

ON AIR

THE PODCAST

Business Talk

Conversations with founders and operators about the work between the win and the floor.

Hosted by Carnell Sanders · Sponsored by AUTOMATECH Innovations

W E L C O M E T O T H E S H O W

Business Talk is for the people running the business.

Each episode is a working conversation with a founder, operator, or revenue leader at a mid-market company. We trade notes on what is actually working in their motion — pipeline, operations, AI, hiring, the unglamorous middle — and what they are still trying to figure out. No hype. No fluff. The work between the win and the floor.

YOUR HOST

Carnell Sanders

Founder, AUTOMATECH Innovations

Carnell Sanders is the founder of AUTOMATECH Innovations, an AI sales-acceleration and Claude Cowork consultancy serving mid-market manufacturing, logistics, and finance teams. His work turns AI from a buzzword into recovered hours and a real ROI number for the operators running the business. He started Business Talk to give those operators a room to think out loud — no hype, just the working middle.



A WORD FROM OUR SPONSOR

AUTOMATECH

INNOVATIONS

AI sales acceleration and Claude Cowork implementations for B2B companies in manufacturing, logistics, and finance.

THE FLAGSHIP

Claude Cowork Implementation

Anthropic's agentic AI coworker — deployed for your team. Audit, Build, and Retainer engagements.

WHAT WE DO

- Cowork Audit: 2 weeks, \$2.5K–\$5K — workflow map + written plan
- Cowork Build: 4 weeks, \$7.5K–\$15K — 3–5 working automations live
- Cowork Retainer: \$1.5K–\$15K/mo — two new workflows per month

BEST FOR

- Teams ready to recover 8–15 hours/week per person
- Operations and finance leaders wanting a real ROI number
- Sales teams converting prep time into selling time

B2B Sales Accelerator

AI lead generation, scoring, and multi-channel outreach plugged into your existing CRM.

WHAT WE DO

- Machine-learning lead qualification across email, SMS, LinkedIn
- Auto-populated, scored leads in Salesforce, HubSpot, Pipedrive
- Live dashboards on pipeline health, conversion, and ROI

BEST FOR

- Sales teams stalled on referral-only growth
- Founders carrying the sales weight themselves
- RevOps leaders rebuilding outbound from scratch

AI Strategy & Consulting

Where AI fits in your business — and where it doesn't. Strategic guidance with hands-on implementation.

WHAT WE DO

- AI adoption roadmap tailored to your team and stack
- Build vs. buy decisions for each workflow
- Hands-on implementation support, not just slideware

BEST FOR

- Leadership teams under board pressure to “do something with AI”
- Mid-market firms with \$50K–\$500K to deploy intentionally
- Companies who tried AI tools and didn't see ROI

Managed AI Operations

Ongoing monitoring, security, and performance tuning for every AI system we deploy.

WHAT WE DO

- Continuous monitoring of AI workflows and outputs
- Enterprise-grade security and access controls
- Performance optimization and model upgrades over time

BEST FOR

- Teams without an internal AI/ML operator
- Regulated industries (finance, healthcare-adjacent)
- Companies treating AI as infrastructure, not a project

Fractional CFO

Senior finance leadership without the full-time hire. Forecasting, fundraising, financial operations.

WHAT WE DO

- Monthly forecast, budget vs. actual, and board-ready reporting
- Fundraising and investor communication support
- Pricing, unit economics, and cash management

BEST FOR

- Founders past \$1M ARR but pre-CFO
- Operators preparing for a raise, audit, or exit
- Teams with a controller but no strategic finance leader

BY THE NUMBERS

Proven across teams, pipelines, and verticals.

500+

Active teams

\$450M+

Pipeline generated

340%

Avg lead increase

4.9/5

Customer rating

"The integration with our HubSpot was seamless. Our sales cycle dropped from 90 to 45 days."

Elena Rodriguez · Sales Director, FinanceFlow Solutions

Built for mid-market B2B operators.

VERTICAL 01

Manufacturing

Custom and engineered-to-order shops, \$20M–\$150M revenue.

VERTICAL 02

Logistics

Regional 3PLs and contract warehouses, \$10M–\$100M revenue.

VERTICAL 03

Finance

Mid-market CFO offices and CPA firms, 25–150 staff.

If you're running the business, I want to record with you.

Episodes are 45-minute working conversations — not interviews. We trade notes on what's actually working in your motion, where you're stuck, and what I'm hearing across the other founders I'm talking to. You leave with a sharper read on your pipeline math. I leave with the kind of perspective I can't get from outside the room.

REQUEST A GUEST SLOT → calendly.com/carnell-automatechinnovations

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THANKS FOR LISTENING.

Business Talk



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