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How To Sell AI Services To Local Business

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How To Deliver AI Services To Local Business

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How To Deliver AI Services To Local Business

Introduction

How To Sell AI Services To Local Business



AI is changing the way businesses operate, and local businesses are no exception. While big corporations have been using AI for



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years, small and medium-sized businesses are only now starting to realize its potential. The good news? They need help. That's where you come in.

If you've ever struggled to sell digital services or wondered how to stand out in a crowded market, offering AI solutions could be the opportunity you've been waiting for. Business owners are constantly looking for ways to save time, reduce costs, and improve customer service. AI-powered chatbots and automation tools can do all three. Without the huge investment that many business owners assume AI requires.

You don't need to be a programmer, data scientist, or AI expert to sell these services. The technology has reached a point where you can set up AI-driven solutions without writing a single line of code. The key to success isn't in building the AI. It's in knowing how to position and sell it. Business owners don't care about the technical details, they care about results. They want to know how AI can help them get more customers, increase their revenue, and make their lives easier.

This book is designed to take you step by step through the process of selling AI services to local businesses. You'll learn how to find potential clients, explain AI in a way that makes sense to them, and create offers that business owners can't resist. Whether you're starting from scratch or adding AI services to an existing digital agency, you'll discover practical strategies that you can use right away.

One of the biggest challenges in selling AI is overcoming scepticism. Many business owners assume AI is only for big companies with massive budgets. Others fear that it's too



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complicated or that their customers won't like dealing with a chatbot instead of a real person. That's why selling AI services isn't about technology, it's about education. When you show a business owner exactly how AI can work for them, in a way that's simple and easy to understand, you'll stand out from the competition.

Throughout this book, we'll cover everything from pricing your AI services to handling objections and closing deals. You'll also get proven strategies for automating your sales process, so you can spend less time chasing leads and more time growing your business. By the end, you'll have a clear roadmap for turning AI into a profitable service that local businesses actually want to buy.

AI isn't the future any-more. It's the present. And the businesses that adapt now will be the ones that thrive. Your job is to help them see the opportunity before their competitors do. Let's get started.

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Part 1: Understanding the Opportunity

Chapter 1: Why Local Businesses Need AI Services



Walk into any local business, and you'll see a common theme—



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owners and staff stretched thin, juggling multiple tasks, trying to keep up with customers, emails, phone calls, and daily operations. Many of them are overworked, short-staffed, and struggling to grow because they don't have enough time to focus on what really matters.

That's where AI comes in.

For a long time, artificial intelligence seemed like something only big companies could afford—reserved for tech giants like Google and Amazon. But that's no longer the case. AI tools have become more accessible, affordable, and easy to use. And local businesses are starting to take notice.

The problem is, most of them don't know where to start. They've heard about AI, but they don't understand how it can work for them. They assume it's too complex, too expensive, or simply not relevant to their industry. That's where you come in—not as a technical expert, but as a **problem solver** who can show them exactly how AI can make their business run smoother, increase revenue, and improve customer service.

The Everyday Problems AI Can Solve

Think about a restaurant owner who gets the same five questions over and over: *What are your hours? Do you take reservations? Can I see a menu? Do you offer delivery?* Imagine if a chatbot could answer those questions instantly, 24/7, without the owner or staff ever lifting a finger. That's exactly what AI can do.

Or take a local law firm. They get calls and emails all day from potential clients asking about services, pricing, and how to book a consultation. Instead of paying a receptionist to handle every inquiry, they could use an AI-powered assistant to qualify leads, answer common questions, and schedule appointments



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automatically.

Even service businesses like plumbers, electricians, and cleaning companies can benefit. Instead of manually responding to every quote request, an AI chatbot could collect customer details, provide pricing estimates, and book jobs instantly—saving time and securing more business.

These are **real problems that AI can solve today**, and the best part is, businesses don't need to change their entire workflow to use it. AI works alongside their existing systems, making their lives easier without disrupting what they're already doing.

Local Businesses Are Ready—They Just Don't Know It Yet

A lot of business owners are already using some form of automation, even if they don't realize it. Maybe they have an email autoresponder, an online booking system, or a chatbot built into their Facebook page. AI takes those automations to the next level, handling more advanced tasks like answering complex customer questions, providing personalized recommendations, and even generating sales.

The key to selling AI services isn't convincing business owners that AI is important—it's **showing them that they're already halfway there**. When they see that AI can enhance what they're already doing, rather than replace it, they'll be far more open to using it.

The Businesses That Benefit Most from AI

While almost any business can benefit from AI, some industries are especially well-suited for it. Businesses that get a high volume of customer inquiries, appointment bookings, or repetitive tasks are



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prime candidates. Restaurants, law firms, real estate agencies, medical offices, auto repair shops, and e-commerce stores are just a few examples.

If a business interacts with customers regularly and relies on communication to drive sales, AI can **make a measurable impact almost immediately**. The challenge isn't whether AI works—it's making business owners see how it works **for them**.

Your Role as an AI Service Provider

You're not selling technology. You're selling solutions. Business owners don't need a lesson in AI theory; they need to see **results**. Your job is to show them how AI can:

- Save them time by automating repetitive tasks
- Increase sales by engaging customers 24/7
- Improve customer satisfaction by providing instant responses
- Reduce costs by handling inquiries without extra staff

Once they see the benefits in **real-world terms**, AI stops being a futuristic concept and starts being a **must-have tool** for their business.

And that's what will make selling AI services easier than you think.

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Chapter 2: The AI Services You Can Offer



Now that you understand why local businesses need AI, it's time to focus on what you can actually offer them. AI is a broad field, but when it comes to small businesses, the key is keeping things simple and practical. Business owners don't care about cutting-edge machine learning or complex automation—they care about tools



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that make their lives easier and help them make more money.

The good news is, you don't have to create AI from scratch. The tools already exist, and your job is to set them up and position them in a way that makes sense for business owners.

Customer-Facing AI Chatbots

One of the most powerful AI services you can offer is a chatbot that interacts directly with customers. This is the type of AI most people are familiar with. An automated assistants that answer questions, book appointments, and provide instant support.

Imagine a business that currently relies on phone calls, emails, or slow response times on social media. A chatbot can handle all of that instantly, reducing the need for staff to respond manually while keeping customers engaged 24/7.

These chatbots can be embedded on:

- Websites, where they greet visitors and answer frequently asked questions.
- Facebook Messenger, so businesses can respond to customer inquiries automatically.
- WhatsApp or SMS, allowing businesses to handle customer support via text.

For businesses that get a high volume of inquiries, AI chatbots **save time, improve customer experience, and increase conversions** by ensuring potential customers don't slip away while waiting for a response.

Internal AI Assistants for Business Processes

While customer-facing AI gets a lot of attention, internal AI assistants are just as valuable. These AI-powered tools help



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businesses streamline their operations, handle repetitive tasks, and improve efficiency behind the scenes.

For example, a business could use an AI assistant to:

- **Sort and respond to emails** by automatically categorizing inquiries and drafting replies.
- **Schedule appointments** by integrating with their calendar and handling bookings.
- **Generate reports** by pulling relevant business data and summarizing key insights.
- **Assist with hiring** by scanning resumes and identifying the best candidates.

These internal AI assistants don't just save time—they **reduce human error, increase productivity, and allow employees to focus on higher-value work.**

Custom GPTs Trained for Specific Business Needs

One of the most exciting AI services you can offer is a custom GPT. A chatbot or AI assistant that has been trained with a business's own data. This takes AI beyond basic question-answering and allows it to **act as a knowledgeable, personalized assistant** for the business. This is the core type of service you will be offering and I show you exactly how to create these bots in the training guide.

