



# Generative AI Adoption Framework.

| A practical guide to Integrating Generative AI  
into Your Business Operations.

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# Table of contents

Introduction	.....	2
AI Experiment	.....	3
Agentic AI	.....	4
Core Business	.....	5
AI First	.....	6
Conclusion	.....	7

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# Transforming Sales and Marketing Through Artificial Intelligence.

## Executive Summary

Artificial Intelligence (AI), particularly generative AI, is reshaping the business landscape, revolutionizing how companies operate, innovate, create value, and interact with customers. Although it comes with challenges, its transformative power is undeniable, and those who navigate it effectively will unlock immense value.. This white paper presents a clear framework for successfully adopting AI in sales and marketing, guiding organizations through the key stages of the AI adoption curve....

## Introduction

Generative AI is driving a new era in sales and marketing, offering organizations the ability to rethink how they engage customers, scale personalized experiences, and innovate in their approach to growth. Unlike traditional deterministic systems, Generative AI can produce varied outputs for the same input, mirroring the creative and adaptive nature of human thinking. This allows businesses to move beyond rigid processes, unlocking new levels of creativity, efficiency, and performance.

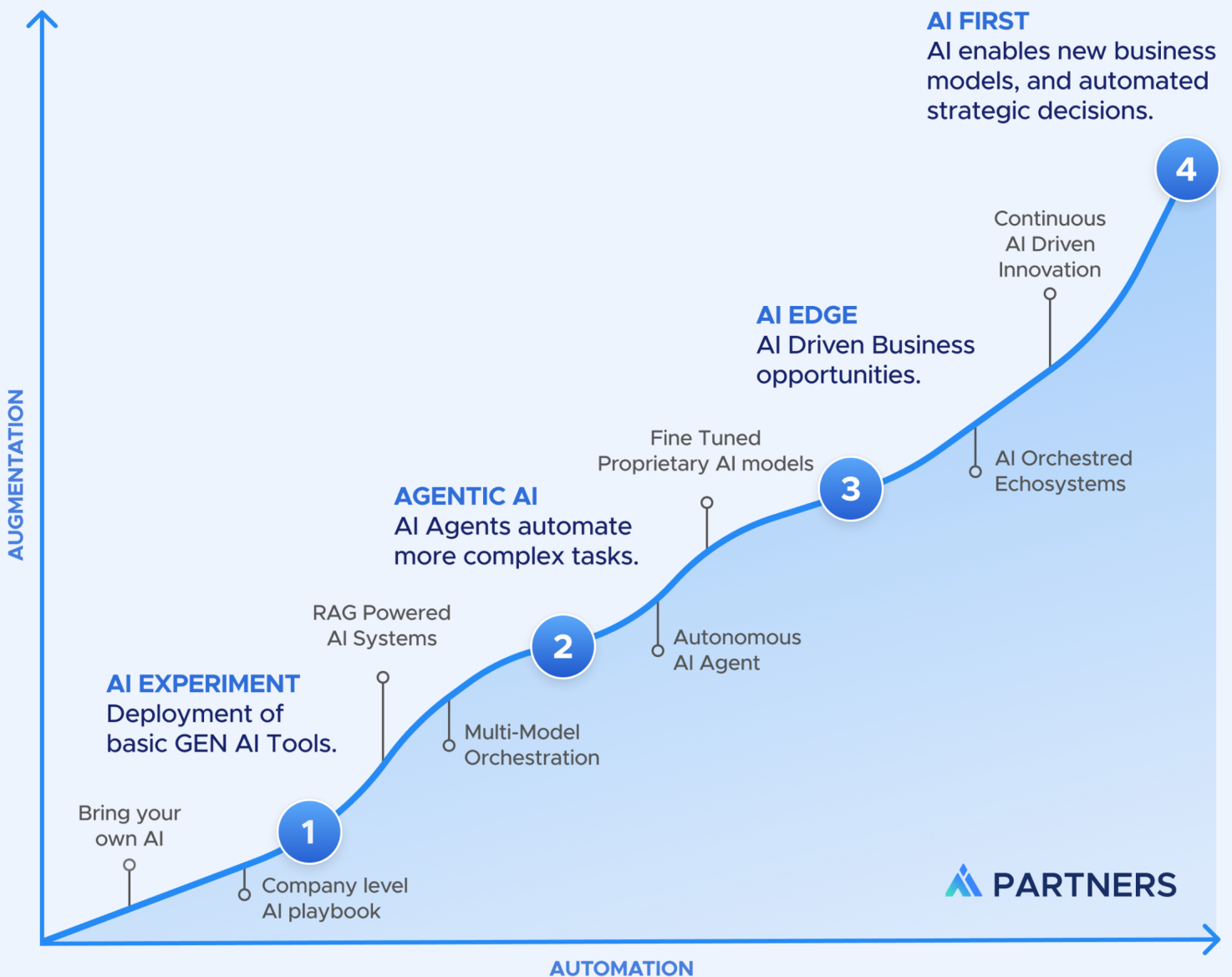
However, realizing the full potential of Generative AI requires more than simply implementing the latest tools. Organizations must learn to work with its non-deterministic nature, understanding that the power and potential of Generative AI far outweigh the challenges. It demands a clear strategy that integrates AI into the core of your business, aligning it with your most critical objectives and ensuring it drives measurable impact.

