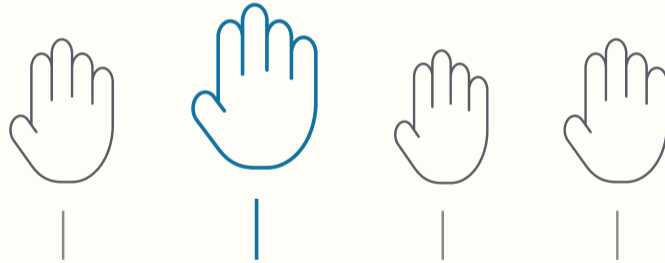


Gorish Aggarwal, CEO @ Sybill.ai



Raise your hand if your team
uses AI every day.



AI adoption exploded. Revenue didn't.

AI IS EVERYWHERE

87%

of sales organizations
use AI.

Source:
Salesforce, State of Sales 2026

BUT REVENUE HASN'T FOLLOWED

87%

of enterprises missed
their 2025 revenue targets.

Source:
Clari Labs, 2026|

THE PROOF

28%

say AI is improving
performance.

Source:
Highspot, GTM Performance Gap Report

Same CRM. Same deals.
Every person gets a different forecast.

Three things go wrong. Every time.

01 · TRUTH

Everyone has their own version of AI truth.

02 · ADVICE

Generic recommendations, not specific ones.

03 · LEARNING

The AI's learning doesn't compound.

THE CAUSE

Everyone built their own AI agent.
Or bought one.

Bottom-up adoption wasn't the mistake. Leaving it bottom-up was.

Three layers. Each has to become AI-native.



01 TOOLS

One brain, owned by the org.



02 PEOPLE

Everyone becomes a manager of agents.



03 PROCESS

Every process starts at the decision.

None of this happens one rep at a time.

Bad data +
nothing in between
= confidently wrong.

AI amplifies the wrong as faithfully as the right.

An AI-native tools layer.

Three things to do about it.

01 CLEAN AND COMPLETE DATA

Fix what you have.
Capture what you're
missing.

02 THE CONTEXT LAYER

One brain: your deals,
your team, your
company.

03 NEVER BUY THE WORKFLOW ALONE

The brain with its harness,
whether you build it or buy
it.

Clean data starts with deleting.

Humans decide the fields. Agents fill them.

DECIDE • THE HUMAN

Is this field worth trusting? Is it required? What does it mean?



Delete the rest.

A CRO-level decision. Not an IT ticket. Not an agent's call.

EXECUTE • THE AGENT

Backfill the history to the one definition.



Never make the definition.

Capture everything the deal touches.

