# **Case Study:**

# From Uncertain to Unstoppable

**How One Sales Manager** Transformed Her Team and Was Named Sales Manager of the Year **Through AI Fluency & Coaching** 

#### **Client:**

"Camryn" (Name changed for confidentiality)

#### Company:

Fortune 100 Tech Firm (Global Financial Services)

#### Role:

Regional Sales Manager Engagement: 6-hour S.A.I.L. Training + 1:1 Executive Coaching with Cherilynn Castleman





#### THE RESULTS

Within 90 days, everything changed:

Camryn was named Sales Manager of the Year at her company's annual Sales Kickoff.



- She brought the highest percentage of her team to President's Club-more than any other leader in her division.
- Her team joined her on the company's elite President's Club trip to a luxury international destination.
- Most importantly, she shared pride, and peace—and has become a model of Al-first,



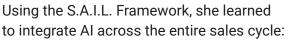
#### THE CHALLENGE

When Camryn and I began working together, she was a talented and driven sales professional in tech leadership-but stuck in what she described as "middle-performer management mode." She felt confident leading struggling reps, but hesitant when coaching strong or average performers. She questioned her leadership presence and lacked clarity around her long-term vision. Most of all, she felt uncertain about how to lead her team through the rise of AI. Her team respected her—but they weren't rallying around a shared mission or consistent success mindset.

#### THE TURNING POINT

Camryn joined my S.A.I.L. into the Future™ AI Fluency Training—a 3-day, 6-hour journey designed to equip sales leaders with clarity, confidence, and a coaching strategy for the AI era. We focused on three transformational shifts:

## She Built an Al-Fluent **Sales Culture**





S – Skills: Her team began using Al prompts to rewrite

emails, prep for meetings, and improve call quality. A - Al Mindset: Camryn embraced experimentation, leading with curiosity over control.

I – Insights: They incorporated AI into their pipeline reviews, proposal drafts, and deal forecasting.

L - Leadership: She created a vision her team could believe in—and show up for daily.

# **She Launched Weekly** "Teach Me in 5" Rituals



Each team meeting began with a 5-minute AI tip shared by a rep. These weren't lectures—they were short, practical, and gamified. Her team collaborated, not competed-sharing wins, tools, and creative use cases.

### **She Embraced the Test** & Tweak Mindset

Camryn challenged herself and a peer leader to become the most Alempowered managers in 30 days. Each week, she committed to:



- One Test: a bold new way to apply Al
- One Tweak: a refinement in how she coached, planned, or led her team

This helped her model experimentation and resilience-building a team culture grounded in shared learning and growth.

# **Why This Matters**

The next generation of sales leadership isn't just about performance. It's about purpose. Camryn proved that when women of color are given tools, coaching, and space-they don't just adopt Al. They lead transformation. Al fluency is the new executive presence. With the right framework, habits, and coaching-sales managers like Camryn

become unstoppable.