Instead of relying on generic chatbot responses, a custom GPT can:

- Provide **detailed answers** based on the business's specific policies, services, or product details.
- Offer **expert-level support** by using uploaded documents, FAQs, or training materials.
- Be fine-tuned to match the **business's tone and style**, making it feel more human.



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For example, a real estate agency could have a GPT that answers questions about available properties, mortgage options, and the buying process. A law firm could have a GPT that explains legal procedures and helps clients understand their rights. A restaurant could use a GPT to recommend menu items and suggest wine pairings.

The beauty of custom GPTs is that they **don't require coding or complex setups**. You define the chatbot's purpose, provide the relevant information (I show you how), and let AI handle the rest.

What These Services Mean for Local Businesses

When a business adopts AI, it's not just about automation—it's about **making things easier, faster, and more efficient**. Whether it's a chatbot answering customer questions, an AI assistant streamlining internal operations, or a custom GPT acting as a digital expert, these tools have a direct impact on **saving time, reducing costs, and increasing revenue**.

The best part? You don't need to sell them on AI itself. You just need to show them what it can do for their business.

Now that we've covered the services you can offer, the next step is figuring out how to **price them** in a way that maximizes both value and profit. That's what we'll tackle in the next chapter.

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Chapter 3: Pricing & Packaging AI Services



One of the biggest challenges when selling AI services is deciding how to price them. Set your prices too low, and you'll struggle to make a profit. Set them too high, and local businesses might hesitate to buy. The key is to strike a balance. Positioning AI as a **high-value service** while making it accessible to small and



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medium-sized businesses.

Many business owners assume AI is expensive, and in some cases, they're right. Large enterprises invest millions into AI-driven automation, but that's not what you're offering. Your services are built on affordable AI tools that provide **instant value without a massive investment**, and that's what makes them so attractive.

Understanding the Value of AI Services

Before you set your pricing, you need to fully understand the value that AI delivers to a business. AI isn't just another tech tool—it's a **problem solver**. It helps businesses **reduce costs, increase efficiency, and generate more revenue**, often without adding more staff or infrastructure.

Think of a restaurant that gets dozens of phone calls every day with the same basic questions. If an AI chatbot can handle those inquiries, the owner doesn't have to hire extra staff or waste valuable time answering the same questions repeatedly. That chatbot might only cost the restaurant a small monthly fee, but the savings in labour, efficiency, and customer satisfaction make it incredibly valuable.

Likewise, a law firm that automates its client intake process saves hours every week on admin tasks. Instead of paying employees to manually respond to inquiries and schedule appointments, an AI assistant can handle it instantly, freeing up time for higher-value work. That's where AI **pays for itself**, by cutting costs and improving business operations.



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How to Structure Your Pricing

There are several ways to charge for AI services, and the right model depends on what you're offering and how involved you want to be. Some AI solutions require **one-time setup fees**, while others work better as **monthly subscriptions**.

For simple AI chatbots that answer FAQs and book appointments, a **monthly subscription model** works best. Business owners are already used to paying for software on a recurring basis, and a chatbot providing ongoing value makes sense as a service they pay for each month.

If you're setting up **custom AI solutions**, you might charge an **initial setup fee** along with a monthly maintenance or support package. This works well for businesses that need a chatbot trained on their specific data, since they're paying for your expertise in creating and optimizing the AI.

For more complex AI assistants that automate business processes, some clients might prefer a **one-time purchase model** where they pay a higher upfront fee for the setup, with optional ongoing support. This approach works well for businesses that don't want another subscription but still see the value in AI automation.

Positioning AI as an Affordable Investment

When talking to business owners, avoid using technical jargon or making AI sound too futuristic. Instead, focus on the **return on investment**. If an AI chatbot saves an employee four hours a week, that's four hours the business isn't paying for. If AI automation helps a business close more sales by responding to leads instantly, it's



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generating revenue without extra effort.

Pricing should always be framed around the value the business receives. Instead of saying, *This chatbot costs \$99 per month*, say, *For less than the cost of a part-time employee, this AI assistant can handle customer inquiries 24/7 and never calls in sick.*

Most business owners don't hesitate to spend money on tools that **save time, increase sales, or improve customer service**. AI does all three, which makes it an easy sell—especially when the price is presented as a fraction of what they'd spend on hiring additional staff.

Offering Multiple Pricing Tiers

Not every business will have the same needs, so offering different service levels can help you appeal to a wider audience. Some businesses may only need a basic chatbot to answer common questions, while others might want a more advanced AI assistant that handles booking, lead qualification, and follow-ups.

By structuring your pricing into **tiers**, you can offer a simple, low-cost entry point while giving businesses the option to upgrade to more advanced solutions. A restaurant might start with a chatbot that handles customer inquiries but later decide to add **AI-powered order tracking** or **personalized marketing messages**. A law firm might begin with an automated FAQ bot but later invest in a **custom AI legal assistant** that provides deeper client support.

This tiered approach not only makes AI services more accessible but also creates **opportunities for up-selling** as businesses see the benefits of AI and want to expand its capabilities.



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Making AI an Easy Yes for Business Owners

Ultimately, the way you price your services should make AI feel like a **low-risk, high-reward investment**. Many businesses are still in the early stages of understanding AI, so presenting it as a **practical, cost-effective solution** helps ease concerns.

Providing **free trials or demos** can be an effective way to remove hesitation. If a business owner can see the AI in action, even for a short time, they're far more likely to commit. Offering **money-back guarantees** or **short-term contracts** can also help businesses feel comfortable with trying AI without making a long-term commitment.

Pricing isn't just about numbers—it's about **framing the value in a way that makes sense to business owners**. When done right, AI services become an easy sell, and businesses will see them as an essential part of their operations rather than just another expense.

Now that you know how to price your AI services, the next step is finding **the right clients**. Business owners who are ready to invest in AI but don't know where to start. That's exactly what we'll cover in the next chapter.



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Part 2: Finding & Attracting Local Clients

Chapter 4: Identifying the Best Clients for AI Services





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Now that you know what AI services to offer and how to price them, the next challenge is finding the right businesses to sell to. Not every business owner will be immediately interested in AI, and that's okay. Your goal is to focus on those who **need AI the most**, even if they don't realize it yet.

The best clients for AI services aren't necessarily the ones who are already tech-savvy. In fact, it's often the businesses that are struggling with **high workloads, constant customer inquiries, or slow response times** that benefit the most. These businesses are already feeling the pain of inefficiency, they just don't know that AI is the solution.

Businesses That Benefit Most from AI

Local businesses that deal with a high volume of **customer interactions** are often the best candidates. These are businesses where customer service, booking, and inquiries take up a lot of time. Things that AI can handle efficiently.

Restaurants are a great example. Many restaurant owners spend hours answering the same questions every day—what's on the menu, what time they open, whether they take reservations. An AI chatbot can handle all of this instantly, freeing up staff to focus on running the business instead of answering repetitive phone calls.

Law firms and professional services also stand to benefit. Lawyers, accountants, and consultants receive countless inquiries from potential clients. Many of these inquiries involve **simple, repetitive questions** about pricing, availability, and services. AI can **pre-qualify leads**, answer FAQs, and schedule appointments automatically. Saving time and ensuring that business owners only



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Speak with serious prospects.

Medical and wellness businesses, such as **clinics, dentists, and spas**, are another prime target. These businesses rely on appointments and customer interactions, and missed calls often mean missed revenue. An AI assistant that can book appointments, send reminders, and answer patient questions can have an immediate impact on their efficiency and profitability.

