



Human-to-Human Sales

Acumen®

LinkedIn Live #1

June 4, 2026

A Bit About Me



- B2B Sales, Enablement, Training and Consulting for 20+ years
- Bachelors in Psychology – University of Illinois
- MBA - New York Institute of Technology
- Founded LDK Advisory Services in 2014
- Author *“Beat the Bots: How your Humanity can Future-Proof your Tech Sales Career”* (2019)
- Sales Coach with Harvard Business School – Entrepreneurial Sales
- Focus: Psychology in Sales, Value-Centered-Selling, Human-to-Human Coaching for Sales Leaders, Human-to-Human Sales Acumen®
- Mom to 2 University of Illinois Students
- South Suburbs of Chicago



LinkedIn Live Series - Schedule

Date	LinkedIn Live	Topic
June 4	# 1	Human-to-Human Sales Acumen®
June 11	# 2	Intention & Mindset
June 18	# 3	Recognizing Buyers
June 25	# 4	Curiosity + Attuned Listening
July 2	None	Happy 4 th of July!
July 9	# 5	Critical Thinking
July 16	# 6	Advocacy
July 23	# 7	Influence
July 30	None	Month End
Aug 6	AMA	Ask Me Anything about the Human-to-Human Sales Acumen® Bootcamp Fall Cohort



B2B **selling feels** like a lot right now.
It's all just so **heavy**.



The buyer's journey has gotten pretty heavy, too, because of AI.
AI is constantly causing confusion and overwhelm that's paralyzing buyers from moving forward.



69% of B2B buyers turn to **sales reps to validate** AI-generated insights.¹



AI makes **human intelligence** more important,
not less.²

Source 1: Gartner - May 20, 2026, Survey of 645 B2B buyers, August-September 2025

Source 2: Bob Sternfels, Global Managing Partner of McKinsey & Company, and Lucy Pérez, Senior Partner at McKinsey (@WEF Davos 2026 captured in Fortune Magazine)





Technology is no longer a differentiator.

