

CHERILYNN CASTLEMAN

Executive Sales Coach | Global Keynote Speaker | Harvard Instructor | AI Sales Thought Leader

✉ INFO@CHERILYNNCASTLEMAN.COM 🌐 WWW.CHERILYNNCASTLEMAN.COM 📞 862-812-8585

AI Office Hours -12 Weeks to AI Fluency AI Sales Boot Camp - (Week 3)

S.A.I.L.™ Into the Future: Turning AI Knowledge into Sales Leadership | Coaching Handout

- *AI Is Not an App — It's a Mindset*
- *Theme: Cultivating Curiosity, Experimentation, and Leadership*

Insight #1: Curiosity Is the New KPI

Mindset Shift: AI fluency starts with asking better questions, not knowing more tools.

Action Step: Pick one sales task and ask AI a curiosity-based question to improve it.

Try this prompt: "What are 3 ways AI could help me prep for a client call faster?"

Insight #2: Experimentation Beats Expertise

Mindset Shift: You don't need to master AI — you need to move with it.

Action Step: Run your first AI fluency rep: choose one repeatable task and ask AI to help you do it better.

Try this prompt: "Draft a LinkedIn post about trying AI for the first time as a seller."

Insight #3: Leadership Is Modeling Curiosity

Mindset Shift: AI-first leaders don't manage tools — they model courage.

Action Step: Share one AI experiment with your team this week. Invite them to try it too.

Try this prompt: "Write 3 coaching questions a sales leader could ask to spark AI adoption."

Reflection Prompt: What's your flashlight moment this week? → Pick one task. Ask AI to help. Share what you learn.