

SOUTH HILL CHAMBER OF COMMERCE

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AI: Your New Best Friend *...Or It Should Be.*

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Founder · Ricochet Business Solutions · Co-Founder · Clean Quote

Scale Smarter · Buy Back Your Time · Multiply Your Impact



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Quick show of hands.



Who rode here today? Nobody? Good. We're making progress.



Anyone still got a bag phone in the car? Because that's now considered a collector's item.



How many of you have a Facebook page someone else set up... and you have zero idea what the password is?



Anyone have a website that still says 'Coming Soon' from 2019?



Who answered a work text before 7am? After 9pm last night? You're not running a business. You're running a hostage situation.

You built something here. You showed up every day.

Now the rules are changing.



Microsoft Data Centers are being built everywhere right here in Mecklenburg County.

The people funding the AI revolution chose YOUR backyard. That is not an accident. And it means what is coming is not optional. It is already here.

YOU MAY KNOW ME FROM...



Hazelwood Insurance Group

South Hill, VA | Since 2002

I have been in this community over 20 years. I know your businesses. I know your families. I have insured what South Hill has built.

But insurance always frustrated me.

- Claims decides outcomes — not me.
- Underwriting can drop your client. No matter how long they've been with me.
- Pricing bounces. I move clients to save them money. That helps their checking account.
- But I wanted to help them Businesses/People make money — not just save it.



Ricochet Business Solutions

That frustration became a mission.

I have been running multiple businesses since 2002. I know what it costs to build something. I know what it feels like when you cannot get out of your own way.

Ricochet exists because I wanted to do what insurance never let me do.

Help businesses grow.

Not just protect what you already have.

Not just save you money.

BEFORE WE TALK AI...

I was drowning.

And I bet you know the feeling.

I opened my own agency in 2002. I thought I knew business. I met my wife and she needed help hiring with her company, Raleigh Cleaning Company. The average cleaning tech in America stays 4 to 5 months.

But hiring alone was chewing up my life. I was spending more time chasing applicants, onboarding staff, and answering the same questions over and over than I was actually running my business.

So I stopped waiting for someone to solve it. I built the solution inside my own company. It worked so well that other business owners started asking how I did it.

That is how Ricochet was born. Not from a strategy. From survival. Now our average tech is with us 2.4 years.

Think of AI as your caddy, *not your golfer.*



Knows the Course

Studies your business, your customers, and your patterns before every interaction.



Available 24/7

Never calls in sick. Never has a bad day. Answers leads at 2am so you don't have to.



You Still Play

AI does not replace your skill or your team. It removes the chaos surrounding them.

Let me describe your week.

Tell me if any of this sounds familiar.

01

You are doing three jobs right now.

You are the marketer, the follow-up person, the scheduler, the closer, and the owner. Every single day something falls through the cracks. Not because you are bad at your job. Because you are one person.

02

Someone messaged you last night.

They found your Facebook page, asked about your service, and waited. You were putting your kids to bed. By 9am they had already called someone else. That customer is gone and you will never know their name.

03

Your best people are doing the wrong work.

The person you hired to do the job spends half their day answering the same questions, chasing the same leads, sending the same reminders. That is not a people problem. That is a systems problem. (Hiring & Training)

The same problems, different businesses.



Restaurants & Retail

- › Automated review requests after every visit
- › After-hours inquiry responses on Facebook
- › Loyalty follow-up sequences via text



Contractors & Trades

- › AI follow-up within 5 min of new leads
- › Automated estimate reminders
- › Job completion check-in messages



Insurance & Finance

- › Annual review reminders automated
- › New lead nurture sequences
- › Policy renewal follow-up campaigns



Healthcare & Services

- › Appointment reminders and confirmations
- › New patient intake via chat
- › No-show re-booking sequences

A Facebook page without action *is just a phonebook nobody opens.*

What most businesses have

- ✗ A page set up by someone else
- ✗ Posts that go nowhere
- ✗ Leads that message you and hear nothing back
- ✗ No system to follow up
- ✗ No way to turn a like into a customer

What AI makes possible

- ✓ Every message gets an instant reply
- ✓ Every lead gets a follow-up sequence
- ✓ Appointments booked inside Messenger
- ✓ Reviews requested automatically
- ✓ Facebook becomes a revenue machine

Facebook is not a communication plan.

It's a borrowed audience you don't own — and it can disappear without warning.



Weather closing or delay



Without AI: Post on Facebook at 6am hoping people see it before they drive in.



