who enter a PandaDoc trial get their questions answered when it would be uneconomical for a salesperson to talk to them, or just unfeasible at that volume. In a sales conversation, there are things that happen that are really not the fun part — the in-depth research, comparing multiple sources of truth, diving deep into information. And from a buyer perspective too. If AI can help me zone in on the part that really matters most — what's unique to that customer, how does my product solve their acute pain point — then it makes the whole experience more human and better for both buyer and seller.

### LAUREN SCHUMAN

There's a lot of angst about the impact of AI on hiring and which roles will exist. Someone asks: if AI handles cold calling in the future, will business development account exec roles change into more of a post-sales customer success function? Sounds like company downsizing is on the horizon. What's your take?

### HARI

This is influenced by Clay, so take it with that in mind. I think there are two avenues it could go. One, you could eventually see selling directly from agent to agent — an agent making the decision. But if you're selling to humans, the role of a salesperson changes to be a lot more full stack. At Clay's sales org today, we don't have traditional account executives. We have what we call go-to-market engineers — they're not only doing outbound and first touch points, but also staying through the deal cycle and helping post-sales teams upsell on more use cases. We find that effective because we're making it easier to be more human in those relationships. People not only enjoy the tool but actually want to work with our team. That will be the difference maker in the next few years.

### JONATHAN CHEMOUNY

I think AI is going to amplify the work of SDRs and BDRs. And the thing is: ElevenLabs, Anthropic, other companies — they're all recruiting SDRs right now. We're doubling the size of our team. That means we continue to do business, but the way we do it will be different. Ten years ago we started using sequencing systems — this is just another evolution. We'll continue to do the job. That's why I'm very optimistic. In the past, it was about sending tons of emails and phone calls with no real value. I'm happy that's changing.

### LAUREN SCHUMAN

A really fun closing question: your magic wand. What would be your biggest request if you had a direct line to the AI model developers?

#### HARI

When I think about wide applications of AI in the context of sales, I think it would be very interesting to have something like a deterministic mode — where you're using the agent to come up with questions, but the answers are grabbed directly from verified providers instead of doing a web search or assuming something. For the long tail of users who don't fully understand the capabilities of an agent or how to prompt efficiently, that would take the guesswork out of it. That's my biggest request in the context of sales.

#### KEITH RABKIN

I think they're doing an incredible job — it's hard to second-guess them. But we were joking earlier about the personality quirks in some of the models and across different updates. Maybe just figure out how to be a little more consistent on that. But that's extremely minor.

#### JONATHAN CHEMOUNY

I'm biased toward ElevenLabs — and I was looking for very realistic models in terms of audio, and we did it with the latest one. I'm just impressed by this technology. I want to continue building a model so good that — just to give you an example — I sent a clone of my voice to my wife and she thought it was me. That's impressive. And yes, also a little scary.

#### STELI EFTI

Jonathan scared everybody with all the possible applications of voice cloning. The good ones, and also a bunch of bad ones. As with all technology — fire. We get burned, but it's a good thing and we like fire. We would not want to miss it as humanity. Lots of great things have been said. The models are incredibly impressive and getting more so. If I could snap my fingers: eradicate all hallucinations. Wouldn't that increase trust immediately? It might never be possible and we'll have to work around it — but if I could, that's what I'd want. Never having to second-guess anything AI says would be pretty incredible.

#### HARI

I'll add something maybe more realistic: a dynamic context window. So I can say 'only in the last 12 months' — and it's actually true, not just a prompt I have to hope it follows. In the context of sales, that would help with finding signals more immediately.

#### LAUREN SCHUMAN

Amazing. Keith, Jonathan, Hari, Steli — thank you all so much for the great conversation. Thanks to everybody who tuned in. We'll be following up with an email with this recording. Thank you so much for your time.