Recognizing the Signs of an AI-Ready Business

Not every business owner will be open to AI, so knowing what to look for can save you time and frustration. Some key signs that a business is ready for AI include:

- They frequently deal with customer inquiries and spend a lot of time answering the same questions.
- Their website lacks an online booking or inquiry system, and they rely heavily on phone calls and emails.
- They struggle with response times and often lose potential customers due to slow replies.
- They have an active online presence (website, Facebook, Google Business Profile) but aren't leveraging automation.
- They already use some basic automation (email responders, online forms) but haven't fully embraced AI-powered solutions.

If a business matches one or more of these criteria, they're a strong candidate for AI services. The key is positioning AI as **a solution to their existing problems**, rather than trying to sell it as just another piece of technology.



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Overcoming Resistance to AI

One of the biggest obstacles when selling AI services is overcoming **hesitation and scepticism**. Many business owners worry that AI will be too complicated, too expensive, or too impersonal for their customers. Some might even fear that using AI will make their business seem less human.

Your job is to **shift their perspective**. AI isn't about replacing personal interaction, it's about **enhancing it**. A restaurant owner who installs a chatbot isn't taking away customer service; they're ensuring that customers get answers instantly, even when the restaurant is closed. A law firm that uses an AI assistant isn't removing the human element, they're making sure clients get faster responses and better service.

Framing AI as a **time-saving, revenue-boosting tool** rather than just another piece of technology makes a huge difference in how business owners perceive it. They don't need to understand AI in-depth, they just need to see how it makes their life easier.

Finding Businesses That Are Open to AI

Once you know what types of businesses to target, the next step is finding them. Start by looking at businesses that are **already active online**—those with a website, social media presence, or digital booking system. These businesses are more likely to see the value of AI because they already recognize the importance of digital tools.

Networking is also a powerful way to connect with potential clients. Attending **local business meet-ups, chamber of commerce events, and industry conferences** can put you in front of decision-



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makers who are actively looking for ways to improve their operations. Many business owners are more open to new ideas when they come from **personal recommendations or face-to-face conversations** rather than cold emails or ads.

Another approach is to **research local competitors**. If one business in an industry is already using AI, their competitors will want to keep up. Showing a business owner how their competition is benefiting from AI can be a powerful motivator for them to invest in it too.

Qualifying Potential Clients

Not every business is a good fit, and that's okay. Instead of trying to convince reluctant business owners, focus on those who are **interested but need guidance**. A quick conversation can help you determine whether a business is open to AI:

- If they complain about **time-consuming customer service**, they need a chatbot.
- If they mention **missed calls and lost sales**, they need AI-driven lead capture.
- If they struggle with **scheduling and appointments**, they need an AI assistant to automate bookings.

By focusing on the **pain points AI solves**, you can quickly identify which businesses are worth pursuing and which ones aren't ready yet.

Laying the Groundwork for Selling AI Services

Finding the right clients is only the first step. Once you've identified businesses that can benefit from AI, the next challenge is getting



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their attention and showing them **why they need it now**.

In the next chapter, we'll break down **how to create a lead generation system that attracts business owners** and gets them interested in AI before you even start the sales conversation.



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Chapter 5: Creating a Lead Generation System



Selling AI services isn't just about finding clients—it's about **attracting them**. Instead of chasing business owners and trying to convince them that AI is a good investment, you can set up a **lead generation system** that brings in potential clients automatically.



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This book isn't just giving you sales strategies—it comes with a **complete agency-style website, pre-built sales funnels, follow-up email sequences, and bonus eBooks** designed to help you **generate leads, nurture prospects, and close sales**. When you use all these tools together, business owners will come to you **ready to learn more about AI**. Making the sales process much easier.

Using Your AI Agency Website to Attract Clients

Included with this book is a **fully designed AI agency website** that showcases your AI services in a professional and compelling way. This isn't just a basic website, it's designed to **educate business owners, build trust, and convert visitors into leads**.

The website features a **blog section** filled with AI-related educational content, helping business owners understand why AI matters and how it can help them. Blog posts aren't just for reading, they're **powerful lead magnets** that bring organic traffic to your site. When business owners find valuable AI insights on your blog, they'll be more likely to trust your expertise and take the next step.

But a website alone isn't enough, you need a way to **capture leads and nurture them**. That's where the built-in **sales funnels and email sequences** come into play.

Generating Leads with Done-for-You Sales Funnels

Included with this package are **10 pre-built sales funnels** ready to use, modify, and launch. Each funnel is designed to **capture leads, provide value, and move business owners toward booking a free strategy call**.



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These funnels are tailored for different AI services, ensuring that no matter what type of business you're targeting, you have a **lead generation system that speaks directly to their needs.**

A typical funnel follows a **simple but powerful process:**

1. **A business owner lands on your website or ad and signs up for a free resource (e.g., an AI demo, a free guide, or an email course).**
2. **They receive an automated 7-day email sequence that educates them on AI and introduces your services.**
3. **Each email provides insights while promoting a strategy call, helping them see AI as an essential tool for their business.**
4. **By the end of the sequence, they are primed and ready to discuss implementing AI with you.**

This automated system **eliminates cold outreach** and brings in business owners who are **already interested and open to AI solutions.**

Using the 7-Day AI Email Course to Nurture Leads

One of the most effective ways to educate and convert business owners is through a **free AI training email series.** That's why this package includes a **complete 7-day follow-up email sequence** that acts as a **mini AI course.**

Business owners who sign up will receive **one email per day for a week,** covering different aspects of AI and how it can improve their business. Each email delivers value, builds trust, and subtly encourages them to take the next step. Booking a **free strategy call** with you.



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If you prefer, the email sequence can be modified to **promote a different free offer**, such as a chatbot demo or one of the bonus eBooks. The flexibility of these emails allows you to test and see what works best for your audience.

Using Bonus eBooks as Lead Magnets

To give you even more ways to attract leads, this package includes **three bonus eBooks** that can be offered as **free giveaways** to business owners. Each eBook covers a specific AI topic, helping to **educate prospects and position you as an authority**.

You can offer these eBooks in different ways:

- As a **lead magnet** to get business owners onto your email list.
- As a **bonus** for attending a free AI workshop or webinar.
- As part of an **AI education package** to nurture leads and build trust.

Each eBook addresses common business concerns about AI, helping to **break down resistance and build interest** in your services.

Showing Business Owners the Value of AI with Demos

Nothing convinces a business owner faster than **seeing AI in action**. That's why a key part of your lead generation strategy should be **offering live chatbot demos** tailored to different industries.

A restaurant owner who sees an AI chatbot **instantly answering customer questions about menus, hours, and reservations** will immediately understand the value. A law firm that experiences a



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chatbot **automating client intake and scheduling appointments** will realize how much time and money they could save.

When you offer these **interactive experiences**, business owners don't just hear about AI—they **see it working for them in real-time**. That's often enough to push them toward booking a call to discuss their own AI needs.

Using Local Networking to Find AI-Ready Businesses

While your online lead generation system will work 24/7, don't underestimate the power of **local networking**. Business owners trust referrals and personal connections, and positioning yourself as **the local AI expert** can give you an advantage.

You can generate leads by:

- Attending **chamber of commerce events and business networking meet-ups**.
- Offering to **speak at industry events or workshops on AI for small businesses**.
- Partnering with **marketing agencies and web designers** who can refer AI services to their clients.

When you combine **online lead generation with real-world networking**, you'll maximize your reach and attract more business owners who are ready to explore AI.

Building a Lead Generation System That Runs Itself

The beauty of this system is that once it's set up, it **works on autopilot**. Your website attracts visitors through blog content, sales funnels capture leads, email sequences nurture them, and AI demos help them see the value of AI. By the time you have a sales



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conversation, the business owner is already **interested, educated, and ready to take action.**

This is what makes selling AI services different from selling other digital solutions. You're not just offering a service—you're positioning AI as **the future of business efficiency**, and with the right lead generation system in place, clients will come to you eager to learn more.

