



SPS QUICKSTART GUIDE

AI FOR SMALL BUSINESSES

TURN EVERYDAY WORK INTO COMPETITIVE ADVANTAGE

You do not need a massive digital transformation to benefit from AI. One practical improvement can save hours every week, improve customer experience, and create capacity for growth.



START SMALL.
GET RESULTS.
GROW SMARTER.

1 AI OPPORTUNITY SNAPSHOT Where Small Businesses Are Winning with AI

INDUSTRY	COMMON CHALLENGE	AI QUICK WIN	ESTIMATED TIME SAVINGS
Restaurants & Food Service	Social media and promotions consume valuable time	➔ Generate posts, promotions, newsletters, and customer emails	⌚ 3-5 hrs/week
Contractors & Home Services	Lead follow-up and customer communication are inconsistent	➔ Draft estimates, appointment reminders, FAQs, and follow-up messages	⌚ 2-4 hrs/week
Retail & E-Commerce	Product marketing requires constant content creation	➔ Create product descriptions, promotions, emails, and social campaigns	⌚ 4-6 hrs/week
Professional Services	Repetitive documents slow client delivery	➔ Generate proposals, summaries, reports, and follow-up communication	⌚ 5-8 hrs/week



SPS INSIGHT: The most successful AI projects start with a single repetitive task, not a company-wide overhaul.

2 THE SPS AI OPPORTUNITY FRAMEWORK Find Your First AI Win



STEP 1 IDENTIFY

A repetitive task performed multiple times each week.



STEP 2 SELECT

Choose one AI tool that can assist with that activity.



STEP 3 ACCELERATE

Use AI to draft, organize, summarize, or automate.



STEP 4 MEASURE

Track time saved and quality improvements.



STEP 5 EXPAND

Apply lessons learned to the next workflow.

3 SMALL BUSINESS AI TOOLKIT

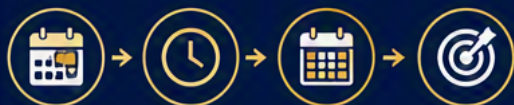
TOOL CATEGORY	BEST USE	BUSINESS BENEFIT
Microsoft Copilot	Documents, meetings, reports	Increased productivity
ChatGPT / Gemini / Claude	Writing, marketing, ideas	Faster content creation
Canva AI	Graphics, flyers, presentations	Improved branding
AI Meeting Assistants	Notes, summaries, action items	Better follow-through
Automation Platforms	Reminders, lead nurturing, workflows	Reduced admin work

★ **SPS RECOMMENDATION:** Start with the tool that solves your largest time drain, not the tool with the most features.

4 QUICK WINS BY DEPARTMENT

MARKETING	SALES	OPERATIONS	CUSTOMER SERVICE	ADMINISTRATION
• Social media content • Email campaigns • Blog and website copy	• Lead follow-up emails • Proposal drafts • Customer outreach	• SOP creation • Process documentation • Checklists and templates	• FAQ generation • Customer responses • Knowledge base updates	• Meeting summaries • Scheduling assistance • Internal communications

5 YOUR AI ROI DASHBOARD Save Just 30 Minutes Per Day



30
MINUTES
DAILY

2.5
HOURS
WEEKLY

10
HOURS
MONTHLY

120
HOURS
YEARLY

EQUIVALENT TO

- ✓ Approximately 15 additional workdays
- ✓ More customer conversations
- ✓ Faster response times
- ✓ Increased focus on revenue-generating activities
- ✓ Less administrative burden



THINK BEYOND COST SAVINGS

AI is not only about reducing expenses. AI can help businesses:

- ✓ Serve more customers
- ✓ Respond faster
- ✓ Improve consistency
- ✓ Increase marketing output
- ✓ Improve customer satisfaction
- ✓ Focus team members on higher-value work



Ask Yourself: "If I gained 120 extra hours per year, where would my business benefit most?"



TAKE ACTION TODAY

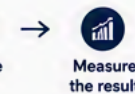
Try This Prompt

"I run a [BUSINESS TYPE]. I spend [TIME] each week on [TASK]. Suggest one practical way AI can help reduce that time while maintaining quality."

Then:



Test one idea



Measure the result



Improve the process



Expand to the next opportunity



SPS TAKEAWAY

AI success does not begin with transformation. It begins with one repetitive task, one measurable improvement, and one practical tool. Small wins create momentum. Momentum creates competitive advantage.

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