

Authenticity vs. **Automation:** The New Rules of Sales



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**SOCIAL
MEDIA
SALES
WARRIOR**

**WHO IS
JUSTIN
GOLDSTEIN?**

SOCIAL MEDIA SALES WARRIOR

what's my story



Who I'm not...

The Evolution of Sales in the AI Era

- AI is changing how sales professionals research, prepare, communicate and follow up.
- The tools are getting faster. The expectations for authentic connection are not going away.
- The opportunity is to use technology to support the relationship, not become the relationship.

Human Connection Still Drives Relationships

- Emotional intelligence helps us understand what a prospect or partner actually needs.
- **Authenticity** builds credibility...pick up the phone,listen, and be yourself!!!
- Trust drives relationships, partnerships and long-term success.

Britta Schwab

● Active now



Britta Schwab  · 1st
Chief Development Officer

AUG 8



Justin Goldstein, CAE,AAiP  · 11:03 AM

Thanks for connecting! My wife is a veterinarian :) I just did a collaboration with [Chewy.com](https://www.chewy.com)

I would love to talk with you sometime. Maybe we could work together to bring awareness to cancer in cats and dogs from second hand smoke.



Britta Schwab  · 1:03 PM

Hi, absolutely, that would be great to connect on. My husband is a pulmonologist and I understand cigarette use is returning as a "trend" among young people. Britta.schwab@petcolove.org



David Martin ✓ · 1st

Director of Government Relations at Kidde Global Solutions



Justin Goldstein, CAE, AAiP ✓ · 6:58 PM

Hi David! I was hoping we could connect. I wanted to talk with someone with Kidde about being our national safety partner with vape disposal. They are a huge fire and health risk and we want to help people be safe. I'm in DC across from the national portrait gallery, maybe we can grab a starbucks?



David Martin ✓ · 6:58 PM

Hi Justin,

Sounds like a great idea, and important stuff! Happy to meet up. I have some work travel over the next week but later in August would work. Shoot me an email and we can coordinate details there?



Carey Jaros · 2nd

President Clorox Purell | Public Board Director | Healthcare & CPG



Justin Goldstein, CAE, AAiP · 3:26 PM

Purell and Healthy/Germ free College Students

Hi Carey!

I would love to speak with your csr or marketing team member about ensuring the next generation of leaders are healthy and of course germ free with Purell.

We have a free program for students to quit vaping and smoking and I know if we worked together, we could change lives.



Carey Jaros · 9:57 AM

Hi Justin,
Thanks for the note. You can send me an email at jarosc@gojo.com with more information and I will send it to the right person here. Thank you for doing important work to protect our kids!
Warmly,

The Danger of Over-Automation

- Automation can make outreach faster, but faster is not always better.
- AI-generated messages can become generic, impersonal or disconnected from the person receiving them.
- Efficiency should never come at the expense of trust or personal connection.



Daryl Kipling • 1:55 PM

Hi Justin,

We're building a feature highlighting top leaders in the printing and graphic communications industry for publications like Washington Business Journal.

Given your background and leadership in the printing industry, we think you would be a great fit and would love to feature your perspective on where the industry is headed.

This is a paid opportunity and there are several packages available depending on the level of exposure you're looking for.

Would you be open to a brief 20–30 minute call this week to discuss which package might be right for you?

Best,
Daryl

What is wrong with this image?

BOOK A BOOTH TODAY!

- ✓ Generate Leads
- ✓ Build Your Brand
- ✓ Meet Decision-Makers
- ✓ Drive Revenue
- ✓ Be a Thought Leader
- ✓ Change the World

GLOBAL INNOVATION SUMMIT 2026
CONNECT • DISRUPT • LEVERAGE • SCALE • WIN

*Same Conversations.
Bigger Possibilities.*

THIS COULD BE YOU!

WIN AN iPad!

FREE SWAG!

MEET THE CEO!

SPIN TO WIN!

EXCLUSIVE ACCESS!

LIFETIME PARTNERSHIP!

DISRUPT TOGETHER

A BRIGHTER TOMORROW.

