



## **Future of Work: Pitchwerks Combines Advanced AI Tools with Supportive Human Sales & Startup Coaching**

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**Washington, PA** - Today, AI-enabled sales startup [Pitchwerks](#) announces they are wrapping up their “soft opening” beta test and officially offering a unique combination of AI analysis and human coaching to salespeople and startup founders in North America.

Pitchwerks is based in Washington, Pennsylvania, south of Pittsburgh, and led by Executive Director DeDe MacTaggart. Mrs. MacTaggart has enjoyed a long career in telecommunications sales and community leadership, so she has been practicing professional presentations for years. In Pitchwerks, her goal is to help others to practice their own skills and to incorporate new efficiencies offered by machine learning “artificial intelligence” tools.

MacTaggart insists however that the company is not offering training on “how to present,” or “how to sell”, but rather bringing a new suite of practice and support services to market in order to assist them in the training. The new company gives sales reps, startup founders, and even candidates for political offices the opportunity to practice their presentations, test different variations, and get a wide range of feedback -- from both humans and from AI software tools.

“We don’t do sales training. We’re in the business of testing and tweaking the presentation techniques you have already picked up, with the power of AI and the support of our staff and members. Is your story getting through? Do people feel your message? These are the questions we’re out to answer, and we’re going to do it with a combo of cold facts and warm support.”

Most Pitchwerks clients will begin with a membership in the “pitch practice gym”, practicing their presentations and Q&A responses in an online group session with Pitchwerks members and staff as their audience. Along the journey, Pitchwerks clients can improve their delivery by taking advantage of specialized in-person stage trainers and AI tools that provide minute-to-minute feedback on every bit of the presentation.

MacTaggart has a simple opinion on how technology should be used. “At every step, we’re embracing the data and accountability of future-of-work tools, but we can’t allow ourselves to put too much faith in them. The best the tools can do is suggest where an improvement might be made. This is all about relating to other people, so you still need other people on your side.

Other humans that can help you to confirm the suggestions you get from the tech, and support you as you try to master these skills.”

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