Now that you have a system to attract leads, the next step is **learning how to sell AI services effectively.** In the next chapter, we'll break down **how to structure your sales conversations, handle objections, and close deals with confidence.**

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Chapter 6: The AI Sales Funnel



Bringing in leads is only the first step. To turn interested business owners into paying clients, you need a **clear, structured process** that takes them from curiosity to action. That's exactly what your included **sales funnels** are designed to do.

Instead of relying on random outreach or hoping business owners will "get it" on their own, these funnels provide a **guided experience** that educates them on AI, nurtures their interest, and



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encourages them to take the next step—whether that's booking a strategy call, requesting a demo, or signing up for an AI service.

How the AI Sales Funnels Work

Each of the **10 pre-built AI sales funnels** follows a **proven sequence** designed to move business owners smoothly from awareness to conversion. The funnel structure looks like this:

1. Landing Page – The Free AI Course Offer

The first step in your funnel is the landing page, where business owners are offered a **free 7-day AI training course**. This course isn't just a giveaway, it's a powerful way to **capture interest and build trust**.

Instead of trying to "sell" AI upfront, the landing page positions the course as a **must-have resource** for business owners who want to stay ahead. It speaks to their pain points like wasted time, missed leads, poor customer service. And presents AI as the solution.

Business owners **sign up** by entering their email, which moves them to the next step in the funnel.

2. Opt-in Page – Capturing the Lead

After clicking to sign up, they are directed to the **opt-in page**, where they **confirm their email address**. This ensures that they are **engaged and serious** about learning more. Once they opt-in, they're officially added to your lead list and enrolled in the 7-day email course.

3. Thank You Page – The Video Invitation

Immediately after opting in, they land on a **thank you page** that includes a **sales video** inviting them to take further action.

This video introduces your AI services and **explains why business owners shouldn't wait to explore AI solutions**. It also directs them to book a **free strategy call** with you or



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explore additional AI services.

4.

Why This Funnel Works

This system is effective because it **doesn't rush the sale**. Instead of immediately asking business owners to commit, it builds their interest **step by step**.

The free AI course serves as a **lead magnet** that keeps them engaged for a full week. During this time, the **automated 7-day email sequence** continues to educate them, position you as an expert, and highlight the benefits of AI. Each email subtly **guides them toward the next step**—whether it's booking a call, requesting a chatbot demo, or signing up for a paid service.

The Role of the AI Sales Video on Your Website

Your **AI agency website** includes a **full ChatGPT AI Services sales video**, which plays a crucial role in converting leads. Some business owners won't read through long explanations, but they will **watch a short video** that explains AI in a way that makes sense.

The video on your website:

- **Breaks down the benefits of AI** for local businesses.
- **Shows real-world examples** of AI chatbots and automation in action.
- **Explains how your services work** and why business owners should take action now.

By embedding this video on your website and in your sales funnels, you ensure that visitors **understand AI without needing a lengthy conversation**. Even business owners who don't schedule a call right away will remember the video and may return later once they



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recognize the need for AI in their business.

How the Follow-Up Emails Drive Conversions

After a lead enters your funnel, they **don't just get one email and disappear**. They are guided through a carefully crafted **7-day email sequence** that keeps them engaged.

Each email:

- Provides **useful AI insights** without overwhelming them with technical details.
- Shares **real-world examples** of how AI is already helping local businesses.
- Includes a **strong call to action**, encouraging them to take the next step.

The emails always lead back to **one of three actions**:

1. Booking a **free strategy call** to discuss their business needs.
2. Watching the **AI sales video** for a deeper understanding of the services.
3. Signing up for an **AI demo** to see a chatbot in action.

Customizing the Funnel to Fit Your Sales Style

Although these sales funnels are pre-built, you have complete flexibility to **customize them** based on your target audience.

For example, if you are targeting **restaurants**, you might adjust the landing page to highlight how AI can **answer customer inquiries and take reservations automatically**. If your focus is on **law firms**, the messaging might emphasize how AI can **handle client**



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intake, qualify leads, and reduce time spent on admin work.

You can also switch the **lead magnet** from the free AI course to one of the **bonus eBooks** if you find that a particular audience prefers downloadable guides over email courses.

Why a Strong Sales Funnel is Essential

Without a structured sales funnel, your lead generation efforts **won't be consistent**. Some business owners might show interest in AI but never take action because they're too busy or unsure about how it applies to them. A well-designed funnel **removes these barriers** and guides them toward a decision.

Instead of waiting for leads to reach out to you, your funnel **keeps them engaged**. Educating, demonstrating, and encouraging action every step of the way. This means that when you finally have a sales conversation, the business owner is **already informed and interested**, making the sale much easier.

What's Next? Closing the Sale

Now that you have a **lead generation system and sales funnel** in place, the next step is learning how to **close the deal**. In the next chapter, we'll dive into **how to sell AI services effectively**, including how to structure your sales conversations, overcome objections, and confidently guide business owners toward saying yes.



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Part 3: Selling AI Services Like a Pro

Chapter 7: How to Explain AI Without Confusing Clients



Selling AI services to local business owners isn't about impressing



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them with technical jargon or fancy AI terminology. It's about making AI feel **simple, practical, and necessary** for their business. Most business owners don't care about machine learning models, neural networks, or training data. They care about **saving time, increasing sales, and improving customer service**.

Your job isn't to teach them how AI works, it's to show them **why it matters and how it solves their problems**.

Breaking Down AI in Business-Friendly Terms

When talking to a potential client, focus on **real-world applications**, not technical definitions. Instead of saying, *AI chatbots use natural language processing to engage with customers in an automated yet personalized way*, say:

"Imagine if your business had an assistant that answered customer questions 24/7, handled bookings, and responded to leads instantly. Even when you're closed. That's what AI can do for you."

This instantly shifts the focus from **how AI works** to **what AI does**. Which is what business owners care about most.

Using Everyday Comparisons

One of the best ways to explain AI is to compare it to things business owners already understand. AI chatbots, for example, can be explained as **a full-time employee who never takes a break, never calls in sick, and never forgets to follow up**.

Another great analogy is to compare AI chatbots to **automated phone systems** that businesses already use. They guide customers through questions and direct them to the right place..



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Except chatbots do this through text or voice, **instantly and with more intelligence.**

When you use comparisons like these, AI no longer seems intimidating, it becomes **a logical, familiar business tool.**

Speaking the Client's Language

A law firm and a restaurant owner have very different concerns, so the way you talk about AI should match their business needs. A law firm doesn't need to know that a chatbot uses machine learning algorithms. They need to hear how it can **pre-qualify leads, save them time, and book consultations automatically.**

For a restaurant, the focus should be on how AI **reduces phone calls, speeds up customer service, and increases reservations without hiring extra staff.**

Tailor your explanation to each industry. The more relevant your examples, the easier it is for business owners to see **why AI makes sense for them.**

Turning Scepticism into Interest

Some business owners will be sceptical. They might say things like:

- *"AI sounds complicated."*
- *"I don't think my customers will like talking to a chatbot."*
- *"This is probably expensive, right?"*

These objections come from a place of **uncertainty, not rejection.** Instead of pushing back, acknowledge their concerns and redirect the conversation toward **real-world benefits.**

For example:



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- *“AI sounds complicated.” → “It used to be, but now it’s incredibly simple. Once set up, it works automatically and requires almost no maintenance.”*
- *“My customers won’t like chatbots.” → “Actually, studies show that most customers prefer fast responses, and chatbots can get them answers instantly. Plus, the chatbot will always offer a way to connect with a real person if needed.”*
- *“Isn’t this expensive?” → “Not at all. In fact, it costs less than hiring a part-time employee and works 24/7 without breaks.”*

Demonstrating AI in Action

The easiest way to make AI **real** for a business owner is to **show, not tell**. This is why the **AI demo chatbots and the full ChatGPT AI Services sales video** on your agency website are so important. Rather than explaining how an AI chatbot works, let them **interact with one**. Send them a link to a chatbot that’s set up for their industry and say:

“Try it out—ask it a few questions like a customer would. This is how AI could work for your business.”