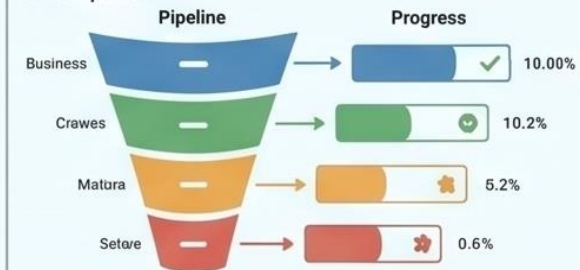




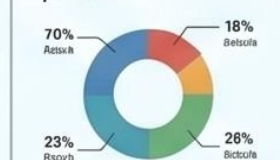


PIPELINE REVIEW: Q3 STATUS

Sales Pipeline



Pipeline Acrars



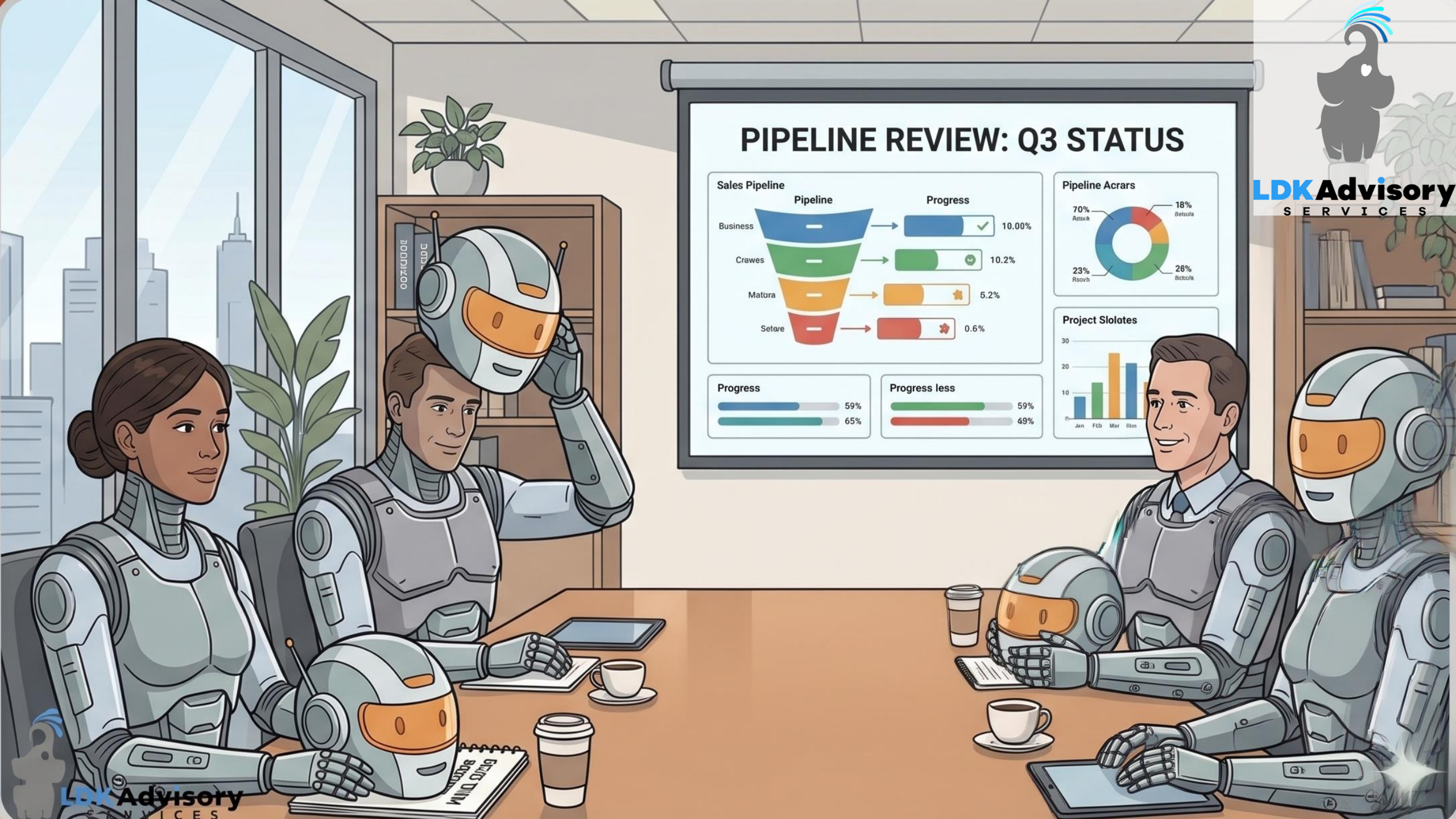
Project Slolates

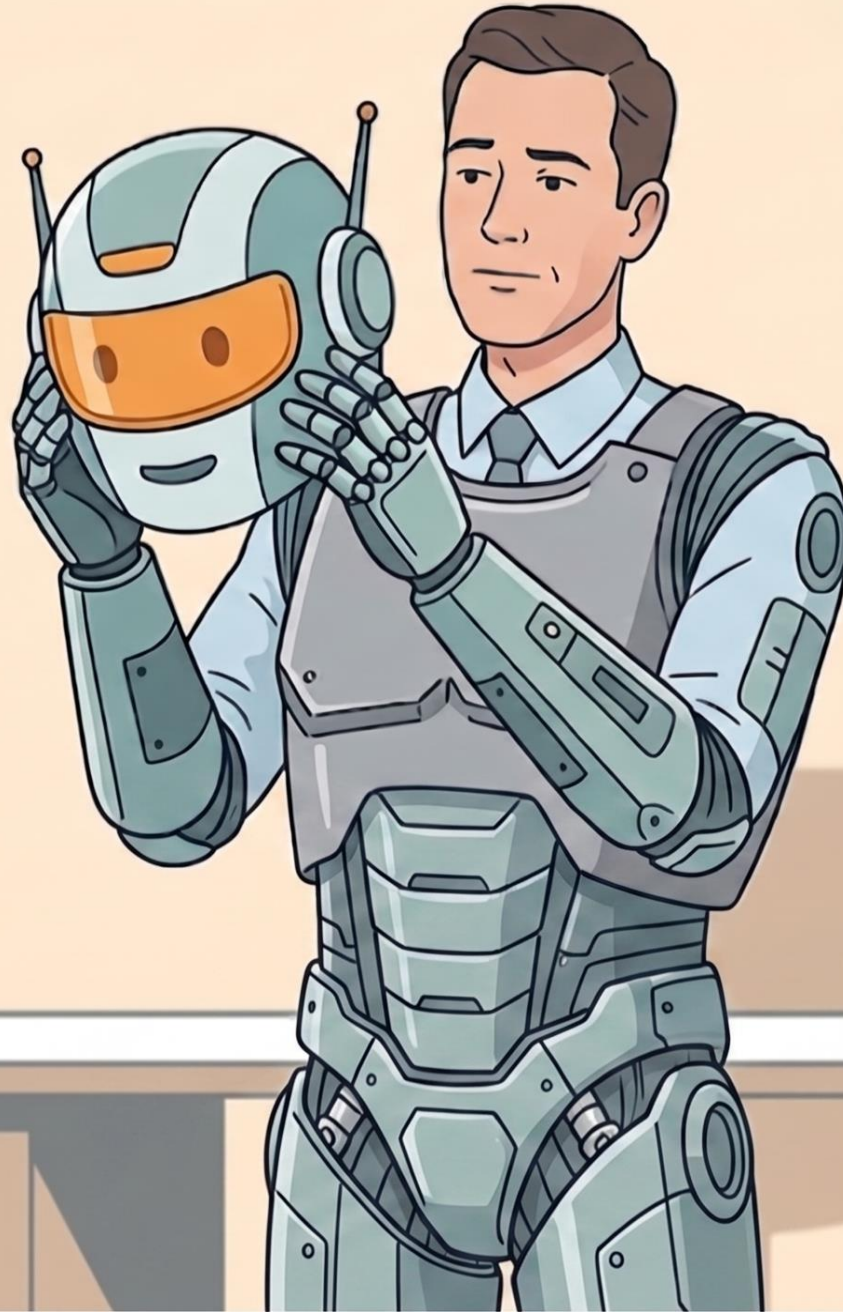


Progress



Progress less







“We will focus on how to keep humans at the heart of **AI**, using technology to **augment, not replace, human capability.**”

Source: Jonas Prising, Chair & CEO of ManpowerGroup, January 16, 2026



“AI makes human intelligence more important, not less.”



“In today's workforce, access to *technology is no longer the differentiator*, **human capability** is.”

Source: Bob Sternfels, Global Managing Partner of McKinsey & Company, and Lucy Pérez, Senior Partner at McKinsey (@WEF Davos 2026 captured in Fortune Magazine)



69% of B2B buyers turn to sales
reps to validate
AI-generated insights.



Source: Gartner press release, May 20, 2026, Survey of 645 B2B buyers, August-September 2025



Forrester Predictions 2026: Trust Will Be The Ultimate Currency For B2B Buyers.



“In 2026, B2B buyers won’t just be looking for solutions, they’ll be looking for proof. **Human Expertise will Rival GenAI** in appeal...Buyers will increasingly turn to human interactions to validate AI-generated insights.”



75% of B2B buyers will prefer sales experiences that prioritize human interaction over AI by 2030.



Source: Gartner Analysts Colleen Giblin (Principal, Research) and Elizabeth Jones (Senior Director Analyst) "Top Trends for CSOs Impacting B2B Sales in 2030"





BEAT THE BOTS

HOW YOUR HUMANITY CAN FUTURE-PROOF YOUR TECH SALES CAREER

BY ANITA NIELSEN · RELEASE DATE: JUNE 14, 2019

Candid, compassionate, and brimming with pertinent, practical sales advice.

This debut guide encourages business-to-business tech salespeople to practice human-to-human selling.