INNOVATE
COLLABORATE
ELEVATE
TRANSFORM
THRIVE

BIG IDEAS

BEST PARTNER EVER

IDEAS LEAD TO IMPACT

SUMMIT 2026

**PARTNER TODAY.
A BRIGHTER TOMORROW.**

**TOGETHER
WE GO
FURTHER.**

What is wrong with this message?



1

Feels inauthentic

2

Too much going on

3

Uses generic buzzwords

4

Not focused on the audience

5

Looks like an ad, not a real person

6

Unclear what action to take

We are losing our
humanity



Where AI Can Support Sales Professionals

- Research companies, industries and potential partners.
- Prepare for meetings and identify useful questions.
- Surface industry insights and potential opportunities.
- Help organize information so more time can be spent building relationships.

Use AI to Follow the Trail

Research one prospect deeply.

AI can uncover connections, partnerships, people, and opportunities that lead you to prospects you weren't even looking for.

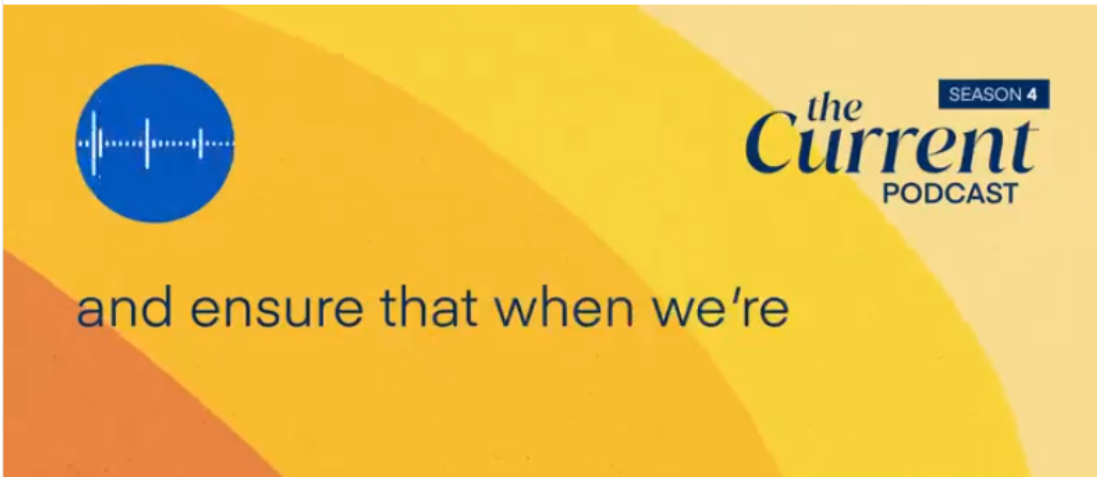
**Katie Williams**  • Following
Chief Marketing Officer, JM Smucker Co.
3yr • 

Thank you [The Trade Desk](#) and The Current Podcast for a great discussion about the dynamic and fast growing self care industry and our amazing journey at [Haleon](#). Take a listen and learn more about our ambition to Deliver better everyday health with humanity. [#haleon](#) [#selfcare](#)

**The Trade Desk** 
3yr • 

✓ Following

[Haleon](#) CMO [Katie Williams](#) talks about rebranding as an independent company, making healthcare more accessible, and working with [Berklee College of Music](#) to create a [Spotify](#) playlist that activates the same neural pathways as smoking a cigarette for people trying to quit on the latest episode of The Current Podcast. <https://bit.ly/3ISJq8R>



The Current PODCAST SEASON 4

and ensure that when we're



Lauren Siegal Wurgaft (she/her)  She/Her · 2nd

Social Impact and Employee Engagement and Wellbeing Leader,
Spotify

New York, United States · [Contact info](#)

500+ connections



Anne, Phillip and 7 other mutual connections



Connect

Save in Sales Navigator



Spotify



University of Pennsylvania

AI Win: Finding the Unexpected Connection

AI research uncovered that Lemonheads have a connection to cancer patients managing metallic taste during treatment. That gave me a more meaningful way to understand Ferrara's social impact and prepare for the conversation.





**truth
initiative**
freedom from nicotine addiction

Ferrara

REDIRECT. REFOCUS. RESET.

Sometimes a different sensation
can change the moment.