Once they see an AI assistant **instantly answering questions and handling tasks**, the value becomes obvious. The AI isn’t just a concept any more, it’s a tool that they can **see working for their business**.

The Power of Social Proof

Business owners trust what other business owners say. That’s why **case studies, testimonials, and success stories** are essential for selling AI services.



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If you have a chatbot that helped a restaurant **reduce customer phone calls by 50%**, or an AI assistant that helped a law firm **double their consultation bookings**, make sure to **share those results**.

Even if you're just starting out, you can use the **3 bonus eBooks** as proof that AI is a growing trend. A simple phrase like:

*"AI adoption in small businesses is skyrocketing, and industry leaders are already using it. In fact, this guide on *The Future of AI in Local Business* explains why AI is becoming a must-have for companies like yours."*

This adds credibility and positions AI as a **business necessity, not just a new technology**.

Making AI an Easy Yes

To make business owners feel comfortable moving forward, you need to lower their risk. Offering a **free trial, a money-back guarantee, or a no-obligation consultation** can help ease concerns.

This is where the **7-day AI email course** and **thank-you page video** come in. By giving them **free value first**, they start to trust your expertise. When they reach the sales conversation, they already see you as the go-to AI expert.

Your goal is to make AI feel like a **smart, low-risk decision** rather than a leap into the unknown.



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What's Next? The AI Sales Script

Now that you know how to explain AI in a way that business owners understand, the next step is **learning how to structure a sales conversation that closes the deal**. In the next chapter, we'll break down a **step-by-step AI sales script** that makes selling AI services simple and effective.

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Chapter 8: The AI Sales Script – Closing the Deal with Confidence



Explaining AI is one thing, closing the sale is another. Many business owners will be interested in AI but won't take action unless you guide them through the decision-making process.



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That's where a **structured sales script** comes in. It gives you a clear roadmap to follow in conversations, whether you're speaking with a potential client over the phone, on Zoom, or in person. This script isn't about "hard selling" or pressuring anyone. It's about asking the right questions, positioning AI as the solution to their problems, and giving them the confidence to say **yes**.

The 5-Step AI Sales Conversation Framework

A great sales conversation follows a natural flow. You don't just jump in and start talking about AI, you start by understanding the business owner's challenges and guiding them toward the realization that AI is the solution they need.

Here's the framework:

1. **Break the Ice – Set a Friendly Tone**
2. **Discover the Business Owner's Pain Points**
3. **Position AI as the Solution**
4. **Handle Objections with Confidence**
5. **Guide Them to the Next Step**

Let's go through each step in detail.

Step 1: Break the Ice – Set a Friendly Tone

Most business owners aren't sitting around waiting for an AI expert to call them. They're busy, so if you get them on a call, start with a relaxed, **non-salesy tone**.

If they've signed up through your sales funnel or email course, reference that:

"Hey [Name], thanks for signing up for the free AI training series. I wanted to follow up and see if you had any questions about how AI might fit into your business."

If this is a cold outreach situation, keep it casual:

"Hi [Name], I've been helping [industry] businesses automate



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customer service and increase sales using AI, and I wanted to see if you're open to learning more about how this could work for you."

You're not selling yet, you're just **opening a conversation**.

Step 2: Discover the Business Owner's Pain Points

People buy **solutions to problems**, not technology. Before you talk about AI, you need to understand what's frustrating the business owner.

Ask open-ended questions like:

- *"What's the biggest challenge you face in handling customer inquiries?"*
- *"How do you currently manage customer bookings and questions?"*
- *"Do you ever lose customers because of slow response times?"*
- *"Would you say you spend too much time answering repetitive questions?"*

The goal is to **get them talking**. As they explain their struggles, they're also reminding themselves of the **problems AI can solve**.

Step 3: Position AI as the Solution

Once they've shared their pain points, don't overwhelm them with AI jargon. Instead, connect their specific challenges to a simple AI solution.

If they said they spend too much time answering calls, say: *"That's exactly what our AI chatbots solve. Imagine if your customers could get instant answers 24/7, without you or your staff needing to be involved. You'd free up hours every week while still providing top-tier service."*



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If they mentioned missing leads because of slow replies, say:
"AI assistants respond instantly to every inquiry, meaning you never lose potential customers just because you weren't available right away."

Keep it **simple, direct, and benefit-focused**.

Step 4: Handle Objections with Confidence

Many business owners will have concerns before making a decision. The most common objections you'll hear include:

1. "Will my customers actually use a chatbot?"

- *"Yes! Most customers prefer instant answers. AI doesn't replace human interaction—it just makes sure customers don't have to wait."*

2. "I don't think AI is a fit for my business."

- *"AI works for almost any business that deals with customers or inquiries. In fact, [industry example] is already using AI to [solve problem]. Would you like to see how it works for them?"*

3. "I don't have time to set this up."

- *"That's the beauty of this system—you don't have to do anything. We handle the setup, and once it's running, it works automatically."*

4. "This sounds expensive."

- *"Actually, it costs far less than hiring an extra employee—and it works 24/7 without breaks. Plus, we offer flexible pricing, so you can start small and scale up as needed."*

Objections are **not rejections**, they're just signals that the business owner needs more reassurance.



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Step 5: Guide Them to the Next Step

Once they understand the value of AI, **don't leave the conversation open-ended**. Tell them exactly what they should do next.

Scenario 1: Closing the Sale Immediately

If they're already convinced, move directly into setting them up:

"It sounds like this would be a great fit for your business. Let's get started—I can have a demo chatbot set up for you this week. Would you prefer to start with the [basic package] or [advanced package]?"

Scenario 2: If They Need More Time

If they're interested but hesitant, don't let them walk away without a clear follow-up plan:

"I completely understand wanting to think it over. Here's what I recommend. Try out a free AI demo for your business. I'll set it up for you, and you can see it in action. Sound good?"

Scenario 3: If They Need More Information

Some business owners just need more proof before committing. This is where your **7-day AI email course and sales video** come into play:

"I'll send over a quick AI demo and a video that explains everything in more detail. Take a look, and let's schedule a follow-up call in a couple of days to go over any questions."

The key is to **never leave the conversation without a next step**—whether that's a commitment, a free demo, or a scheduled follow-up.

Why This Sales Script Works

This approach works because it **guides business owners through a logical decision-making process**:



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1. They recognize their **pain points**.
2. They see **how AI solves those problems**.
3. They feel **reassured that AI is simple, affordable, and effective**.
4. They are **given a clear next step** to move forward.

By using this script, you'll **avoid awkward sales conversations** and instead lead business owners naturally toward the right decision.

What's Next? Demonstrating AI's Value with Case Studies

Now that you know how to sell AI services with confidence, the next step is using **case studies and success stories** to make AI feel even more **real and necessary** for business owners. In the next chapter, we'll cover how to **build simple AI case studies that prove value and boost conversions**.