As experts in both AI and business strategy, we provide a comprehensive framework to guide your organization through this transformation. This white paper outlines the key steps to help your sales and marketing teams fully leverage Generative AI and maintain a competitive edge in today's evolving market.

# Generative AI Adoption Curve.

The Generative AI Adoption Curve charts a company's evolution from early AI experiments to fully integrated, AI-driven strategies.

It's a roadmap to leadership, showing how businesses can transform and dominate sales and marketing by leveraging automation and advanced GEN AI capabilities.



# AI EXPERIMENT

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Generative AI's real breakthrough lies in its accessibility—anyone, not just data scientists, can now experiment with AI using simple text-based instructions to automate or augment their tasks. Even if companies aren't actively exploring AI, employees may still introduce AI tools into their workflows independently, which can create security and confidentiality risks. To ensure secure and sustainable experimentation, companies must provide a framework that fosters innovation while safeguarding sensitive data.

- 1. Strategic Planning:** Develop a comprehensive AI adoption strategy, proactively selecting appropriate tools that align with organizational needs and security protocols.
- 2. Gen AI Deployment:** Implement foundational generative AI tools, such as GPT models, for simple tasks like generating product descriptions or automated email responses.
- 3. Identifying Use Cases:** Test AI on low-risk, simple use cases, such as automating social media posts or analyzing customer feedback.
- 4. Employee Training:** Provide fundamental training programs to:
  - Familiarize teams with approved AI tools
  - Teach effective prompting techniques
  - Establish clear guidelines on AI usage, including dos and don'ts
  - Raise awareness about potential risks of unauthorized AI tool use
- 5. Governance Framework:** Establish policies to manage and monitor AI tool usage across the organization, ensuring compliance and security.

Success at this stage is defined by having a structured plan, selecting appropriate tools, and empowering employees to use AI effectively and responsibly. This proactive approach helps organizations control their AI strategy and derive productivity gains, rather than leaving AI adoption to occur on employees' terms.



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**75%**

**Of the GEN AI's value potential falls across four areas : Customer operations, marketing and sales, software engineering, and R&D**

SOURCE : [MCKINSEY CONSULTING](#)

