REVHEAT

AI podcast guest · Ken Lundin, President, RevHeat

Your AI says the deal will close. What did the buyer say?



Ken's talk, **Adding AI You Can Trust to Your Business**, gives your listeners one test for any AI answer about their sales: can you trace it back to the moment a buyer said it?

THREE AI EPISODES KEN CAN RECORD WITH YOU

1. **AI you can trust in sales and marketing.**
   Trust means you can trace an answer to the moment a buyer said it.

2. **Is ChatGPT recommending your competitor?**

3. **The AI push nobody cleaned up.**
   The COO brought the SVP of sales the AI's weekly read on the pipeline. The data was dirty, the close dates were wrong, and deals sat under reps who had been fired.

Ken Lundin has spent 25 years building sales teams. He ran a 100-person sales force and hired the 100 people. Since then he has been the fractional Chief Sales Officer to CEOs who still take the big calls themselves.

Today he runs RevHeat, where every sales call a client's team records gets read, and each rep is told what to ask on the next one. The three episodes above come from that work.

ON THE RECORD

$1.5B in client sales	**200+** sales teams
4x Inc. 500	**$30M–$800M** client exits

> **"Tripled his win rate in six months. Same reps. Same leads. Same market."**
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> **Justin Emond**
> CEO, Third and Grove

> **"95% of our pipeline wasn't real." Today he calls it qualified and predictable.**
>
> **Brad Garber**
> COO, Hidden Level

WHAT KEN'S CLIENTS SAY

> **"Sales leaders can be arrogant. We think we have it all figured out – we think we can be smarter and better than everyone else. There are a lot of things REVHEAT does for us that we already know, but the real growth happened when I could finally admit that I couldn't deliver as fast and as effectively on my own. REVHEAT solves real problems for us."**
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> **Dave Jimenez**
> Chief Revenue Officer, Projekt202

> **"Our work with RevHeat has had such a great impact on our business. We've grown our sales 42% in the last year and that has enabled us to offer better career growth opportunities for our employees."**
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> **Craig Johnson**
> President, Matchstic