

	AI-CURIOUS (BASELINE)	AI-ACTIVE (ADOPTIVE)	AI-NATIVE (TRANSFORMATIVE)
SALES	<p><b>What it looks like:</b> Uses ChatGPT to polish emails; relies on CRM defaults; runs legacy playbooks with light AI add-ons.</p> <p><b>Interview signals:</b> Talks about trying tools but can't explain measurable outcomes; vague on workflows.</p>	<p><b>What it looks like:</b> Automates prospect research; personalizes outreach at scale; uses call recordings to identify win/loss patterns.</p> <p><b>Interview signals:</b> Walks through a real AI-powered campaign, shares before/after metrics, explains iteration process.</p>	<p><b>What it looks like:</b> Builds AI-first outbound engines; applies predictive lead scoring; drives adoption with scalable playbooks.</p> <p><b>Interview signals:</b> Describes building systems vs. hacks; frames impact as leverage and compounding value; cites metrics (win rates, time to value, sales cycles); shares learnings proactively.</p>
MARKETING	<p><b>What it looks like:</b> Experiments with AI copy tools; runs campaigns manually; doesn't measure impact.</p> <p><b>Interview signals:</b> Mentions tools without outcomes; focuses on speed/volume ("it helps me write faster"); uses basic automations but shows no team-level adoption.</p>	<p><b>What it looks like:</b> Uses AI for content ops; runs AI-powered A/B tests; integrates AI into campaign analytics.</p> <p><b>Interview signals:</b> Explains a workflow automated or campaign optimized with AI; shares performance data; frames AI as a productivity multiplier tied to outcomes.</p>	<p><b>What it looks like:</b> Designs AI-first campaigns like dynamic personalization; builds playbooks; embeds AI agents for cross-functional impact.</p> <p><b>Interview signals:</b> Highlights cycle-time reduction, scaled reach, or higher conversion; translates workflows into business results; cites ROI with before/after examples.</p>
REV OPS	<p><b>What it looks like:</b> Keeps static dashboards; low automation; AI is optional, not core.</p> <p><b>Interview signals:</b> Can't articulate how AI improves forecasting or routing; offers buzzwords without specifics.</p>	<p><b>What it looks like:</b> Uses AI for forecasting; builds lightweight automations (lead routing, deal alerts); introduces consistency across team adoption.</p> <p><b>Interview signals:</b> Walks through how they standardized or automated a workflow; shares efficiency or accuracy improvements.</p>	<p><b>What it looks like:</b> Builds RevOps into "AI Ops" — predictive pipeline models, enrichment, triggered workflows; integrates AI into core GTM infrastructure.</p> <p><b>Interview signals:</b> Positions themselves as a system builder; explains how AI + data underpin GTM; shares examples of predictive models and tangible gains.</p>
CUSTOMER SUCCESS	<p><b>What it looks like:</b> Uses ChatGPT for call summaries; tracks churn reactively; health scoring is manual.</p> <p><b>Interview signals:</b> AI use is tactical; struggles to connect to retention or expansion outcomes.</p>	<p><b>What it looks like:</b> Automates onboarding playbooks; uses churn alerts and health scoring; leverages AI insights to drive upsell opportunities.</p> <p><b>Interview signals:</b> Provides metrics (reduced churn, faster onboarding); shows comfort experimenting and iterating.</p>	<p><b>What it looks like:</b> Builds predictive retention and expansion models; embeds AI in success playbooks; consults customers on AI adoption.</p> <p><b>Interview signals:</b> Speaks like a strategic advisor; shares examples of educating customers with AI; demonstrates revenue impact (NRR, GDR) from workflows.</p>



# WHO WE ARE

Captivate Talent specializes in GTM recruiting for early-to-growth stage startups. We help founders hire their first AE, Head of Marketing, VP of Sales, or RevOps leader and then scale the teams underneath them.

**Your founders are busy building. We take hiring off their plate.**

## WHY PARTNER WITH US

- Strengthen your portfolio's outcomes with a proven recruiting partner
- Give founders access to comp data, market insights, and a community-first network
- Earn recognition, and revenue share on successful referrals

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