



AI Fluency isn't just about tools—it's a leadership mindset and a strategic advantage. The SAIL into the Future™ framework helps sales leaders lead with clarity, confidence, and coaching precision. Use AI to personalize at scale, connect with purpose, and equip your team to win faster and smarter.



Skills

Develop the core capabilities your team needs to use AI effectively and ethically. Focus on prompt design, positioning, and trust-building as the foundation of AI fluency.



➔ Teach your team to Prompt Like a Pro

Example: Draft a call recap using the GIFT method:
G = Goal, I = Intent, F = Format, T = Tone

➔ Develop a Triangulated POV

Example: Build a LinkedIn post using market insight + industry trend + persona pain point

➔ Build Buyer Trust

Example: Ask AI for 3 empathy-based questions for a VP of Operations in healthcare



A Amplify Brilliance

Use AI to enhance—not replace—each rep's superpowers. Guide them to work smarter by reflecting daily and staying focused on what they do best.

➔ Identify Top 3 Sales Superpowers

Example: A storytelling rep uses AI to generate custom success stories

➔ Run Daily 15-Minute Reflection

Example: Ask 'What can I automate, delegate, or simplify today?'

➔ Model Curiosity

Example: Share how AI helped improve objection-handling

Insights & Infrastructure

Bake AI into your entire sales rhythm—from social proof to renewals. Integrate AI with your CRM, LinkedIn, email, and pipeline to accelerate and improve execution.



➔ Apply AI to Weak Funnel Phase

Example: Automate demo follow-ups or pre-call briefings

➔ Personalize Outreach with AI

Example: Rewrite your LinkedIn summary using AI insights

➔ Test and Tweak Weekly

Example: Run A/B tests with different prompt formats



Leadership (For You Too)

Lead your team into the future by using AI to shape strategy, spark innovation, and foster a high-trust culture. Drive transformation through storytelling, structure, and experimentation.

➔ See Around Corners

Example: Use AI to summarize analyst reports and forecast trends

➔ Run AI Win Huddles

Example: Share 1 win, 1 fail, 1 new prompt weekly

➔ Celebrate Experimentation

Example: Highlight a rep who saved time using AI-generated proposal templates

Cherilynn Castleman

Empowering 1M Women for C-Suite Success by 2030

AI & Sales Thought Leader | Executive Coach | Keynote Speaker
Diversity-Driven Sales | Author | Accelerating Sales with AI



✉ info@cherilynncastleman.com

📞 862-812-8585

🌐 www.cherilynncastleman.com

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