



## Call for Articles

### Special AI Practitioner issue: to be launched at 2012 World AI Conference

### Working Title: Sales/Finance and Appreciative Inquiry: Positive Images, Positive Action, Positive Results

#### Guest editor: **Ralph Weickel**

Ralph Weickel is the Principal of Performance Management, a consultancy that guides businesses and individuals to identify core strengths and build on those strengths to permanently improve performance. Ralph guides organizations to be their best in the endeavors they engage in. A native of Germany, he is fluent in German.

#### A Special AIP Issue on Sales and Finance

This will be the first ever issue of the AIP devoted to the themes of Appreciative Inquiry in Sales and Finance. We are looking for **six to eight** very special articles in this area that will have a special resonance with people coming to the World Conference.

They are likely to be innovative, exemplary or, in some way, outstanding stories or examples of the practice of AI in Sales/Finance. Here are some questions to help you select your example:

- What are the applications, breakthroughs, and success stories using the practice of AI in Sales/Finance?
- What are individual examples of using AI in the development of sales and client relationships?
- What are the sales conversations that reflect the use of AI principles and how have AI principles been successfully applied to financial concepts and strategies?
- As the global economy begins to recover, what are examples of the potential of AI in the development of future financial systems and applications?
- Sales is a rich and diverse field with multiple nuances: where is the potential for AI to be applied in the development of sales as a profession and industry?

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## **Contributions**

Contributions are to be descriptions, studies, concepts or comments, up to 2500 words that include:

- The AI application or concept to be described, including the outcome/deliverable.
- Who, what and where, including company/organization, principles and your role.
- What were the key learnings for the organization/individuals and what can the world wide AI community learn?

## **Timeline for Contributions**

August 20, 2011: We'd like to receive the initial proposal for your article (300 words max)

September 30, 2011: We'll let you know if your entry has been accepted for this Special Sales/Finance AIP issue.

November 30, 2011: We'd like to receive the completed article.

If you're interested and would like to find out more please contact Ralph Weickel at [crom13@earthlink.net](mailto:crom13@earthlink.net) and we can start developing the issue together.

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