WHAT HAS TO BE CAPTURED

CONVERSATIONS

- ✓ External calls
- ✓ Internal calls
- ✓ Email
- ✓ Chat

DECISIONS

- ✓ Deal reviews
- ✓ Handoffs
- ✓ Pricing and discount approvals

BEHAVIOR

- ✓ Product usage
- ✓ Web Engagement
- ✓ Intent signals

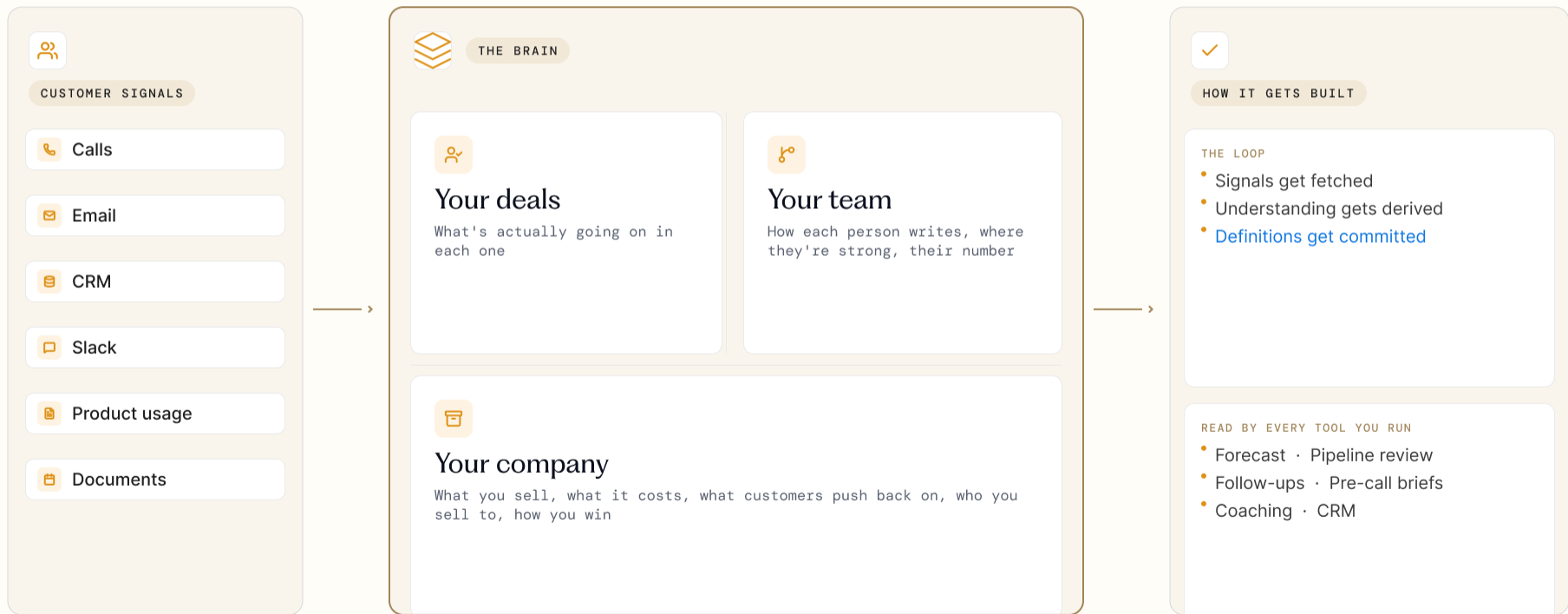
RECORDS

- ✓ CRM
- ✓ Documents
- ✓ Contracts

One person. One record. Every system.

Mike on the call = Michael Chen in Salesforce = michael@acme.com = the economic buyer.

One brain. Three parts.



A transcript tells you what was said. The brain tells you what the deal means.

A signal means nothing without the brain.



THE SIGNAL

“Can you send over the contract?” —
Mike, Slack



THROUGH THE BRAIN

Mike is the economic buyer. The champion's replies went from an hour to five days, a technical stakeholder has gone quiet, and Commit here means an engaged champion and the buyer on a call.



THE READ

Not good news. A deal that needs a call to the buyer this week.

What your company knows, in one place.



01 POSITIONING

How you win.

Positioning, messaging, competitors and the answers to them.



02 PRODUCT AND PRICING

What you sell, and for how much.

Product, list price, discount rules.



03 CUSTOMERS

Who you sell to.

ICP tiers, segments, verticals.



04 THE PLAYBOOK

How you run a deal.

Objections and answers, stage exit criteria, forecast categories, routing rules, what good looks like.

What breaks, whether you build or buy.

01 · NOBODY MAINTAINS IT

Six files, the AI knows you. Sixty, it slips. Six hundred, confidently wrong.

02 · A WORKFLOW WITH NO BRAIN

Outdated the day your process changes.

03 · THE BRAIN IS TRAPPED

In one person's head, or in one vendor's box.

The same three failures, whether you built it or bought it.

Get the brain with its harness.

WHAT THE HARNESS DOES

- ✓ Fetches the signals
- ✓ Derives the understanding
- ✓ Connects your tools under permissions
- ✓ Runs the actions

When the model stops being the moat,
the harness around it becomes the most valuable asset.

AI made your best people better,
and your struggling people faster at the
wrong things.

Leaders delegated it. Everyone built their own agent. Nobody owns it as
one system.

An AI-native people layer.

Three things to do about it.

01 LEADERS OWN IT, HANDS-ON

The CRO owns the whole, every part has a name, and leaders are in the tool.

02 EVERYONE BECOMES A MANAGER

Every IC now runs a team of agents. Managing is the skill.

03 SOMEONE OWNS THE ARCHITECTURE

One person designs and maintains the system as one product.

Be in the tool yourself. Every week, on your own work.

Run the forecast prompt in the forecast meeting, and make the call in front of the team.

One owner for the whole. A name on every part.



THE WHOLE

The CRO.

Where one leader is accountable, 57% report meaningful value from AI. Where nobody is, 21%. KPMG, Q2 2026.



THE PARTS

Messaging
ICP
Definitions
Analytics

One name on each, assigned by the CRO.

The new skill is managing, not prompting.

BRIEF

Decide what it needs to know, and say it clearly.

INSPECT

Read what comes back.

OVERRIDE

When your judgment says so.

OWN THE OUTPUT

An agent wrote it. You still own it.

You can only manage what you can judge.

The org supplies what good looks like: the definitions, the experience, the best work.

Someone owns the architecture.