AI as a Real-Time Thinking Tool

- Brainstorm ideas and new approaches.
- Refine messaging while keeping your own voice.
- Strengthen pitches and presentations.
- Think through objections, challenges and next steps in real time.

Balancing Technology With Authentic Relationship-Building

- Use AI before the conversation to prepare.
- Be fully present during the conversation.
- Use technology afterward to organize, refine and follow through.
- The relationship itself remains human.

Human or AI?

Hi Justin,

Great to connect! I actually walked past your office a block from Capital One Arena just now and it got me thinking I should reach out.

Given your role leading Corporate and Foundation Relations at Truth Initiative, I thought it would be worth a conversation about whether premium access to arena events could help support Truth Initiative's fundraising and partnership efforts, whether that is donor cultivation, corporate partner entertainment, or something else entirely.

We are also in the middle of a \$1B transformation of the arena, with most suites completing renovation and the building reopening in about three weeks with a couple Garth Brooks shows, plus a full range of new hospitality products this season.

Would you have some time for a phone call to talk through what might make sense?

Best
Vlady

Human or AI?

Hi Justin,

I hope you're doing well! I wanted to reach out to introduce myself and explore whether there may be an opportunity for our organizations to connect and potentially collaborate.

We work with organizations across a variety of industries to provide premium access to live events, hospitality experiences, and unique entertainment opportunities — all designed to help organizations strengthen relationships, engage key stakeholders, and create memorable experiences.

Given the important work your organization is doing — and the growing importance of meaningful stakeholder engagement — I thought there could potentially be some interesting alignment between our organizations.

Our arena is also undergoing an exciting transformation — with renovated suites, enhanced hospitality offerings, and a variety of new premium experiences designed to provide guests with an elevated event experience.

Whether the goal is donor engagement, corporate hospitality, employee recognition, partner cultivation, or simply creating unique experiences for important stakeholders — we would be happy to explore different possibilities and determine what might make the most sense for your organization.

I'd love to schedule a brief introductory call — perhaps 20–30 minutes — to learn more about your priorities, share a little more about what we offer, and explore whether there could be an opportunity to work together.

Please let me know if you have some availability over the next couple of weeks — I'd be happy to work around your schedule.

Best,
Vlady

10 Signs AI Wrote That Email

1. **The Aptos Effect** Default font, default personality
2. **Dash Attack** Em dashes everywhere
3. **The Novel** 300 words to ask for a meeting
4. **The Fake Warm Up** “I hope you’re doing well!”
5. **Buzzword Bingo** Alignment, stakeholders, opportunities, collaboration
6. **The Hedge Maze** May, might, could, potentially
7. **The Echo Chamber** Same point said three different ways
8. **The Grocery List** Endless lists of benefits and possibilities
9. **The Copy and Paste Test** Change the company name and send it to anyone
10. **No Human Fingerprints** No story, specificity, humor, imperfection, or personality

Relationship / Emotional Sales Experience

- Think of a salesperson, partner or vendor you still remember.
- What did that person do that made the interaction memorable?
- Was it the product, or was it how the person made you feel?
- What can technology support in that experience — and what can it never replicate?

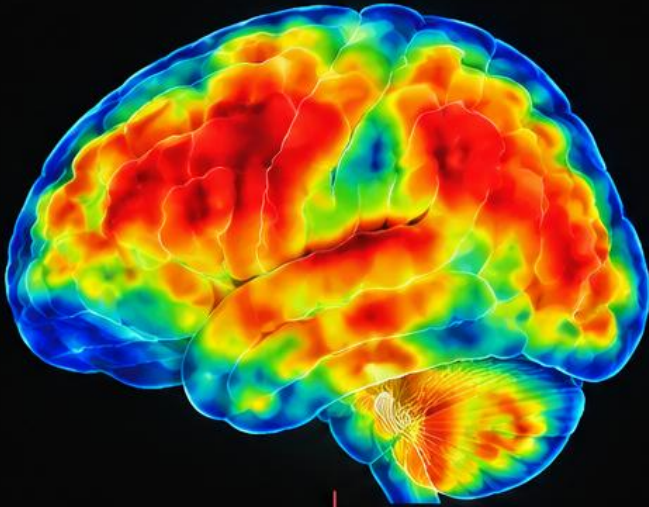
Brain Activity While Writing an Essay

Real EEG data from MIT Media Lab study (2025)

The same task. Three different tools. Big differences in brain engagement.

