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T.R.U.S.T. + AI™ Ethical Sales Code

A practical framework for selling with integrity in an AI-powered world.

In B2B sales, trust has always been the real differentiator. AI is transforming how sellers research, prepare, and engage, but it also introduces new risks—misinformation, manipulation, and shortcuts that damage credibility. Ethical AI isn't optional. It's the foundation of modern selling.

T.R.U.S.T. + AI™ gives sellers a clear, memorable guide for using AI to elevate relationships, strengthen insight, and serve buyers with transparency and respect.

T – Transparency Over Tricks

Be open about when and how AI is used. Use it to support clarity, not to deceive.

R – Respectful Automation

Automate in ways that serve the buyer and strengthen the relationship. Avoid volume-based spamming.

U – Use Only Consented Data

Personalize based only on information the buyer has made public or intentionally shared. No scraping or overreach.

S – Safeguard Buyer Information

Buyer data is a privilege. Handle it with care and follow all enterprise-approved data practices.

T – Truth Over Speed

Accuracy matters more than speed. Fact-check all AI-generated content before sharing.

A – Augment, Don't Replace Your Human Voice

AI should enhance your thinking, not impersonate your humanity. Keep your voice, tone, and intent authentic.

I – Influence Through Value, Not Manipulation

Use AI to clarify ROI, improve discovery, and sharpen insight—not to exploit vulnerabilities or pressure buyers.