



Intelligence, Delight and Pipeline - How our AI SDR is Redefining GTM

By Shari Johnston, COO of Winning by Design



At the start of 2025, we made what felt like a bold move at Winning by Design: we hired our first AI-Agent, a Sales Development Representative, named Jack.

It was bold because the SDR is the first line of engagement with prospects—responsible for empathy, curiosity, and building trust in those first critical moments. Replacing that with an AI agent wasn't an obvious choice. Would prospects engage with him?



Chat with Jack at
winningbydesign.com/ai

Would he sound robotic? Could he capture the nuance of SPICED qualification, or would we risk damaging our brand by cutting corners on the buying experience?

On top of that, AI in GTM is still uncharted territory. While tools abound, few had proven they could own a frontline role with the same rigor as a trained human. The risk was real: if Jack failed, we'd not only lose pipeline, but we'd undermine confidence in AI-led GTM strategies across our organization.

We chose to take the leap because the upside was too great to ignore. With partners at 1mind powering Jack's AI Agent and Clay automating data enrichment, we believed we could create an AI SDR that wasn't just a responder but a reflection of Winning by Design's methodology and values.

Jack is no longer a pilot experiment. He's a teammate. And his journey has given us lessons that every revenue leader should consider as they explore whether 2025 is the year to hire their own AI SDR.

"Our goal is to help you cut costs because humans are expensive. And humans have limitations... How can we meet your buyers at the end of the day with an experience that delights them so [Jack] really talks to them in an empathetic way."

- Amanda Kahlow, CEO and founder of 1mind

Why We Hired Jack

I've seen first-hand the challenges of managing and onboarding SDR's, in terms of onboarding, consistency, responsiveness, and CRM hygiene are key issues. Even the best reps struggle to log every detail, follow every process, and respond at the speed buyers expect.

"A big challenge for brand new SDRs is CRM hygiene. Even with the best of intentions, humans are inconsistent. Jack gave us a way to ensure key prospect details are captured and not lost from human error."

- Ian Buchanan, Marketing Manager at Winning by Design

When the opportunity came to partner with 1mind and Clay, I saw the chance to solve those issues head-on. Jack would:

- Respond instantly to inbound interest.
- Capture SPICED qualification fields consistently.
- Keep our CRM clean with enriched information, and up to date.
- Scale conversations far beyond what a human team could handle.

But there was another dimension that made Jack so compelling. He didn't just bring efficiency—he brought **intelligence and delight**. With his training grounded in Winning by Design's GTM expertise, Jack could guide conversations with a level of strategic depth uncommon in traditional SDR teams. And thanks to 1mind's conversational design, he engages prospects in a way that feels empathetic, thoughtful, and even emotionally uplifting.

That balance of **practical rigor and human-like connection** was exactly what we needed to create a front-line experience that reflects our brand.

Training Jack with SPICED

One of the most exciting parts of working with Jack is how easy he is to train. No weeks of onboarding or ramp. Instead, we fed him our FAQs, layered in the **SPICED framework**—Situation, Pain, Impact, Critical Event, and Decision—and watched him run.

But we wanted Jack to be more than a functional SDR. We chose to design his experience as a **reflection of our founder, Jacco van der Kooij**. Jack is not just an AI agent; he is a **lifelike embodiment of our methodology, voice, and style**. When prospects interact with him, they aren't just talking to a bot—they're experiencing the empathy, curiosity, and structured thinking that Jacco himself would bring into a conversation.

From day one, Jack qualified with diagnostic rigor. Every conversation included SPICED notes. Every detail made it into our CRM. And unlike human SDRs, Jack never skipped a field or forgot to log a call.

“One of the standouts to me as someone who is in charge of enablement is the ease of adding new products and services to Jack. I thought it was amazing to just feed him FAQs... and automatically be able to onboard him.”

- Shari Johnston, COO at Winning by Design

In his first 30 days, Jack held **831 conversations**, uncovered over **1,200 pain points**, and created **70 qualified leads**. He worked seven days a week, without breaks, and delivered a **100% CRM capture rate**.

