

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 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:



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 that she now leads with vision, pride, and peace—and has become a model of AI-first, people-centered leadership.



1

She Built an AI-Fluent Sales Culture

Using the S.A.I.L. Framework, she learned to integrate AI across the entire sales cycle:

- S – Skills:** Her team began using AI prompts to rewrite emails, prep for meetings, and improve call quality.
- A – AI 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.



2

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.

3

She Embraced the Test & Tweak Mindset

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

- **One Test:** a bold new way to apply AI
- **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 AI. They lead transformation. AI fluency is the new executive presence. With the right framework, habits, and coaching—sales managers like Camryn become unstoppable.

Interested in Coaching Your Sales Managers to Greatness?

Let’s explore how your organization can develop a new class of AI-first sales leaders who are too good to be ignored.