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Chapter 9: Demonstrating AI's Value with Case Studies (Even Without Real Clients)



One of the most powerful ways to sell AI services is by **showing proof that it works**. Business owners trust results, and when they see that AI has helped others, they'll be much more likely to take action.



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But here's the challenge: **What if you don't have existing clients yet?**

Many people purchasing this book and AI package will be **new to selling AI services**, which means you may not have real-world case studies yet. That's completely fine. The good news is that you don't need actual client results to **demonstrate the potential of AI**.

In this chapter, we'll explore **creative ways to show the value of AI**, including:

- **Creating example scenarios that feel like real-world case studies.**
- **Building AI demos tailored to different industries.**
- **Using data and industry trends to reinforce AI's effectiveness.**
- **Positioning yourself as an expert even if you're just getting started.**

Creating Example Scenarios to Demonstrate AI's Potential

Instead of a traditional case study based on past clients, you can **craft example scenarios** that illustrate how AI could work in real-world businesses. The key is to make these examples **specific and relatable** so that business owners can see themselves in the scenario.

For example, if you're targeting **restaurants**, you could create a scenario like this:

Scenario: The Overwhelmed Restaurant Owner



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Sarah owns a popular restaurant, but she constantly gets phone calls and messages asking about opening hours, reservations, and menu items. Every week, she or her staff spend **5+ hours** answering the same repetitive questions.

After implementing an AI chatbot on her website and Facebook page, **90% of customer inquiries are now handled automatically**. She no longer needs to answer simple questions manually, and customers get instant responses 24/7. This has **freed up her time, improved customer satisfaction, and even increased reservations**.

This isn't a real case study, but it feels **real and believable**. The goal is to **paint a picture** of how AI **solves specific problems** in a way that makes sense to the business owner.

You can create similar example scenarios for other industries:

- **A law firm** using AI to automate lead qualification and book consultations.
- **A dental office** using AI to answer patient FAQs and send appointment reminders.
- **An e-commerce store** using AI to handle customer support and process orders faster.

Building AI Demos That Sell Themselves

Nothing convinces business owners faster than **seeing AI in action**. Even if you don't have real-world clients, you can set up **industry-specific chatbot demos** to showcase AI's capabilities.

For example, you could create:



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- A **restaurant chatbot** that answers common questions and books reservations.
- A **real estate chatbot** that provides property details and schedules viewings.
- A **law firm chatbot** that pre-qualifies leads and collects client information.

With the **AI tools included in this package**, you can easily create these demos and let business owners **interact with them first-hand**. Instead of explaining how AI works, you can say:

"Try it for yourself, click here and see how an AI assistant could work for your business."

This makes the conversation **interactive and engaging**, helping business owners quickly see the **practical value of AI**.

Using Data & Industry Trends to Reinforce AI's Value

Another powerful way to build credibility is by using **industry data and trends** to show how AI is already transforming businesses. Even if you don't have personal case studies, you can leverage existing research to validate AI's impact.

For example:

- **Studies show that 80% of customer interactions will be handled by AI by 2025.**
- **Chatbots can reduce customer service costs by up to 30%.**
- **AI-powered businesses are 2x more likely to outperform competitors in efficiency and revenue growth.**

These statistics help position AI **not as a "maybe in the future" tool, but as something businesses need to adopt now** to stay competitive.

You can also use the **3 bonus eBooks** included in this package to provide deeper insights into AI's future in business. When a



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business owner hesitates, you can say:

"I understand that AI might seem new, but it's already transforming small businesses. Here's a free guide on [The Future of AI in Local Business](#). It explains why companies are adopting AI now and how they're seeing real results."

This positions you as an **educator and trusted expert**, not just someone selling a service.

Positioning Yourself as an AI Expert (Even if You're New)

If you're just starting out with AI services, you might worry about your credibility. But the truth is, **you don't need to be a programmer or AI scientist to sell AI solutions**. Your expertise comes from **understanding business needs and matching them with the right AI tools**. Which is exactly what this book and package prepares you to do.

Here's how you can establish authority quickly:

1. **Leverage your website and blog** – The AI agency website provided in this package already positions you as an expert. Regularly adding blog content reinforces your credibility.
2. **Use social proof (even if indirect)** – Share **industry stats, AI trends, and chatbot demos** to showcase AI's impact.
3. **Host a free webinar or workshop** – Even if you don't have case studies, a simple online session teaching business owners about AI's benefits can build trust and attract leads.
4. **Use your own chatbot** – Set up an AI chatbot on your website to demonstrate its capabilities. If visitors see AI working for you, they'll trust that it can work for them.



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Summing It Up: You Don't Need Clients to Prove AI Works

When selling AI services, proof is important—but **it doesn't have to come from past clients**. By using:

- **Example scenarios** that illustrate AI's potential,
- **Live demos** that let business owners experience AI first-hand,
- **Industry data and trends** to reinforce AI's credibility,
- **Positioning yourself as an educator and AI expert**,

...you can **build trust and generate interest** even if you're completely new to selling AI.

What's Next? Automating Your AI Sales Process

Now that you know how to showcase AI's value, the next step is **automating your sales process** so that leads come in consistently, without you having to chase them. In the next chapter, we'll cover **how to use AI to sell AI**, setting up automated follow-ups, and scaling your AI business efficiently.

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Part 4: Scaling & Growing Your AI Business

Chapter 10: Automating Your AI Sales Process



One of the biggest advantages of selling AI services is that **AI itself**



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can help you sell. Instead of manually chasing leads and following up with potential clients one by one, you can **automate key parts of your sales process.** Making it easier to scale your business while spending less time on outreach.

At this stage, you've built a strong foundation. You have a website, pre-built sales funnels, a 7-day email course, chatbot demos, and marketing assets like blog content and case study examples. Now, it's time to connect everything and create a system that **works on autopilot** Bringing in leads, nurturing them, and closing deals without constant manual effort.

Turning Your AI Chatbot into a Sales Assistant

If you're selling AI services, your **own website should use AI.** A chatbot embedded on your agency website can act as a **24/7 virtual sales assistant**, answering inquiries, capturing leads, and even scheduling strategy calls.

Your AI chatbot can be set up to:

- **Greet visitors** and ask about their business needs.
- **Explain AI services** in simple, business-friendly terms.
- **Offer free resources** like the 7-day AI course or bonus eBooks.
- **Pre-qualify leads** by collecting key details before they book a call.
- **Schedule consultations** by integrating with your calendar.

By the time a business owner reaches out to you, they've **already been educated on AI** and **expressed serious interest**, making the sales process much easier.



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Using Automated Email Follow-Ups to Close More Deals

Many business owners won't say "yes" the first time they hear about AI. They need time to think, read more, and see how it fits into their business. That's why **automated email sequences** are so powerful.

With the **7-day AI email course** included in this package, leads are nurtured automatically. Every day, they receive valuable AI insights while subtly being encouraged to book a **strategy call or demo**.

Beyond the initial 7-day sequence, you can continue **sending follow-up emails** at spaced intervals:

- **One week later:** A reminder email sharing a case study or demo video.
- **Two weeks later:** An exclusive offer or limited-time discount for signing up.
- **One month later:** A check-in email asking if they're ready to implement AI.

Each of these touchpoints **keeps AI on their radar**, ensuring that when they are ready to move forward, they think of you first.

Automating Lead Generation with Paid Ads

If you want to scale faster, running **targeted paid ads** can bring in **consistent, high-quality leads**. The **sales funnels included in this package** are designed to work perfectly with paid traffic—driving business owners to sign up for the free AI course, which then nurtures them into paying clients.

Platforms like **Facebook, LinkedIn, and Google Ads** allow you to



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target local businesses in industries that benefit most from AI. You don't need a huge budget, just a small ad spend can bring in **steady leads on autopilot**.