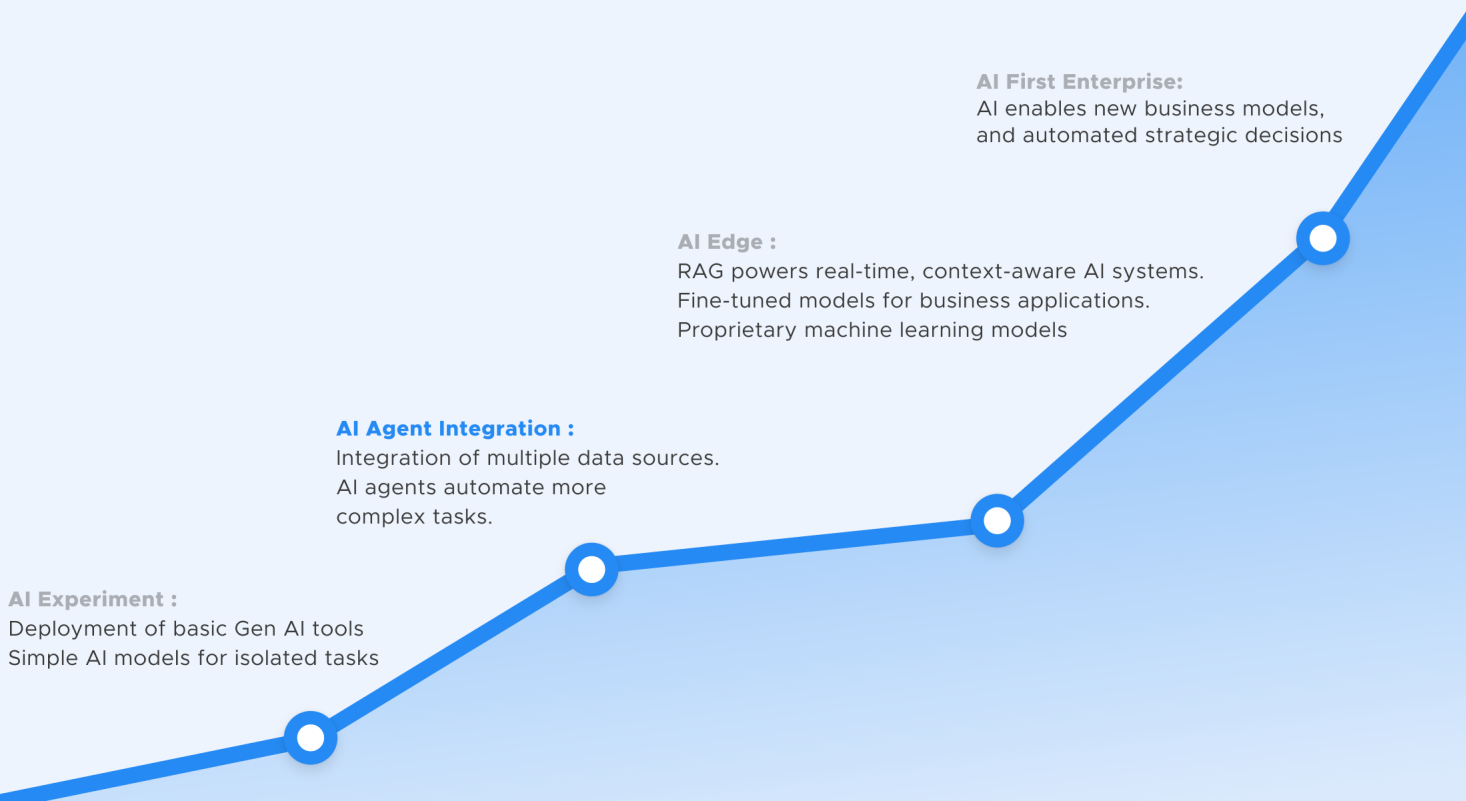
# AGENTIC AI

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While Stage 1 enhances individual productivity, Stage 2 moves toward automating entire roles and processes, freeing humans to focus on creative, strategic, and value-added tasks. At this stage, companies begin to augment not just individual tasks, but entire workflows and decision-making processes with the help of AI agents.

