



EMERGENTIS.AI

Revenue Teams, Amplified

Revenue IC & Leadership Training

Built in AI, for AI. Proven in live AI hypergrowth.

BDR/SDR · Sales · Solutions & Pre-Sales · Customer Success · Enablement

THE PROBLEM

Sound familiar?

AI companies selling complex products into enterprise, government and regulated industries are not short of effort. They are short of signal. Across selling and leadership, the same patterns appear.

In selling

- Buyers are led, rather than allowed to reveal what truly matters.
- Conversations stay at surface level; when depth is reached it is in the wrong place, driven by the seller.
- Solutions are introduced before problems are fully understood.
- Deals progress without validated intent, and the forecast carries the consequences.

In leadership

- Development is applied uniformly, rather than matched to stage of learning.
- Time is invested on assumption, not where it compounds.
- Leadership styles are fixed, rather than adaptive.
- Motivation is driven externally, rather than aligned to what drives each person.
- Enablement lands, then fades.

PROVEN IN LIVE AI HYPERGROWTH

Multiple \$1m+

deals closed with OP

0/6 to 5/6

AEs on target, in under 12 months

33% to 80%

of global new sales, year one to year two

If the signal is wrong, everything downstream is wrong: the pipeline, the forecast, the development plan.

WHAT MAKES IT DIFFERENT

One methodology, for the IC and their leader

Most training develops the individual contributor or the leader. OP develops both, with one methodology, because one relies on the other. The IC runs buyer-led conversations that surface what really matters. The leader develops the IC through the same system, matched to their stage of learning and aligned to what genuinely drives them.

And it is easy to learn, with value from the first conversation. These are not “sales tricks” to win engagement from prospects. It is an operating discipline your teams can use instantly and keep for good.

The Laws of OP

- 01 Priority is revealed, not extracted
- 02 Depth creates value, relevance follows
- 03 Understanding is proven, not stated
- 04 Relevance is earned, not assumed
- 05 Winning starts with disqualification, not pursuit
- 06 The most persuasive solutions are created with the buyer, not presented to them
- 07 Leadership matches the stage of learning, not a fixed style

Taught in full in the workshop: what each law means, why it works, and how to use it instantly; alongside the tools that power them, including Ideal State Extraction.

OP is a buyer-led, behaviour-driven, development-centric methodology and operating system: the reality layer for revenue teams in The Early-Age of AI. It is proven to create clarity in ambiguity, to make sure the limited information driving decisions is the right information, and to make teams efficient with time, because nobody is chasing deals with no real value.

THE FORMAT

The 2 day workshop

Delivered on site by the creator of OP and the Emergentis.ai team, to your ICs (BDR/SDR, sales, solutions and pre-sales, growth-focused customer success and enablement) and the leaders who run them.

D1 Morning · Everyone together

THE 101

ICs and leaders learn together. The fundamentals, the laws, what OP is, why it works, and how to use it instantly.

D1 Afternoon · Everyone together

THE METHOD IN DEPTH

The laws applied: deep discovery, Ideal State Extraction and the Opportunity Planner, taught to ICs and leaders as one system, with live examples throughout.

D2 Morning · Two rooms

IC ROOM & LEADERSHIP ROOM

In the IC room, the Opportunity Planner applied to live deals, with role plays and group practice. In the leadership room, the development framework, adaptive leadership styles, the Leadership Development Matrix and The Intrinsic Drive Framework, applied to each leader's real team.

D2 Afternoon · Back together

ONE METHOD

Live deals and real scenarios, ICs and leaders side by side, executing the method in context and cementing the point: it is one methodology for both.

By the end of day two, your team will have run the Opportunity Planner on live deals, identified where intent and value are not yet validated, and mapped development to each person's intrinsic motivators; applying an adaptive leadership approach based on what is needed for that task, in that moment.

WHAT YOU LEAVE WITH

The method stays. So do the tools.

The workshop ends; the operating system remains. Every attendee leaves with the materials to run the approach themselves, owned by the people who use them.

The Opportunity Planner

OWNED BY THE IC

The deal's single source of truth. Priorities revealed by the buyer, value validated, and qualification that never stops. The IC's working document for every live opportunity.

The Leadership Development Matrix

OWNED BY THE LEADER

Every team member's skills mapped against stage of learning, so development time goes exactly where it compounds.

The Intrinsic Drive Framework

OWNED BY THE LEADER

Adaptive leadership aligned to what drives each person, so every task moves them toward their own goals as well as the team's. This is how genuine followership is built: everything centres on the one being led, whether that is the prospect to the IC, or the IC to their leader.

All of it proven in live AI hypergrowth. OP has been deployed in solutions and pre-sales teams with resounding impact, and in multiple sales teams focused on enterprise and strategic deals. BDR and SDR teams have been trained with near-instant impact, and the approach has heavily influenced enablement thinking and materials along the way.

