



LET’S TALK ABOUT LOVE ... IN SALES

💡 REIMAGINING SALES LEADERSHIP THROUGH CONNECTION

AI can answer questions.
But only humans can build trust.

In today’s digital-first world, it’s not about having the right script — it’s about leading with emotional intelligence and asking questions that create clarity, calm, and connection.

Women have been doing this for generations.
Now, it’s your strategic advantage.



THE BRAIN SCIENCE OF CONNECTION

When clients feel emotionally safe, their brain chemistry shifts:

Oxytocin (trust & bonding)	Dopamine (motivation & reward)	Serotonin (confidence & calm)
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Fear-based tactics trigger the amygdala, hijacking logic and blocking decisions.



HIGH-QUALITY CONNECTIONS (HQCS): THE SECRET TO HUMAN-CENTERED SELLING

Based on research by Dr. Jane Dutton, University of Michigan
High-Quality Connections are brief but profound moments of psychological safety, mutual respect, and shared energy.
In sales, they’re your most powerful asset.



THE 4 PATHS TO HIGH-QUALITY CONNECTIONS (HQCS)

1 Respectful Engagement Be present, listen deeply, value their viewpoint.	3 Task Enabling Offer insights/tools that remove friction. Ask: “How can I make this easier for you?”
2 Trust Keep promises, be transparent, create safe dialogue.	4 Play (Yes, even in B2B) Use lightness and curiosity to foster creative connection.

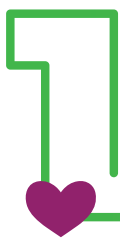
REAL STORIES: HUMAN QUESTIONS THAT DROVE RESULTS

ROLE	OLD QUESTION	AI-ENHANCED HVQ	OUTCOME	IMPACT
Insurance Advisor	“Tell me about your insurance.”	“What fear do you have about insurance?”	She became a trusted guide — and booked 42% more follow-ups.	The question shifted the conversation from policy to protection. Clients shared real concerns — family, safety, uncertainty.
Data Services Exec	“What’s your data stack?”	“How do you feel about your data?”	She stopped selling dashboards and became the “Data Therapist.” Result? Two enterprise renewals in one week.	It surprised them — and sparked real emotion: frustration, overwhelm, mistrust.
Sales Coach	“Where do you see yourself in 5 years?”	“When was the last time you cried about work?”	27% increase in conversions and stronger, lasting coaching relationships.	A vulnerable question that cut through surface answers. Clients opened up about burnout, purpose, and unmet ambition.



These high-value questions were co-created using AI prompts — making sellers more thoughtful, not more robotic.

3 WAYS TO LEAD WITH LOVE IN SALES



Ask Feeling-Based Questions:

“What part of your work brings pride — or frustration?”



Replace Pitching with Presence:

Don’t wait to respond. Pause. Let them feel heard.



Go Deeper, Not Louder:

“What’s a moment in your work you’ll never forget?”



USE AI TO ELEVATE YOUR DISCOVERY QUESTIONS

My clients used AI to go beyond surface-level scripts. You can too. Try these prompts:

PROMPT	PURPOSE
“Rewrite this sales question to spark emotional connection and trust.”	Humanize standard discovery
“Make this question more reflective, open-ended, and client-centered.”	Shift from pitch to presence
“What’s a deeper, feeling-based version of: ‘What are your goals this quarter?’”	Invite vulnerability + depth



AI isn’t here to replace your voice — it’s here to refine your impact.

FINAL THOUGHT:



Feelings belong in sales.

Clients don’t fall in love with your product — they fall in love with how they feel in your presence.

Lead with empathy.

Use AI as a tool.

Ask better questions — and watch everything change

