“

Hast thou, spirit,
perform’d to point
the tempest that I bade thee?

PROSPERO
ACT I, SCENE 2

Shakespeare, AI and the craft of selling

I.2

THE SCENE

What's going on?

Prospero, the exiled Duke of Milan, lives on a remote island. He ordered Ariel, a spirit, to raise a storm and bring the enemies who exiled him onto the island. Now he asks if it was done as told. Ariel: "To every article." The orders were clear, so he followed them to the letter.

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

ON STAGE

Why does it still hit us?

Ariel does everything he is told, but he can’t feel mercy: he says he would pity Prospero’s enemies, “were I human.” So at the end Prospero decides himself. He forgives, then breaks his staff. Clear orders first. A person when it matters.

IN SALES

Where do we see it at work?

At ROAR we work with AI agents like ROARBOT, which answer and qualify leads in real time. A hot lead, a doubt, an unhappy customer: that’s where a person should step in.

WITH AI

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

An agent follows clear instructions at any hour, on many channels at once. It can’t tell when the situation has changed. Writing clear instructions, and choosing when a person steps in, is still ours.

THE LESSON

So what?

Write down two things. What the agent must do, in plain words. And when it must pass to a person. Start small, then widen the limits as it proves reliable.

YOUR TURN

And you? Does your AI agent know when to pass to a person?

NEXT WEDNESDAY

Macbeth

Some numbers are full of sound and fury, signifying nothing. Which of yours?

A new episode **every Wednesday**.
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