“

Friends, Romans, countrymen, lend me your ears.

ANTONY
JULIUS CAESAR · ACT III, SCENE 2

Shakespeare, AI and the craft of selling

III.2

THE SCENE

What’s going on?

Brutus and the conspirators have killed Caesar, and the crowd cheers Brutus: “Live, Brutus!” Antony loved Caesar and wants to defend him, but the room is hostile. He doesn’t argue. He starts from what the crowd cares about.

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

ON STAGE

Why does it still hit us?

Brutus justified the murder: Caesar was ambitious, a tyrant who didn't love the people.

Antony defends Caesar against that thesis, not with arguments but with facts the crowd can feel: the will leaves every citizen money.

IN SALES

Where do we see it at work?

Most pitches start from us: the product, the price, our story. But the customer waits for one thing: to hear their own problem named. What they told you is the best opening line.

WITH AI

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

Before the meeting, AI can tell you what this customer said, complained about and asked for. So you speak to them, not to a template. Reading the room, the timing and the voice stay ours.

THE LESSON

So what?

Active listening comes first. Prepare with what customers told you, then start from what matters to them. A pitch written by AI for everyone sounds like everyone's. Yours should sound like a reply.

YOUR TURN

And you? Where could AI help you communicate better, with a person still in charge of the method?

NEXT WEDNESDAY

Hamlet

Hamlet kept waiting for the perfect moment. Many AI projects do the same.

A new episode **every Wednesday**.
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