- 1. RAG-Powered Systems:** Retrieval-Augmented Generation (RAG) systems enhance the accuracy of customer interactions by combining generative responses with real-time information from product databases, CRM systems or Knowledge management.
- 2. Multi model orchestration :** These systems employ multiple specialized AIs to automate complex processes like lead scoring, customer segmentation, and personalized campaign creation. By doing so, they augment entire marketing and sales planning processes, freeing up teams to focus on strategy and creative ideation.
- 3. Autonomous Agents:** Capable of making independent decisions for critical processes such as dynamic pricing or inventory management based on real-time market data. These agents take over routine decision-making tasks, allowing human experts to focus on high-level strategy and exception handling.
- 4. Process Automation:** Entire workflows, such as content creation pipelines or customer onboarding processes, are augmented or automated, significantly reducing manual intervention and accelerating time-to-market.
- 5. AI-Driven Analytics:** Advanced AI systems continuously analyze market trends, customer behaviors, and campaign performance, providing actionable insights and freeing up analysts to focus on interpreting results and formulating strategies.

At this stage, the focus shifts from tool adoption to process transformation. Success is measured by the degree to which AI systems can autonomously handle complex tasks and decision-making processes, effectively augmenting human capabilities across entire roles and departments.





**For the last ten years, we tried to put data into marketing, but ended up putting marketing into data. We talked a lot but delivered little. Now, with Generative AI, we finally have the means to make marketing truly intelligent.**

**@THOMAS SPITZ**

# AI EDGE

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At this stage, AI moves beyond being a tool and becomes a key driver of business strategy. Companies that develop proprietary AI models based on their unique historical data and industry expertise gain a significant competitive advantage. These models offer personalized solutions that competitors cannot readily match, providing a true competitive edge..

**1. Proprietary AI Models:** Companies develop custom AI models trained on their own historical data, creating unique tools that only their organization can benefit from.

This could involve:

- Converting decades of industry expertise into an AI consultant for product development.
- Sales Conversation Analyzer trained on 10 years of sales interactions to predict customer needs and optimal engagement strategies.

**2. AI-Orchestrated Ecosystems:** AI becomes the core of the company's sales and marketing ecosystem, creating a seamless, personalized customer journey by:

- Integrating and analyzing data from all customer touchpoints.
- Coordinating actions across sales teams and marketing channels.
- Dynamically adjusting strategies based on real-time performance data.

**3. Competitive Moat Building:** The unique nature of these AI tools, trained on proprietary data, creates significant barriers to entry for competitors, as these models cannot be easily replicated or purchased off-the-shelf.

At this stage, success is measured by the degree to which AI becomes a defining factor in the company's value proposition. The focus is on turning historical data and company expertise into AI-powered tools that drive competitive Moat and create unique value propositions in the market.



**AI First Enterprise:**  
AI enables new business models,  
and automated strategic decisions

**AI Edge :**  
RAG powers real-time, context-aware AI systems.  
Fine-tuned models for business applications.  
Proprietary machine learning models

**AI Agent Integration :**  
Integration of multiple data sources.  
AI agents automate more  
complex tasks.

**AI Experiment :**  
Deployment of basic Gen AI tools  
Simple AI models for isolated tasks

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# 5 HOURS

Saved by week, per employee,  
through efficient use of GEN AI.

