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*The letter...
the neglecting it
may do much danger.*

FRIAR LAURENCE
ROMEO AND JULIET · ACT V, SCENE 2

Shakespeare, AI and the craft of selling



SWIPE →

Shakespeare is pop, like AI

Mauro Fazzari

V.2

THE SCENE ———

What's going on?

Everyone calls Romeo and Juliet a tragic love story. It's closer to a **project gone wrong**. Juliet fakes her death, the Friar's letter never arrives, and Romeo, hearing only bad news, **acts at once**.

*Want to go deeper into the tragedy? Explore it in **YouWill**.*



ON STAGE —————

Why does it still hit us?

The Friar's plan hung on a single letter, with *no check that it arrived*. Today, the letter is the update nobody sends, and the customer who isn't told what's happening stops coming back.



IN SALES —————

Where do we see it at work?

At ROAR CX we see it first-hand: many client problems start with poor communication, inside the team and with their own customers. In our statistics, **over half** of alerts from our clients' unhappy customers are about **bad communication**.



WITH AI ———

What can AI change in communication, and what stays ours?

AI can change how fast and far a message travels. It can't change the process behind it: a clear one works better, a broken one fails *faster*. Fixing it is *still our job*.



THE LESSON —

So what?

Make communication clear first: what you need, who tells whom, how you know it arrived. Then let AI **amplify** it. A bad process, amplified, ends in tragedy.

YOUR TURN ———

**And you? If you handed
your process to AI today,
what would it amplify:
clarity or confusion?**

NEXT WEDNESDAY ———

King Lear

*Cordelia told the truth and lost everything. Like the feedback
no one wants to hear.*

A new episode **every Wednesday.**

Follow along · **#AIWillShakeYou**

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