Sales performance consultant Nielsen sees her clients struggle on a daily basis with the commoditization of IT products and services. Acknowledging the rise of robots, artificial intelligence, and sophisticated online purchasing, she issues a warning of sorts in this book: "Long-term success in a B2B tech sales career depends on your ability to focus on the exact opposite of technology's value; you have to master human value." It's a point well taken, expressed with verve and passion by an author with relevant experience on the B2B battlefield. Nielsen's premise—human-to-human, or "H2H," selling creates value that can't be duplicated by "bots"—is timely, relevant, and, for some sales professionals, sobering. She finely hones her argument by demonstrating, through examples of right and wrong techniques, the importance of truly understanding each customer's needs and customizing the sales approach to meet them. Mastery of H2H involves making a commitment to delivering "personalized value," which, Nielsen writes, is "the main reason why high performers consistently outperform everyone else." Not surprisingly, this is no easy task, so the author offers authoritative counsel on the psychology behind H2H selling. Perhaps the most striking metaphor in the manual, borrowed from a social psychologist, is "the rider, elephant, and path," in which the rider signifies the rational mind, the elephant represents emotion, and the path denotes the customer's road to value (or, for the salesperson, a signed contract). Nielsen does a superb job relating this recurring metaphor, which anchors her own training approach to the complex nature of B2B selling. But the inspirational book goes beyond the metaphor, exploring how to ask effective, "high impact," open-ended questions; discussing ways to engender the customer's trust; reinforcing the concept of authenticity; and suggesting strategies for becoming indispensable. While some of the material in the guide is unduly repetitive, the core message of becoming "a purveyor of value" probably can't be stated often enough. If getting B2B salespeople to think differently is her goal, Nielsen brilliantly succeeds.

Candid, compassionate, and brimming with pertinent, practical sales advice.

[Find it on Amazon](#)

