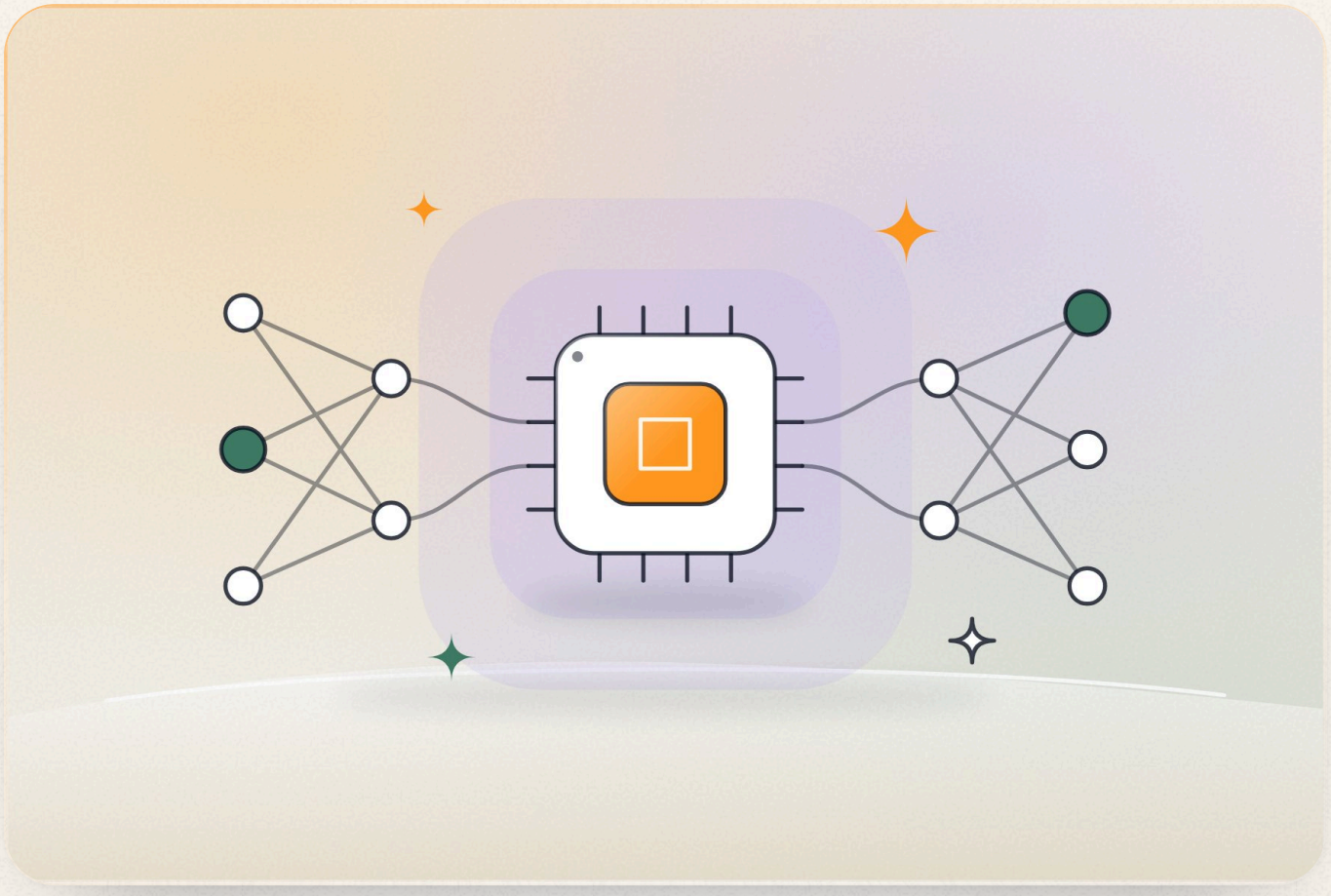
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DOCUMENT

GROWTH TEAM · SECTOR FILE

# AI products & automation

Sector file · Executive conversations about AI adoption with the department that owns the use case.



| DATE | VERSION | LANGUAGE | PAGES |
| --- | --- | --- | --- |
| 3 November 2026 | v3.0 | English | 6 |

