

AI-Ready Sales Team

at Zee Media Closing
Sales Pitches in Hours.



Overview

Zee Media Corporation Limited, one of India's leading news media networks, partnered with Humaine Labs to sharpen the AI capability of its sales function.

In media, speed is everything. The team that finds the right information first, builds the right pitch, and walks into the meeting prepared, wins. Yet Zee Media's sales team was spending weeks on pitch preparation that could be done in hours.

Humaine Labs was engaged to run Leapfrog with AI, a hands-on AI adoption bootcamp designed to embed AI directly into how the sales team sells, not how they think about AI.

Zee Media's sales team was **spending up to 2 weeks on pitch preparation** that could be done in hours.

AI awareness existed **but was never connected to the actual steps of how a pitch gets built and sold.**

Zee Media partnered with Humaine Labs for a Leapfrog with AI session to turn **AI into a real competitive advantage for their sales team.**

Challenges



Slow pitch preparation: Building client research, strategy, and decks for advertisers like Hyundai, Samsung, and HDFC Bank was taking up to two weeks per pitch.



Rate card thinking: Teams were leading with rate cards instead of brainstorming integrated, insight-led solutions tailored to each advertiser.



No rehearsal process: Salespeople had no structured way to prepare for client objections or pressure-test their pitch before the room.



AI felt theoretical: Awareness of AI tools existed but no one had connected them to the actual steps of how a pitch gets built and sold.

Solution

The Leapfrog with AI session was built around one thing: the full journey of a salesperson preparing and delivering a pitch. Not a lecture, not a demo — an interactive bootcamp where participants built real advertiser pitches using AI, live.

Every step mapped directly to how the team actually sells. Researching a client in 10 minutes, brainstorming integrated campaign solutions, generating visuals, building the deck, then rehearsing the pitch with AI playing the client.

What stood out was how quickly participants connected the tools to their real work. They walked out using AI from day one, not sitting through theory and returning to the same old way of doing things.



What Makes This Different

1

Built around actual work: Real advertisers, real pitches, real sales scenarios. No hypothetical use cases.

2

Hands-on live labs: Teams used AI to get real work done, not just watch demos.

3

Taught by practitioners: Led by people who have built and scaled AI solutions in the real world.

Results



Full pitch prep cut from **2 weeks to under 2 hours**



Client research completed in **10 minutes**



Campaign Visuals built in **30 minutes**, not days



Sales team rehearsing pitches with **AI as the client**

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This wasn't theoretical. Every step mapped directly to how we sell. We walked out actually using AI in our real work from day one.

– Sales Professional

About Humaine

Humaine Labs is a **practitioner-led AI learning and execution partner** built with a simple belief, teams don't need more theory, they need hands-on mastery. We have trained over 3000 professionals from 50+ top organizations such as Marico, Aether, L&T, Capgemini among others.

If this could be relevant to your business, do reach out us at learn@humainelabs.com