SOURCE : BCG



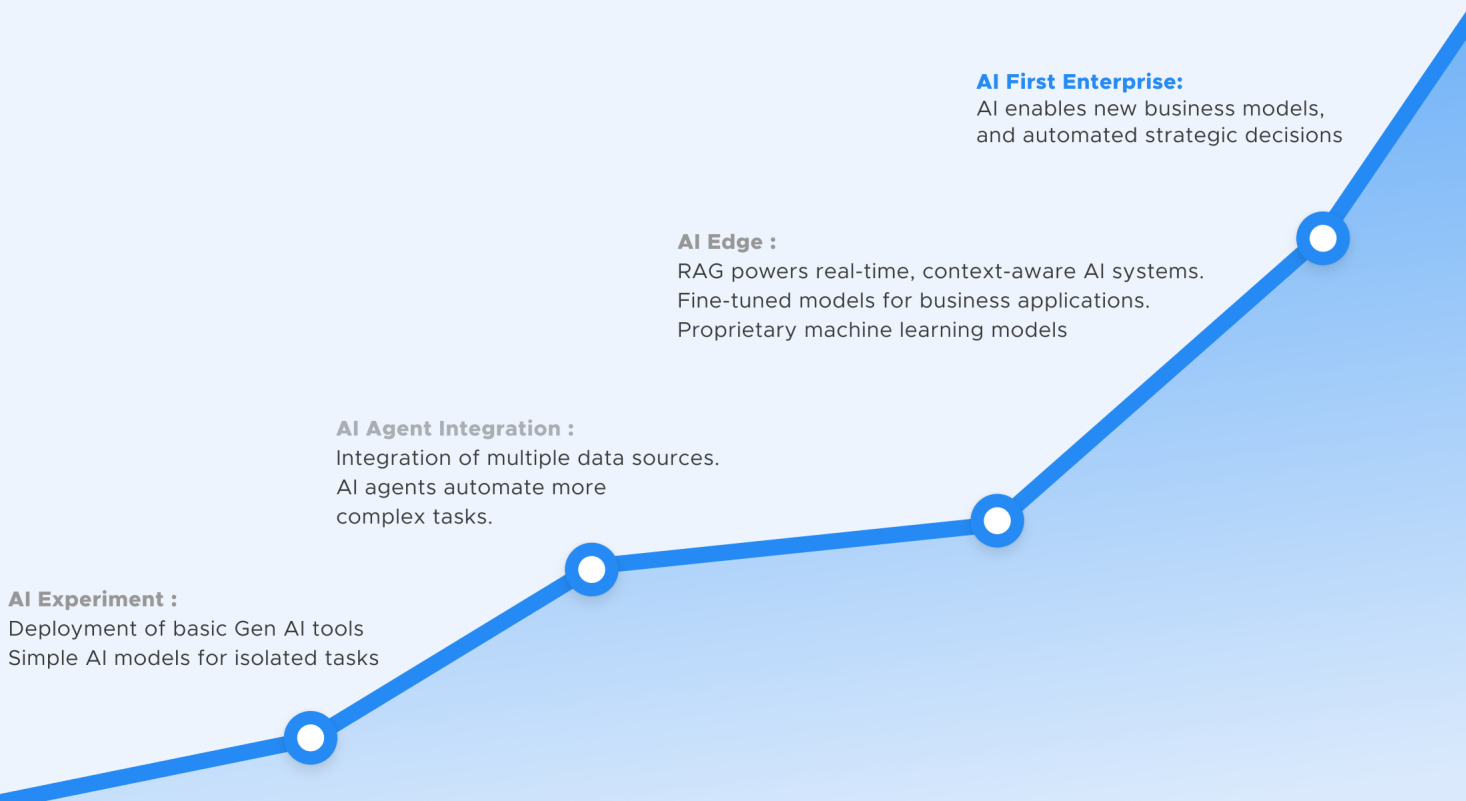
# AI FIRST

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At this final stage, AI becomes the central force driving enterprise-wide transformation. It doesn't just support operations—it fundamentally reshapes how the organization works, enabling continuous innovation and strategic decisions informed by real-time insights. AI is embedded deeply across all functions, becoming a key element of the company's approach to growth and competitiveness. The twist here is that generative AI is the wrapper around your strategy, it is used to co-pilot your AI first approach through a dedicated agent for resource planning.

- **Continuous AI-Driven Innovation:** AI serves as an ongoing innovation engine, enabling new customer engagement models, predictive sales strategies, and hyper-personalized marketing campaigns. This allows the company to stay ahead of market trends and continuously evolve its offerings.
- **AI-Augmented Strategic Decisions:** AI empowers leadership teams to make more informed, faster strategic decisions by providing predictive insights and real-time market analysis. This enhances agility, enabling companies to respond quickly to changes in the competitive landscape.
- **New Business Models Enabled by AI:** AI unlocks disruptive business models that were previously unattainable, such as AI-driven subscription services or predictive commerce platforms, generating new revenue streams and creating significant competitive advantages.