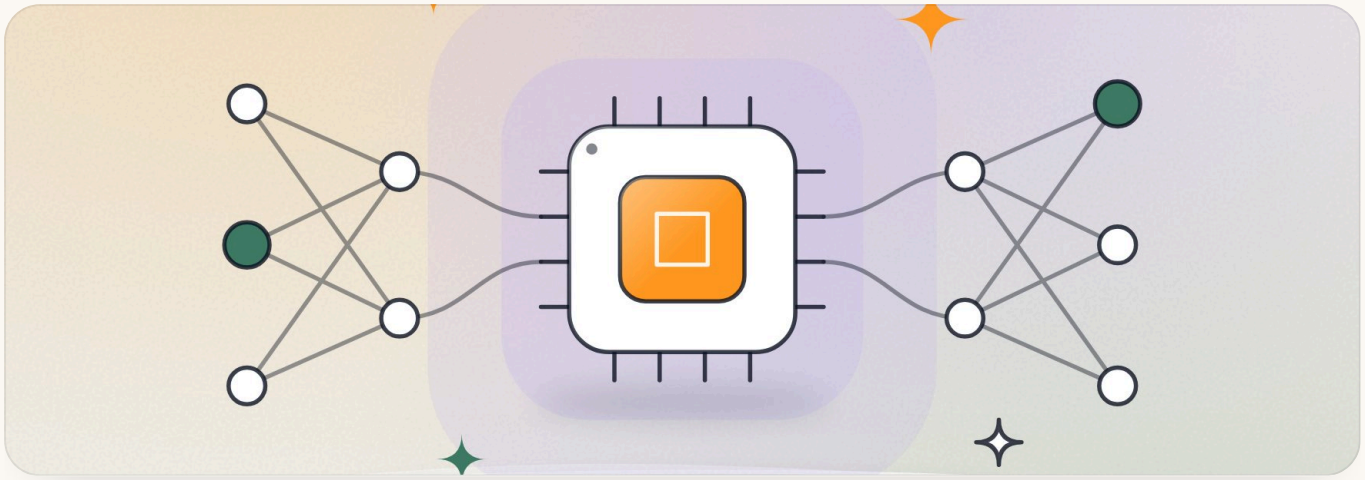
Remote Pro Ai · Mohammed Ali Al Khuraim Information Systems Technology Co. · Al-Khobar, Kingdom of Saudi Arabia · CR 2051247519 · Unified National No. 7034596812 · TIN 3116280154

01 SECTOR OVERVIEW

# Outbound sales development for AI product and automation vendors

Executive conversations about AI adoption, opened with the department that owns the use case, by a team that has sold AI assistants and automation to HR, finance and senior decision-makers.

SUPPORTED SECTOR FROM OUR SECTOR STUDY · OCTOBER 2026



Executive conversations about AI adoption with the department that owns the use case.

## The market at a glance

**USD 16.9bn**
Saudi AI market projected by 2032

**USD 5bn**
NEOM AI hub

**69%**
of B2B buyers prefer human verification of AI-generated insights

**Sources:** MarketsandMarkets (undated page) · Arab News, 13 Sep 2025 · Gartner 2026, as cited in our sector study.

## What makes this sector hard

**Curiosity without trust**
Every executive is curious about AI and few know which vendor to trust.

**Proof over demos**
Buyers want proof and human judgement, not another demo link.

**Founder-led selling**
Founders selling the vision while the pipeline waits.

**Cross-department use cases**
The first meeting must land with the right owner.

02 WHO WE REACH

# Ideal customer profile and decision-makers

## Ideal customer profile

| Attribute | Requirement |
|---|---|
| **Who** | Vendors of AI assistants, document and workflow automation, analytics and decision tools. |
| **Proof** | A live product and reference customers; no uncapped free pilots. |
| **Deal value** | A minimum deal value, set with you at onboarding, at which a signed contract or a first invoice paid counts as a closed deal; set it where two deals matter to you. |
| **Markets** | Saudi Arabia and the Gulf first; the UK, Europe and the US selectively. |
| **Scope rule** | Supported sector: the guarantee applies when the ICP names the owning department and a paid first scope. |

## Decision-makers we reach

| # | Title | Counts toward the guarantee as |
|---|---|---|
| 01 | **Chief Digital / Transformation Officer** | Budget decision-maker (criterion 1) |
| 02 | **CIO** | Budget decision-maker (criterion 1) |
| 03 | **COO** | Budget decision-maker (criterion 1) |
| 04 | **Head of Customer Experience** | Budget decision-maker (criterion 1) |
| 05 | **CFO** · finance automation | Budget decision-maker (criterion 1) |
| 06 | **CEO / Founder** · in mid-sized companies | Budget decision-maker (criterion 1) |

### Before you pay: the free 5-day market check

One questionnaire call, then your ideal customer profile and 50 named target companies with the decision-maker role at each, and a go or no-go review. If the market cannot carry 20 a month, we say so and stop. No cost either way.



