

The Beauty and the Beast of AI

How to harness the power of AI without losing the human advantage.

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At Predictive Wins, we've long been committed to staying ahead of what moves the market, and few things are moving faster than AI.

Before it became mainstream, a longtime friend and trusted advisor, Chris Resch, gave us a nudge: "You need to get up to speed on AI—quickly."

As always, he was right. Since then, we've developed what we'd call a healthy addiction to AI, especially as it relates to sales. Its power to deepen relationships, accelerate understanding, and refine messaging has become an indispensable part of our approach.

But like any powerful tool, AI comes with both a Beauty and a Beast.

The Beauty Within AI

As seasoned sales professionals, we know that trust and insight are the bedrock of client relationships. To create value, we must understand what our clients and prospects are navigating, and how we can help them win easier, faster, and longer.

That's where AI shines. What used to take hours, or even days, of research and prep can now be surfaced in minutes. And not just gathered, but synthesized and structured into actionable insights.

For example, AI can quickly support tasks like:

- "Tell me about Jane Doe at ABC Company, what challenges she faces, and how to best engage her regarding our XYZ solution."
- "Draft an intro email that aligns with ABC's mission and current marketplace dynamics."
- "Recommend the ideal outreach channel and timing for high response likelihood."

With just a few prompts, we can have a customized, client-ready draft that's on-brand and on-target.

The Creative Beauty

Beyond research and strategy, AI also brings creative horsepower.

Here's a quick story: a client recently asked us to resend a capabilities deck before a trip to London. Before hitting "send," we asked AI to generate a custom title slide using Rich's LinkedIn headshot, dressed as an airline captain flying from America to London.

A personal touch that once took hours now took seconds. That's the kind of creative edge AI can offer, helping us connect in memorable, meaningful ways.

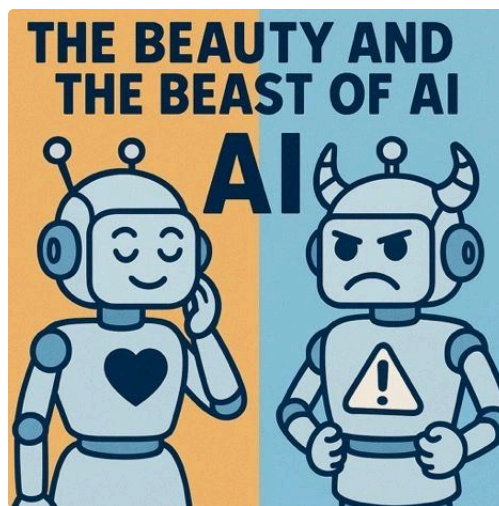
The Beast to Tame

Now, let's talk about the other side.

AI makes it easier to craft polished, customized emails. And with new automation tools, it can handle prospecting end-to-end. But here's the catch:

If we're not careful, AI will steal our authenticity, and the trust that comes with it.

Case in point: we recently received a highly personalized, well-crafted email that resonated. We responded. Within 90 minutes, we were on a call with the sender. But it took just seconds to realize it was a facade. When asked how they knew so much about our industry and what they liked most about Kimberly's comments, the response:



"To be honest, we use an AI marketing tool to help personalize our outreach, but I'm interested in learning more about your business."

Too late. The connection was broken.

AI gave them a head start, but not a real relationship. In fact, it made it easier, and faster, to spot who they weren't.

The polished, well-crafted AI message stood in stark contrast to the person we met in real conversation. One felt professional, the other artificial. Ironical, isn't it? The mismatch in tone, energy, and authenticity was unmistakable. It wasn't just off, it was engineered to seem genuine. And that's the sad part, and a powerful lesson for us all.

Before we allow AI to represent us, we need to ensure it reflects our true selves. Our spirit, voice, and style must be intentionally woven into the process, because sounding polished and personalized in an email means little if we fall flat in person.

Authentic curiosity

Another longtime friend and wise advisor, JB McGinnis, once coached us on the power of authentic curiosity, a principle he models with remarkable consistency. His message was simple yet profound:

Move beyond the quota. Connect with people sincerely. Care about them deeply. And trust that the relationship will follow.

With JB's wisdom in mind, we recognize that while AI can sharpen our knowledge, it can't replace authentic curiosity. Imagine if the rep in our earlier example had used AI to better understand us, our business, our challenges, our market, before the call. Just 15 minutes of genuine, intentional curiosity could have changed everything. It's not about having the right script. It's about showing up authentically informed, invested, and interested.

We must ensure AI doesn't outpace our devotion. It should amplify it.

The Final Lap

AI is a game-changing tool. It can accelerate research, sharpen strategy, and enhance creativity. But it can't replace our authenticity, our voice, or our human touch.

Let's face it, within months, everyone will be using AI to prospect. And when they do, everything will start to sound the same again. That's our opening. We're the difference-makers. So let's use AI to amplify our voice, our knowledge, and our edge, not to become just another echo.

At Predictive Wins, we'll continue to leverage AI, but always with a core principle in mind: let AI help with the heavy lifting, so we can do more human connecting.

That's how we win. Predictably.

Let's talk.

The first call with Predictive Wins is free and runs twenty-five minutes.

No deck, no pitch. Scan the code or visit predictivewins.com.