But a weakness quickly surfaced: **low email capture rates**. Without email addresses, we couldn't reliably convert conversations into appointments. While Jack was engaging, too many buyers walked away without leaving a way for us to follow up.

Improving Through Iteration

This is where partnership mattered. Working with the teams at 1mind and Clay, we designed a workflow experiment to flip the script.

Instead of simply asking for contact info, Jack began offering **something of value in return: a personalized SPICED summary** of the conversation, delivered by email.

This was a game changer. Buyers now saw the exchange as valuable—something they could take back to their team. And the numbers proved it:

- **Email capture rates jumped from 8% to nearly 20%.**
- **MQL conversion improved by 36%.**
- Human reps received warmer, better-qualified leads with rich context built in.

This improvement turned Jack from a fast responder into a true **pipeline generator**.

Year-to-Date Performance

From January to July 2025, Jack's results speak for themselves:

- ✓ **2,030 conversations held**, totaling 193 hours of live engagement.
- ✓ **336 contacts captured**, with 40 MQLs (12%).
- ✓ **\$508,000 in pipeline influenced**, across 8 qualified opportunities— including one \$200K deal.
- ✓ **8,988 SPICED answers captured**, with 60% of conversations reaching qualification depth.
- ✓ **85 handoffs to human reps**, proving Jack knows when to bring people in.

Strategic Takeaways

Here's what I've learned in Jack's first six months:

01

Speed matters.

Jack responds faster than any human, and that responsiveness translates into pipeline.

02

Consistency is everything.

Every conversation is logged, every SPICED field filled—no shortcuts.

03

AI is easier to train than humans.

Adding a new product or talk track is as simple as feeding Jack updated FAQs.

04

Iteration drives improvement.

The SPICED summary-for-email exchange turned a weakness into a strength almost overnight.

05

AI-human collaboration is the future.

Jack doesn't replace our reps—he makes them more effective by handling the front end.

Looking Ahead

We're already shaping Jack's next stage of growth. The first six months proved he can respond instantly, qualify with rigor, and keep CRM hygiene spotless. Now we're focused on expanding his intelligence and making him even more impactful.

Some of the improvements we're exploring include:

- **Real-time personalization** – Imagine Jack asking for a LinkedIn profile mid-conversation, enriching it instantly through Clay, and tailoring his dialogue to a prospect's company size, industry, or role. This would make every interaction hyper-relevant.
- **Dynamic outbound capabilities** – So far, Jack has focused on inbound conversations. The next frontier is blending inbound responsiveness with outbound prospecting, enabling Jack to warm up accounts with SPICED-driven outreach before a human rep even steps in.
- **Revenue signal detection** – Jack already surfaces pain points and competitor mentions. We see opportunities for him to recognize patterns across conversations, identify emerging trends, and proactively alert our GTM teams about shifts in the market.
- **Deeper integration with humans** – Jack knows when to hand off, but in the future, he could provide a running "conversation coach" view for reps, suggesting next best questions or sharing competitor intelligence in real time during live sales calls.
- **Continuous learning loops** – Instead of static updates via FAQs, Jack could integrate with our enablement processes, pulling in new playbooks, customer stories, and market insights automatically—ensuring his talk tracks evolve as fast as our GTM strategy.

For now, Jack has already proven the case: AI SDRs aren't just possible, they're practical, impactful, and ready today. But the most exciting part is that we're still only scratching the surface of what's possible.

Conclusion

I've seen a lot of tools come and go. But Jack is different. He's not just software, he's a teammate. He's faster, more consistent, and easier to train than any SDR I've hired. And most importantly, he's producing results that matter: qualified pipeline.

The future of GTM belongs to teams that embrace hybrid models where AI and humans work together. Jack's journey shows us what that future can look like.

And in 2025, it's not just possible. **It's already here.**

Want to See Jack in Action?

[Visit Winning by Design's AI page](#)

to try Jack for yourself.