1. BRAIN ONLY

Writing without any tools

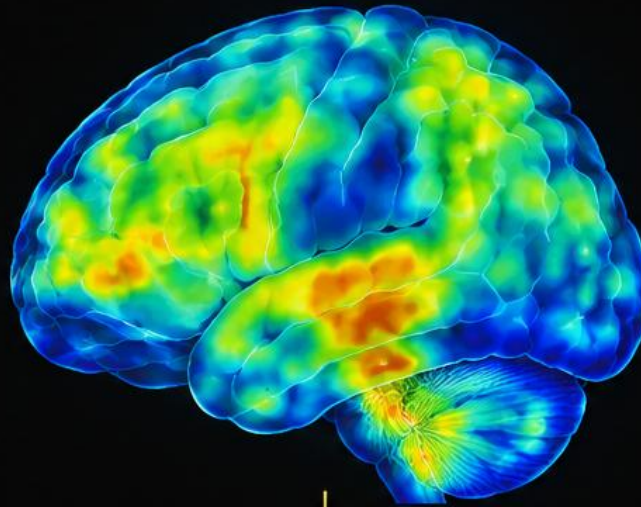


Highest and most widespread brain activity.

More areas of the brain are working together.

2. SEARCH ENGINE

Using a search engine (e.g., Google)

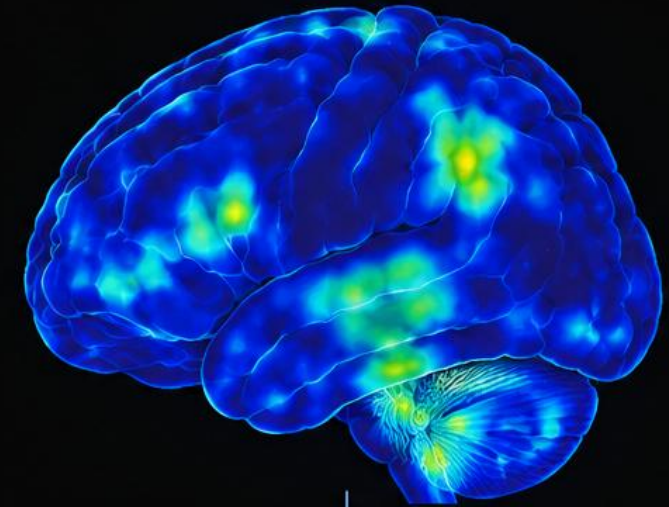


Moderate brain activity.

Some areas are engaged, but less than writing without tools.

3. AI / CHATGPT

Using an AI assistant (e.g., ChatGPT)



Lowest and least distributed brain activity.

Fewer areas of the brain are engaged.



Lower brain activity

Higher brain activity

Source: Kosmyna, N. et al. (2025).
Your Brain on ChatGPT.
MIT Media Lab.

5 THINGS YOU SHOULD NEVER DO WITH AI

- 1. Replace a site visit with AI research**
- 2. Send a proposal you haven't personally reviewed**
- 3. Let AI decide what a prospect actually wants**
- 4. Rely on AI instead of reading the contract**
- 5. Let AI replace the relationship**

5 THINGS YOU SHOULD DO WITH AI

- 1. Research prospects and sponsors**
- 2. Prepare for sales meetings**
- 3. Brainstorm sponsorship and activation ideas**
- 4. Strengthen outreach and follow-ups**
- 5. Organize notes, leads and next steps**

Use AI Without Losing Yourself

- Start with your own point of view and experience.
- Use AI to sharpen your thinking, not replace it.
- Edit until the message sounds like something you would say.
- Keep your creativity, personality and judgment in the driver's seat.

Three Takeaways

- Use AI to create more time for human connection, not less.
- Authenticity, emotional intelligence and trust remain core sales skills.
- The future belongs to sales professionals who know how to combine technology with their own voice, creativity and personality.

**Thank you!!
Let's stay
connected!**

GET IN TOUCH
SOCIAL MEDIA SALES WARRIOR



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