Success at this stage is defined by how deeply AI is integrated into the organization's core. AI-first companies use automation and data-driven insights to not only optimize operations but also to create new, agile business models that fuel growth and differentiate them from competitors.



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**Our transition to fully embrace generative AI wasn't a choice—it was a necessity.**

**Having led numerous businesses through digital transformation, we've seen generative AI's profound impact.**

**Its ability to automate sales and marketing tasks highlights a crucial truth: embrace gen AI or risk offering outdated solutions.**

**@LUCAS PERRAUDIN**

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# AI Transformation Architecture, the 3 main pillars.



## CULTURE

Empowering teams to embrace AI.

- Provide custom training for seamless adoption.
- Involve key stakeholders to ensure confidence in AI use.
- Continuously measure and optimize team productivity.



## STRATEGY

Targeted, high-impact use cases.

- Identify quick wins for immediate ROI.
- Tailor solutions to your business context.
- Maximize impact by prioritizing high-value actions.



## TECH

Building scalable AI solutions.

- Design bespoke generative AI solutions.
- Seamlessly integrate with your existing systems.
- Ensure long-term value through scalable and adaptive tools.

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# Generative AI Applications Across the Sales and Marketing Cycle

Our expertise lies in applying generative AI across all roles, tasks, and processes within the sales and marketing cycle. Key applications include:

- **Customer Service:** AI-powered chatbots and virtual assistants providing 24/7 support, delivering personalized assistance based on real-time customer interactions.
- **Sales Engagements:** AI-generated personalized sales scripts and follow-ups, tailored to customer needs and behaviors.
- **Sales Force Planning:** AI-driven territory mapping and resource allocation, optimizing sales strategies based on data-driven insights.
- **Marketing Asset Creation:** Automated generation of diverse marketing content, from social media posts to large-scale, multi-channel campaigns.
- **Media Strategy Optimization:** AI refines media buying and placement strategies, predicting which channels and content will deliver the highest engagement and return.
- **First-Party Data Optimization:** Generative AI enhances the use of first-party data for more precise customer segmentation and hyper-personalized CRM campaigns.
- **Ad Creation:** AI-generated ad copy and visuals, designed to match specific audience segments and real-time trends.
- **CRM Enhancement:** AI automates CRM tasks, generating personalized communication strategies, improving customer engagement, and boosting retention.
- **Consumer Insights:** Generative AI interprets customer feedback and market trends, providing insights to drive strategic decisions across product, marketing, and sales.

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# THE 6TH GOLDEN RULES TO KICK-OFF AI ADOPTION.

To progress through the AI Adoption curve in sales and marketing, companies should:

1. Start with low-risk, high-impact use cases to demonstrate value, such as AI-generated email campaigns or chatbots for customer service.
2. Invest in AI education and training across all levels of the sales and marketing organization.
3. Develop a data strategy to ensure high-quality customer and sales data inputs for AI models.
4. Foster a culture of experimentation and continuous learning in the sales and marketing teams.
5. Establish ethical guidelines and governance structures for AI use, especially concerning customer data and privacy.
6. Collaborate with AI experts and technology partners to accelerate adoption in sales and marketing processes.

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## Conclusion

The journey through the Generative AI Adoption Curve isn't just about technology; it's about fundamentally transforming how your organization approaches sales and marketing. Companies that successfully navigate this path will emerge as industry leaders, driving continuous innovation, operational efficiency, and sustainable growth.

By fully understanding and implementing each stage of the adoption curve, businesses can evolve from experimenting with AI to becoming true AI-first organizations. Those who leverage the full potential of Generative AI will not only stay ahead of the competition but also redefine their industries with creative, personalized, and scalable solutions.

Embracing the non-deterministic nature of Generative AI requires a shift in mindset and strategy. But for those willing to make this change, the rewards are substantial—unlocking new opportunities for innovation, customer engagement, and long-term business success.

