

# THE BUSINESS LEADERS BREAKFAST FORUM

SPONSORED BY



ALERUS



Brandpoint



## “AI MASTERY FOR BUSINESS: *The Future-Forward Blueprint for Your Success*”

Elevate your business acumen to new heights. “AI Mastery for Business” will demonstrate the potential of AI (Artificial Intelligence) in your professional world. Join us as Sam Richter and Victor Antonio, two experts of modern sales and innovation share the secrets of integrating AI into the art of operations, marketing, sales, and leadership. Their presentation will show you how these forward-thinking tools will open capacity for you to nurture your relationships, understand client needs and add more value to the relationship. Their combined insights are set to spark a revolution in your strategic thinking and process.

### Key Program Takeaways:

- AI Unveiled: Grasp the essentials of AI, Generative AI, and large language models like ChatGPT in an accessible format. Understand what this means for your business and how embracing these technologies grants you a formidable competitive advantage.
- The ‘AI Sales Framework’: Discover how to innovate your sales process for cutting-edge efficiency and profitability.
- Strategic Implementation: Learn hands-on tactics to turbocharge communications, sales, customer support, research, and operational efficiencies. Shift your focus from mundane tasks to strategic customer value and growth.
- Strengthen Relationships: Discover innovative ways to provide value to prospects and clients and ensure differentiated relevance in your communications.
- Eight Pivotal Predictions: Learn to anticipate and prepare for the future of an AI-powered business and how it will impact your organization.
- Ethical GPT: Navigate the intricate ethical landscape and moral decisions that accompany AI adoption in a world that’s still figuring it out.



**SAM RICHTER, CSP, CPAE**, stands among the elite as a Professional Hall of Fame speaker and a bestselling author on the convergence of technology and sales. Sam delivers keynote presentations around the globe, and he is the creator of the Intel Engine and SearchLink, AI-powered tools that are pivotal resources for professionals across various industries. Acknowledged as one of the World’s Top 100 Speakers, Sam’s thought leadership is regularly showcased in articles and programs, including USA Today, Forbes, Fortune, and CNN. He has been recognized with a Gold Award at the International Film Festival and a Codie Award, the ‘Oscars’ of the software industry. [www.samrichter.com](http://www.samrichter.com).



**VICTOR ANTONIO’S** journey is one of remarkable triumph over adversity. His roots, set in one of Chicago’s toughest neighborhoods, provided a strong foundation for a career defined by perseverance and excellence. Victor’s academic achievements, marked by a B.S. in Electrical Engineering and an MBA, were the springboard into a 20-year career that saw him rise to the pinnacle of sales leadership as the President of Global Sales and Marketing for a \$420M company. His transformative approach to business and sales has been recognized at the highest levels, including his selection to the prestigious President’s Advisory Council for a Fortune 500 corporation. [www.victorantonio.com](http://www.victorantonio.com).

Tuesday, April 30, 2024

8:30 a.m. - 11:30 a.m.

Hopkins Center for the Arts

1111 Mainstreet, Hopkins, MN 55343

\$20/ person

Use VIP code: **UMAPP20**

standard ticket \$50

CLICK HERE  
LEARN  
MORE

CLICK HERE  
REGISTER  
NOW