THE OUTCOME

What this means, for your business

The workshop is the start. This is what OP is built to change, commercially and culturally.

Commercially

- Higher win rates, through alignment to real problems.
- Stronger pipeline, through early disqualification.
- Forecast accuracy built on real signals, not noise.
- Faster ramp, through stage-based development.
- Time invested with precision, across selling and development.

Culturally

- Buyers become co-designers of the solution.
- Team members become facilitators of their own vision.
- Disqualification is celebrated, not hidden.
- One shared language between IC, leader and forecast.
- Top performers stay, because progress is visible and personal.

Performance is no longer forced. It emerges naturally, at scale.

THE STORY BEHIND OP

Forged in two frontlines



OP was designed, tested and proven in two very different frontlines.

One was AI hypergrowth. The other was grassroots frontline humanitarian work. The common factor is the environment. Highly ambiguous situations, where important decisions had to be made with limited information, where the consequences of mistakes were severe, and where being efficient with time was paramount. And in both, building genuine followership was the motivation that made it all possible.

Leading over 1,000 volunteers with no contract and no salary is the purest test of followership there is. Nobody has to follow. That is precisely the discipline a revenue leader needs, because your best people always have options.

That is exactly the environment your revenue teams operate in every day. Every prospect-facing conversation is a decision made on limited information, under time pressure, with real consequences. OP is the methodology built for precisely that moment.

In AI hypergrowth

- First OP sales team, 1 of 29 globally. From 0 of 6 AEs on target to 5 of 6 in year one, delivering 33% of global new revenue.
- Year two, with strategic and enterprise teams. 80%+ of global new revenue.
- Near-perfect performance reviews from IC to leadership, with the highest team NPS globally.
- 4 of 5 IC President's Club winners, and the winning manager, came from OP teams.
- Solutions and pre-sales, EMEA. Redefined from technical experts to industry experts, bringing commercial clarity and consistency across sales teams.

In humanitarian relief

- Drove a global movement that, at its height, had over 1,000 active volunteers spanning every inhabited continent, delivering circa \$1m of aid.
- Sunday Times Alternative Honours.
- Co-author of the bestselling *The Vine*, Messages of Hope.
- White House and Secretary of State recognition in a global live press conference.
- Advisory Board for global NGO.
- And a side note. Khaled and Anca met whilst planning humanitarian AI that could save millions of lives. Still in the works.

MEET THE FOUNDING BOARD

Breadth of discipline. Depth of experience. Real impact.

Emergentis.ai was founded by researchers, operators and practitioners who have built, marketed and sold AI; from early-stage hypergrowth to enterprise environments. People who adapt and pioneer ways to turn the ambiguity of The Early-Age of AI into commercial opportunity, whilst driving positive social impact.

**Khaled El Mayet | Co-Founder & Chief Executive Officer**

AI Hypergrowth · Revenue Leadership · Sales & Leadership Coach · GTM Consultant · Creator of OP, a GTM IC & Leadership Methodology · Humanitarian · Bestselling Co-Author · Sunday Times Alternative Honours · White House & Secretary of State Recognition

**Dr. Anca D. Goron | Co-Founder & Chief AI Officer**

Forbes Top 100 Female Founders · PhD in Ethics in AI · Stanford Top 40 Women Data Scientists · Creator of DAVA · Regular Keynote Speaker · Technology Innovator Award 2025 · Most Inspirational Women of Web3 & AI 2025 · Best AI-Powered R&D & Brain-Tech Lab 2025 · Dubai Futurism Tourism Competition Winner (GITEX, UAE) · Best Smart Tourism Solution Winner · Member, Romanian Scientific Council for AI Ethics

**Jasmine Walker | Co-Founder & Chief Marketing Officer**

AI-Native Growth Marketing · Serial Head of Digital Marketing · Multi-Time First Marketing Hire · Digital Marketing Consultant · Demand Generation · Thought Leadership · Community-Led Growth · Ultramarathon Runner

HOW TO ENGAGE

Start with your revenue reality

Created and delivered by the creator of OP and the Emergentis.ai team, for AI companies selling complex products into enterprise, government and regulated industries. OP was designed, tested and proven in live AI hypergrowth within the last four years; built for the world your teams sell in now. Every engagement is tailored to your teams, your deals and your stage of growth.

A typical engagement includes

- The 2 day IC & Leadership workshop
- The Opportunity Planner, owned by your ICs
- The Leadership Development Matrix, owned by your leaders
- The Intrinsic Drive Framework, owned by your leaders
- Materials to run the approach yourselves
- Optional next steps into OP Deploy & Enable

Want to learn more about what we can do for you?

Bring us the deals, forecast and development questions your team is working through. We'll explore where the signal is being lost, whether OP is a fit, and what the right engagement would look like.

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