Using Retargeting to Stay in Front of Interested Prospects

Many business owners will visit your website but won't take action right away. With **retargeting ads**, you can bring them back.

If someone visits your website but doesn't sign up for the AI course or book a call, you can **show them ads** reminding them about your AI services. This increases conversions by keeping your business in front of warm leads who have already shown interest.

Scaling Without Doing All the Work Yourself

As your AI business grows, you don't have to do everything alone. Many parts of your business can be **outsourced or automated**, allowing you to focus on high-value tasks like client consultations and closing deals.

You can:

- **Outsource AI chatbot setup** to freelancers if you get more clients than you can handle.
- **Create AI virtual assistants** to handle customer inquiries and basic admin tasks.
- **Use AI tools** (like chatbots and automated schedulers) to streamline your workflow.

This way, you're not just selling AI, you're **running an AI-powered business** that scales efficiently.

This not only makes your business easier but expands your AI



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knowledge and ability. This means your business can grow in scope along with your continued learning. **Very soon you will be a true AI expert.**

What's Next? Retaining Clients & Selling More Services

Automating your sales process is just the beginning. Once you start getting AI clients, the real money comes from **keeping them long-term and up-selling additional AI solutions**. In the next chapter, we'll cover **how to retain AI clients, maximize revenue, and turn one-time buyers into lifelong customers**.



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Chapter 11: Retaining Clients & Selling More Services



Winning a new AI client is exciting, but the real key to long-term success is **retaining them and expanding your services over time**. Instead of constantly chasing new customers, you can **maximize the value of each client relationship**, ensuring they



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continue to pay for AI services month after month—and even upgrade to higher-tier solutions.

This chapter will show you how to:

- **Keep clients happy** so they remain long-term customers.
- **Up-sell additional AI services** based on their evolving needs.
- **Use AI in your own business** to expand your expertise and discover new solutions.

The Secret to Keeping Clients Long-Term

Business owners won't cancel a service that's **saving them time, making them money, or improving customer satisfaction**. Your job is to **ensure that AI continues to deliver results** for them.

Here's how to keep clients engaged and happy:

1. **Regular Check-Ins:** Every few months, schedule a short call or email check-in. Ask, *“How is the AI working for you? Is there anything we can improve?”* This shows that you're invested in their success.
2. **Ongoing Optimization:** AI isn't a “set it and forget it” tool. Offer periodic updates, such as improving chatbot responses based on real customer interactions.
3. **Data & Insights:** Send occasional reports showing **how AI is benefiting their business**—for example, how many customer inquiries the chatbot has handled, how many bookings were made, or how much response time has improved.

When clients see the ongoing **ROI of AI**, they'll be far more likely to **keep paying for your services**.



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How to Up-sell Additional AI Services

Once a business owner experiences the benefits of AI, they'll often **want more automation**. The easiest way to **increase your revenue per client** is by **offering additional AI solutions** based on their needs.

Here's how to do it naturally:

- **Identify new problems AI can solve.** If a restaurant's chatbot is handling customer FAQs, the next step might be **adding an AI-driven loyalty program** or **automated SMS marketing to past customers**.
- **Introduce new AI tools.** Maybe they started with a chatbot, but now they need an **AI email assistant** to handle customer inquiries or an **AI-powered lead qualification system**.
- **Offer premium AI packages.** You could bundle **multiple AI services** together (chatbots, automation, and AI-powered content generation) into a **higher-tier plan** that increases their results while boosting your revenue.

Many businesses don't know what AI is capable of, so **you become their guide**, showing them new ways to automate and grow.

Why Using AI in Your Own Business Makes You a Better AI Seller

One of the biggest advantages of running an AI-powered business is that **you're constantly learning new ways to help other businesses**. Every time you automate a task, optimize a chatbot, or experiment with a new AI tool, you're **gaining hands-on experience** that makes you a more valuable service provider.



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For example:

- If you **use AI chatbots to generate leads for your own business**, you'll be able to **sell chatbot lead generation** with confidence.
- If you **use AI-powered email automation** to follow up with potential clients, you can show business owners how to do the same for their customers.
- If you **use AI tools to improve your website's SEO**, you can package that into a service for clients.

Your own **AI-powered agency website, sales funnels, and automated follow-ups** aren't just for growing your business. They're **teaching you exactly what works** so you can **apply those strategies to clients**.

Expanding Your AI Service Offerings Over Time

The AI industry is evolving rapidly. As you continue using AI and helping businesses implement it, you'll **discover new opportunities** to offer services.

For example, you might start with **simple chatbots**, but later expand into:

- **AI-powered reputation management** (automating review requests and responses).
- **AI-driven marketing automation** (creating personalized ad campaigns).
- **AI content creation** (helping businesses generate social media posts, email campaigns, and blog content).

The more AI solutions you offer, the **more valuable you become**, making it easier to charge **higher prices** and attract **bigger clients**.



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The Cycle of Growth: AI Learning → New Services → More Revenue

By using AI in your own business, you're **constantly learning and improving**. Each new AI tool you test, each chatbot you refine, and each automation you implement **adds to your skill set**.

This creates a **cycle of growth**:

1. You **test new AI solutions** in your own business.
2. You **see what works best** and refine your approach.
3. You **package these solutions** as services for clients.
4. Clients **get results**, stay with you longer, and buy more AI solutions.
5. Your **business grows**, and you **stay ahead of competitors**.

What's Next? Packaging AI Services for Maximum Efficiency

Now that you know how to retain clients and expand your service offerings, the next step is **structuring your AI solutions into clear, repeatable packages**. Instead of custom-building a different AI setup for every client, you'll learn how to **sell solutions, not just services**—creating predefined AI packages that address common business pain points.

In the next chapter, we'll cover **how to design AI solution packages** that fit the needs of most local businesses, making it easier to sell, price, and deliver AI services efficiently. This approach will allow you to streamline fulfillment, increase profitability, and ensure that every client gets a tailored but **scalable** AI solution.

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Chapter 12: Packaging AI Services – Selling Solutions, Not Services



Many beginners in AI services make a critical mistake: they sell **individual AI services** instead of **complete solutions**. When a business owner says, *"I need a chatbot,"* they build a chatbot. When another asks, *"Can AI help with my marketing?"* they create a



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marketing automation plan. Every sale becomes a **one-off, custom project**, which is inefficient, difficult to scale, and makes it hard to price services consistently.

This chapter is about **packaging AI solutions the right way**—so that you're not just selling AI tools, but **solving business problems** in a repeatable, streamlined way.

Why Selling Services Instead of Solutions is a Mistake

If you let every client dictate what they want, you'll quickly find yourself in a frustrating, unprofitable business model. Here's why:

- **Every project becomes unique**, requiring custom setup and troubleshooting.
- **Pricing becomes inconsistent**, making it hard to create predictable income.
- **Clients don't always know what they need**, so they may ask for the wrong solution.
- **Scaling is nearly impossible** if every client requires a different setup.

Instead, the key is to **sell fixed AI solution packages** that align with the most common pain points of local businesses. This makes selling easier, pricing clearer, and delivery more efficient.

The Key to Success: Selling Pre-Built AI Solutions

Instead of building AI solutions from scratch for every client, create a **structured menu of AI packages** that business owners can choose from. The goal is to design **three to five core AI solutions** that cover the most frequent business challenges.



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When a client expresses a problem, you don't need to invent a custom solution—you simply match them with the **best-fit package** from your menu.

Think of it like **ordering from a restaurant menu** instead of asking the chef to create a brand-new dish every time. This makes it easier for both you and the client.