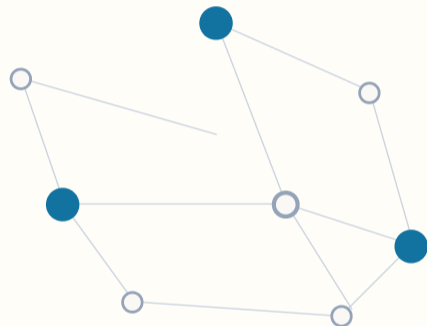
A software engineer inside GTM, not a Clay expert.

APIs, LLM tradeoffs, working in code. A systems thinker who treats the GTM org as a product.

Your revenue org is a product now.

This is the person who runs it like one.

They own its architecture, build its features, drive its adoption, and maintain it. Whether you build the brain or buy it.



ARCHITECTURE · FEATURES · USERS · MAINTENANCE

A thousand deals in, your AI is still on its first one.

Nothing feeds the outcome back. Nobody decided what decides. Nobody is watching the agents.

An AI-native process layer.

Three things to do about it.

01 YOUR AI NEEDS TO LEARN TOO

Every win, loss and slip
changes the brain.

02 DECIDE WHAT DECIDES

Every step is a rule, a
model, or a person.

03 TREAT EVERY AGENT AS A HIRE

An owner, a job, a scope,
and a manager.

Your AI needs to learn too.

Every win, loss and slip changes the brain, and a person reviews the change.

A thousand deals in, your AI knows how you win better than anyone in the building.

Every workflow reads the same context.

ONE PLACE

The ICP. The pricing rules. The forecast definitions.

Change the ICP. Does every workflow change with it?

EVERY READER

The router. The CRM-update agent. The pacing report.

Decide what decides. A rule, a model, or a person.



A RULE

If X happens, do Y, the same way every time. Most steps.

If X, then Y. No AI required.



A REASONING STEP

The input varies, so a model interprets it.



A JUDGMENT CALL

A person decides.

Information is gathered alone. Decisions are made together.

What changed? → Why does it matter? → What do we do?

If the pipeline is within tolerance, nobody meets.

Every agent is a hire.

Give it an owner, a job, a scope, and a manager.



OWNER

One name, and a backup.



READS

What it is allowed to see.



WRITES

What it changes on its own.



SIGN-OFF

A person, at the step that can't be undone.



ONBOARDING

A shadow run beside the person doing the job, then a sign-off.

The discount floor never goes in the prompt.

What changes the third answer.



01 TOOLS

One brain the company owns, read by every tool you run.

AI-native doesn't mean everyone uses AI.
It means the organization gets smarter every time anyone does.



02 PEOPLE

In the tool, owning it, managing the agents in between.



03 PROCESS

Start at the decision. End with the AI learning something.

Your first Monday.

You don't have to rebuild everything at once. Three things, each under an hour.

01 AGENTS

Count your agents. Write an owner next to each.

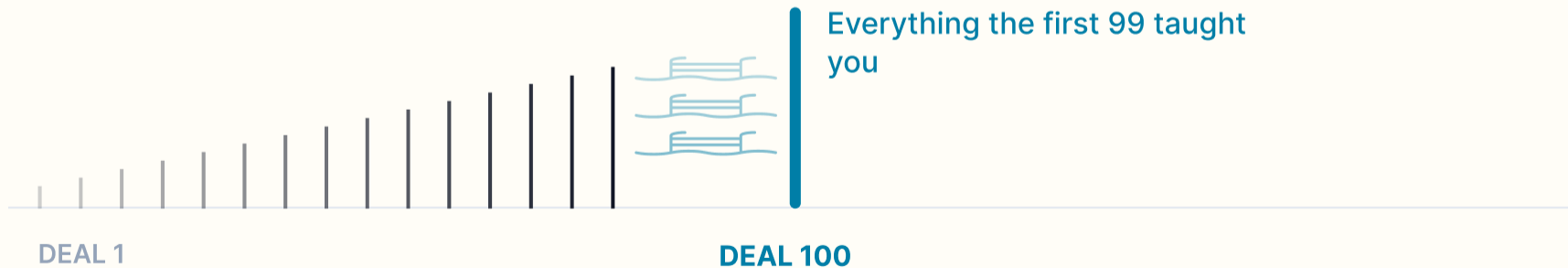
02 FORECAST

Run the forecast prompt yourself.

03 MEMORY

Ask your AI what it learned from last week's lost deal. Open another. Does it remember?

Your 100th deal starts with everything the first 99 taught you.



What we built.

VIDEO · ~2:00 · TBD

PIPELINE REVIEW · FORECAST · FOLLOW-UP

Never buy the workflow alone. Buy the workflows with the brain underneath.



Visit booth #83



Join happy hour



Please rate my session

We hope you enjoyed today's session. Please head to the UNBOUND mobile app to provide your .feedback

!Thank you



Thank you