A contracted delivery network: a named team of 5 plus a team lead, dedicated to you and led by your dedicated account manager, with Gulf-dialect callers for Gulf prospects.

03 SIGNALS & METHOD

# Buying signals and how we work there

## Buying signals we track

- AI, data or digital-transformation roles being hired
- Published AI strategies or pilots
- New funding
- Customer-service or operations expansion
- Event participation (LEAP and regional trade shows)
- Partnerships with cloud or platform providers

> Signals indicate probable demand, not a guaranteed intention to buy. Figures and client names appear only once a client in this sector approves publication in writing.

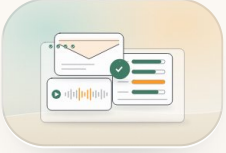
## How the Growth Engine applies here

1. **Credibility first**
   Every call is made by a person and every message is approved by a person: the right posture with buyers who want human verification.
2. **The owning department**
   The ICP names the department that owns the use case; the research card shows the SDR the buyer's current tooling before the call.
3. **Use case, not technology**
   The opener leads with the use case and the buyer's own signal, never with the technology.
4. **Counted when it lands**
   A meeting counts only when the owning department's decision-maker attends and states the use-case need.

Setup takes 14 days, free and outside your month. Every meeting reaches you with its brief, the prospect's e-mail, the recording reference and the scorecard; you accept or object within 2 business days.

## Sample opener angle ILLUSTRATIVE, NOT A SCRIPT.

> “Your team published [AI initiative or role]. Leaders at that stage usually want a working example of [use case] in their own context rather than another pitch. We can show one in 20 minutes with your data in mind, or point you elsewhere if it isn't a fit.”



The evidence folder per meeting: brief, the prospect's e-mail, recording reference, scorecard.



The 30-day clock for two closed deals starts at the first delivered meeting.

04 CRITERIA & NEXT STEP

# How a meeting qualifies, what you can measure

## The four written criteria

| # | Criterion | In this sector |
|---|---|---|
| 1 | **Budget decision-maker.** The person who can approve the spend attends, or a delegate named in writing; mandate confirmed on the call. | Same in every sector. |
| 2 | **Need and timing, recorded.** In the prospect's own words, on a recorded call; the recording reference is attached. | The buyer states the need for the use case, not interest in AI in general. |
| 3 | **Offer summary received.** Your one-page offer summary, with the agreed price or range, sent and acknowledged before the meeting. | Same in every sector. |
| 4 | **Requested in writing.** A formal e-mail from the prospect's company address requesting the meeting to discuss contracting: the evidence. | Same in every sector. |

## What you can measure

| Measure | Value | Basis |
|---|---|---|
| Closing-ready meetings per delivery month | **20** | Contract |
| Qualification floor | **≥ 18 of 20, against the four criteria** | Contract |
| Closed deals | **2 within 30 days of the first delivered meeting, or we keep working free** | Contract |
| Your window to accept or object | **2 business days; silence is acceptance** | Contract |
| Replace before refund | **Replacement within 10 days, else USD 275 (SAR 1,031) in cash within 5 business days** | Contract |

> Same offer in every sector: **20 closing-ready meetings in every delivery month** at USD 275 (SAR 1,031) per accepted meeting, and 2 closed deals within 30 days of the first delivered meeting, or we keep working free. Customise from 20 to 60 meetings in steps of 5, same rate. Optional, your choice: we close the deal for you at USD 1,500 (SAR 5,625) per deal closed by us.

**Next step: a free 5-day market check for AI products & automation**

One call, then your ideal customer profile and 50 named target companies, and a go or no-go review. No cost. **«Check my market, free»** · «Read the guarantee on one page»

Remote Pro Ai

FREE · 5 DAYS · NOTHING UPFRONT

# A free 5-day market check before you pay anything

You see your ideal customer profile and the 50 named companies we will call before you sign anything.


E-MAIL
info@remote-pro.ai

CHAIRMAN'S OFFICE
ceo@remote-pro.ai

GROWTH TEAM SITE
growth.remote-pro.ai

COMPANY SITE
remote-pro.ai



Remote Pro Ai contracts with its clients in Saudi Arabia and the United Arab Emirates through its Saudi company, Mohammed Ali Al Khuraim Information Systems Technology Co., Al-Khobar, CR 2051247519, Unified National No. 7034596812, TIN 3116280154, and every contract is governed by Saudi law.