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*Nothing will come
of nothing:
speak again.*

LEAR

KING LEAR · ACT I, SCENE 1

Shakespeare, AI and the craft of selling



SWIPE →

Shakespeare is pop, like AI

Mauro Fazzari

I.1

THE SCENE

What's going on?

Lear asks his three daughters to say how much they love him. Two flatter. Cordelia says only the plain truth: “nor more nor less”. Lear sends her away.

*Want to go deeper into the play? Explore it in YouWill ·
youwill.app*



ON STAGE —————

Why does it still hit us?

We prefer the pleasant answer, and we reward it. Lear gave his kingdom to the daughters who flattered him and sent away the one who told the truth. Uncomfortable feedback is the hardest to hear, and the most useful.



IN SALES —————

Where do we see it at work?

Surveys, reviews, NPS: the numbers matter, and a good score is earned. But the score is only the start. The real value is in the *feedback behind it*, even when it's uncomfortable.



WITH AI —————

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

AI lets us collect more feedback, interview more people and analyze the answers fast, grouping them by theme, sentiment and emotion. We do it in many different contexts. *Deciding what to do with it is still ours.*

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THE LESSON —

So what?

Every metric deserves analysis, and
uncomfortable feedback deserves the most.
Know who your detractors are, and why.
Then act *before they stop telling you.*

YOUR TURN ———

**And you? Do you analyze
the feedback behind
your score, even the
uncomfortable kind?**

NEXT WEDNESDAY ———

Julius Caesar

*Antony didn't argue with a hostile crowd. He started from
what it cared about.*

A new episode **every Wednesday.**

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