

AI: the ally that makes salespeople dumb

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By automating search, argumentation, and even calls, AI can weaken the essential reflexes of salespeople. A provocative text about the limits of automation and the role of management in preserving human skills.

In 2025, accessing information has never been easier. With two clicks or a well-placed prompt, you can obtain all possible data on a potential client, analyses that hold up, and even pre-constructed arguments for your business discussions. A dream come true? Not so fast. Because in trying too hard to simplify our lives, AI is killing one of the essential tools of salespeople: their brains.

AI does everything for us, and that's the problem

Remember a time (not so long ago) when a good salesperson was someone who knew their clients inside out. They could even anticipate their needs through a combination of intuition, memory, and hard work. Today? No need for any of that. AI collects, sorts, analyzes, and presents information on a platter.

And it goes even further. You don't even have to know how to turn this data into concrete actions: intelligent tools serve you ready-to-use pitches tailored to your prospect's profile. The only real skill needed? Knowing how to prompt a request to AI. Human relations? A formality, almost an artifact from another time.

Some tools even go so far as to make your phone calls for you. Yes, AI capable of imitating a human on the phone already exists. And this is where the problem lies: by delegating everything that requires a bit of know-how, salespeople are abandoning the basics of their own profession.

The result: panic fear of real interaction

A direct consequence of this massive automation is that salespeople lose their nerve when faced with reality. When it's time to pick up the phone to prospect, many hesitate or even outright refuse. Why? Because they no longer know how to handle rejection. A firm "no" or an unexpected objection, and they are paralyzed. They stammer learned-by-heart responses, like poorly prepared students at an oral exam.

The same goes for a face-to-face meeting. Going to lunch with a client to discuss business, and the anxiety rises: "What am I going to say to them?" Without the support of their digital tools, some salespeople find themselves helpless, incapable of improvising or bouncing back on a slightly deviating conversation.

Relearning to be human

Faced with the rise of AI, management is often overwhelmed because it is from another era (no need to have gray hair to be outdated). And yet, it must take responsibility. How far to go in automation? Keep salespeople only to provide moral support to clients? Or draw clear boundaries between human skills and those delegated to AI?

The challenge is to integrate AI without making it a complete substitute. It can automate repetitive tasks, but the essence of the profession relies on authentic exchanges. It is up to the leaders to choose: protect the human intelligence of their company or risk diluting it in a quest for soulless efficiency.