With AI: Automated text blast goes to every customer with an appointment before 7am. Done.



Route change or service update



Without AI: Hope your followers see the post. Algorithm shows it to maybe 5% of them.



With AI: Every affected customer gets a personal text with the new info — instantly.



Flash sale or promotion



Without AI: Boost the post for \$20, reach strangers who have never bought from you.



With AI: Text your existing customer list directly. They already trust you. They buy.

Your customer list is your most valuable asset. AI lets you talk to it directly — any time, instantly, personally.

THE 5-MINUTE RULE

78%

**of customers buy from the
business that responds FIRST.**

*Not the cheapest. Not the best.
The fastest.*

What happens in 5 minutes or less:

0:
0

Lead arrives

Facebook message, website form, missed call — doesn't matter. AI sees it instantly.

0:
3

Instant reply sent

Personalized message goes out. "Hey [Name], thanks for reaching out! Here's what we can do for you..."

1:
0

Qualifying questions asked

AI collects the info you need — service type, location, timeline, budget — before you ever get involved.

3:
0

Appointment offered

AI checks your calendar and offers real time slots. Customer books right there in the chat.

5:
0
0

You get a notification

You receive a summary: new lead, qualified, appointment booked. You didn't lift a finger.

I built the solution inside my own mess.

These are the three AI team members that changed everything.

CONNIE



Hiring/ Training Agent

Screens applicants from Indeed and social media, conducts pre-interviews, and routes top candidates without me touching anything. After the hire she starts the training and onboarding.

AIVA



Customer Service

Handles Facebook, Instagram, SMS, email and website chat simultaneously.
Converts inquiries into booked appointments, 24 hours a day.

JORDAN



Sales Bot

Runs consultative sales conversations for Ricochet, asking the right questions and warming leads before I ever get on a call.

You won't feel it next month. *You'll feel it in 18 months.*



Rural businesses cannot afford to be slow. You do not have the population buffer a city has.



Your competitor who adopts AI first does not win because they are smarter. They win because they respond faster.



The bar is being raised whether you raise it or not. (I even have my 14-year-olds grass cutting using this technology.)

**Think about the last 10
customers you lost.**

*How many of them never even told you
they were leaving?*

**They didn't leave mad. They just
found someone who responded
faster.**

Concrete AI wins for South Hill businesses.



AI Chat Agent

Install a free AI chat widget on your website in under 30 minutes. It answers questions, collects lead info, and books appointments while you sleep.



Automated Review Requests

Set up a single text message that fires after every job or visit asking for a Google review. Most services cost \$0 to start. One 5-star review per week compounds fast.



Missed Call Text-Back

Any missed call auto-texts the customer back within seconds. Simple to set up, nearly impossible to justify not having. Stops the bleed immediately.



AI Follow-Up Sequence

Build a 5-step text or email sequence that nurtures every new lead automatically over 14 days. Never let a cold lead go silent again.



AI-Written Google Profile

Use AI to write your Google Business Profile description, answer FAQs, and generate weekly posts. Free traffic, done in one afternoon.



Monthly Reporting Bot

Ask an AI to summarize your sales, reviews, and leads monthly. Turns hours of spreadsheet time into a 10-minute conversation.

Start small. Win fast. Build momentum.

01

Find Your One Crack

Pick one thing that falls through the cracks every single week. A follow-up call. A review request. An appointment reminder. Automate just that one thing first.

02

Stop Treating Your Phone Like a Human

If you are not answering after hours, an AI agent should be. Every unanswered inquiry is a customer who found your competitor instead.

03

Talk to Someone Who Has Done It

You do not need to figure this out alone. Ricochet offers a free discovery call. Not a pitch. A conversation about what is actually costing you time right now.

South Hill is not small because it lacks ambition.

It chose community over chaos.

AI doesn't change that.

**It gives you the bandwidth to protect it
and compete outside of South Hill**

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Before you leave: scan the code on the next slide. tools.ricochetbusinesssolutions.com — free, 2 minutes, built for you.

YOUR FREE GIFT TODAY

Discover How AI Can Transform Your Business.

Answer a few quick questions — get your personalized AI roadmap free, right now.

What you get in 2 minutes:

-  Tell us what type of business you run
-  We score your online presence live — SEO, reviews, website
-  See exactly which AI tools match YOUR situation
-  Get a custom AI roadmap sent straight to you
-  Book a free strategy call if you want help implementing it
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