How to Package AI Services into Solutions

To create strong AI solution packages, **focus on the most common pain points businesses face**. These usually fall into three categories:

1. **Customer Service Automation** for businesses that receive a high volume of customer inquiries.
2. **Lead Generation & Sales Optimization** for businesses that struggle with converting leads into customers.
3. **Operational Efficiency & Internal Automation** for businesses that spend too much time on repetitive manual tasks.
4. **Content Creation & Ad Campaigns** for Businesses that need regular marketing content but lack the time or expertise to create it consistently.

Here's how these solutions can be packaged:

AI Solution #1: AI Powered Customer Service AI Assistant

For businesses that struggle with customer inquiries, slow responses, or repetitive questions.

- AI chatbot for website & social media (Facebook, WhatsApp, etc.).
- Automated responses for FAQs and customer inquiries.



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- Booking & appointment scheduling via chatbot.
- Integration with Google Calendar or existing scheduling system.

Best for: Restaurants, law firms, dental clinics, beauty salons, service providers.

AI Solution #2: AI-Powered Lead Generation & Follow-Up

For businesses that lose leads due to slow response times or poor follow-up.

- AI chatbot that captures leads and qualifies prospects.
- Automated email & SMS follow-up sequences.
- AI-powered booking system to close leads faster.
- Lead scoring and tracking system to identify the best prospects.

Best for: Real estate agencies, financial advisors, law firms, consultants.

AI Solution #3: AI for Internal Automation & Efficiency

For businesses overwhelmed with repetitive manual tasks.

- AI-powered email assistant to sort, respond to, and manage emails.
- Automated appointment reminders and client follow-ups.
- AI-powered report generation and business insights.
- Internal chatbot to assist with administrative processes.

Best for: Medical offices, professional services, retail businesses.

AI Solution #4: AI Powered Content Creation & Ad Campaigns

For businesses that need regular marketing content but lack the time or expertise to create it consistently .



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- AI-generated blog posts, social media content, and email marketing campaigns.
- AI-powered ad copywriting for Facebook, Google, and LinkedIn ads.
- Automated content scheduling and posting for social media.
- AI-driven A/B testing to optimize ad performance.

Best for: E-commerce stores, marketing agencies, real estate agents, service-based businesses, and any company that relies on digital marketing to attract customers.

These are just examples—you can **refine your packages** based on the specific industries you want to serve. The key is **keeping them structured, repeatable, and easy to explain.**

How to Present AI Solutions to Clients

When talking to a business owner, your goal is to **diagnose their problem first**, then **recommend a solution package** that best fits their needs.

1. **Identify their pain points** – Ask questions like:

- *"Do you or your staff spend too much time answering customer questions?"*
- *"Are you losing potential customers because of slow response times?"*
- *"Would you like to automate parts of your business so you can focus on growth?"*

2. **Match their pain points to one of your solutions.** Instead of letting them choose random AI services, guide them to a **pre-built solution package** that solves their problem.

3. **Present the package as a complete solution.** Instead of saying, *"I can build a chatbot for you,"* say:

- *"Our AI Customer Service Assistant will automate your*



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customer inquiries, schedule appointments, and ensure customers always get a fast response—without extra staff."

By selling a **full package**, you create **clarity, trust, and higher perceived value**.

Why Pre-Packaged AI Solutions Make Selling Easier

1. **You can standardize pricing.** Instead of custom-quoting every job, you can set clear pricing for each solution, making it easier for clients to say yes.
2. **You reduce setup time.** Since each package follows a set structure, you can create templates and reuse key elements for every new client.
3. **You can train your AI models efficiently.** Instead of building something different for every client, you fine-tune **the same proven systems** for different businesses.
4. **Clients feel more confident buying a structured solution.** A well-defined package makes AI feel **more like an investment and less like an experiment**.

How to Up-sell Clients to Additional AI Services

Once a client is using one AI solution, it's much easier to sell them additional services. For example:

- If a business starts with **Customer Service AI**, they may later want **AI-powered sales follow-up**.
- If they start with **Lead Generation AI**, they may want **internal AI automation** to improve efficiency.
- If they begin with **AI for internal automation**, they may want **AI for marketing automation** down the road.



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By structuring your AI services into **modular packages**, clients can **start small and upgrade over time**, leading to **long-term relationships and recurring revenue**.

What's Next? Your AI Business Roadmap

Now that you know how to **package AI into solutions**, the final step is **putting everything into action**. In the final chapter, we'll walk through a **step-by-step roadmap** for launching, marketing, and growing your AI services business successfully.



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Final Thoughts & Action Plan

You now have everything you need to successfully sell AI services to local businesses. From understanding the opportunity, generating leads, and closing sales, to packaging AI solutions in a scalable way. You've built a complete system that allows you to offer high-value AI services efficiently and profitably.

AI is no longer a futuristic concept—it's a **real and necessary tool** for businesses that want to improve efficiency, enhance customer service, and increase revenue. Your role is not just to sell AI but to **position it as an essential solution** that helps businesses solve their most pressing challenges.

Recap: The Core Principles of Selling AI Services

1. **AI solves real problems for businesses**—It's not about the technology itself, but how it improves operations, saves time, and increases profits.
2. **Lead generation should be automated**—Your included agency website, sales funnels, and email follow-ups ensure that potential clients are consistently nurtured and engaged.
3. **Sales conversations should focus on pain points**—By identifying what's frustrating business owners, you can present AI as the **solution** rather than a confusing tech product.
4. **Pre-packaged AI solutions make fulfilment easier**—Rather than custom-building AI tools for each client, you match them to structured, repeatable AI service packages.
5. **Retention and up-selling drive long-term success**—Once a client experiences the benefits of AI, offering additional automation solutions helps them scale while increasing your recurring revenue.



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The 30-Day Action Plan to Start Selling AI Services

To ensure that you take action, here's a **step-by-step plan** to start landing AI clients quickly and efficiently.

Week 1: Set Up Your AI Sales System

- Customize your AI agency website with your branding and contact details.
- Set up your **sales funnels** to capture leads and enrol them in the 7-day AI email course.
- Ensure your **thank-you page video** is in place to encourage immediate action.
- Set up AI chatbot demos for industries you want to target.

Week 2: Attract & Engage Business Owners

- Start driving traffic to your website using social media, LinkedIn outreach, and local business groups.
- Post AI-related blog content and share insights to position yourself as an expert.
- Offer a **free AI strategy call** to local business owners and share your lead magnet (bonus eBooks or the AI training course).
- Attend networking events or reach out to **marketing agencies and web designers** who can refer AI clients to you.

Week 3: Start Selling AI Solutions

- Have structured conversations with potential clients using the AI sales script.
- Focus on diagnosing their **biggest pain points** and matching them with the right AI package.
- Offer live chatbot demos and interactive AI experiences to build excitement.
- Handle objections confidently by showing how AI reduces



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costs and increases efficiency.

Week 4: Optimize & Scale Your AI Business

- Start running small paid ads to drive traffic to your **free AI training course or lead magnet**.
- Follow up with leads who haven't booked a call using your email automation system.
- Begin up-selling **existing clients** by introducing additional AI services.
- Refine your AI solution packages based on client feedback and market demand.

Final Words: AI is the Future, And You're Leading the Way

You are not just selling AI services, you are helping businesses **future-proof their operations**. Many local businesses don't yet realize how powerful AI can be, but by positioning yourself as an **AI expert and trusted advisor**, you can educate, inspire, and sell AI solutions with confidence.

By following this roadmap, you'll be well on your way to building a profitable AI services business that generates revenue, provides real value, and keeps you ahead of the competition. Now it's time to take action, start conversations, and turn AI into **a business opportunity that works for you**.