



The Human-to-Human Sales Acumen®
LinkedIn Live Series

Live #2: Mindset and Intention

June 11, 2026



Don't be shy – get in in the chat!



Linkedin Live #1 Recap

- **Buyers want human sellers involved**
- **AI and rigid methodologies risk “robotizing” sales pros**
- **Human-to-Human Sales Acumen® protects you, gets you future-ready**



Human-to-Human Sales Acumen®

The mindset, capability, and uniquely human skill set that enable sellers to perceive the human dynamics behind a purchase decision, adapt their approach to meet the moment, and guide buyers to achieve desired outcomes with confidence.

Heartset

The foundation for Human-to-Human Sales Acumen®.

Heartset is a sales professional's identity-level service orientation and commitment to nurturing a human-to-human connection with buyers.

- Benevolent Intent
- Genuine desire to help your buyer win based on their definition of success

I Can't Resist: Heartset is at the heart of Human-to-Human Sales Acumen®

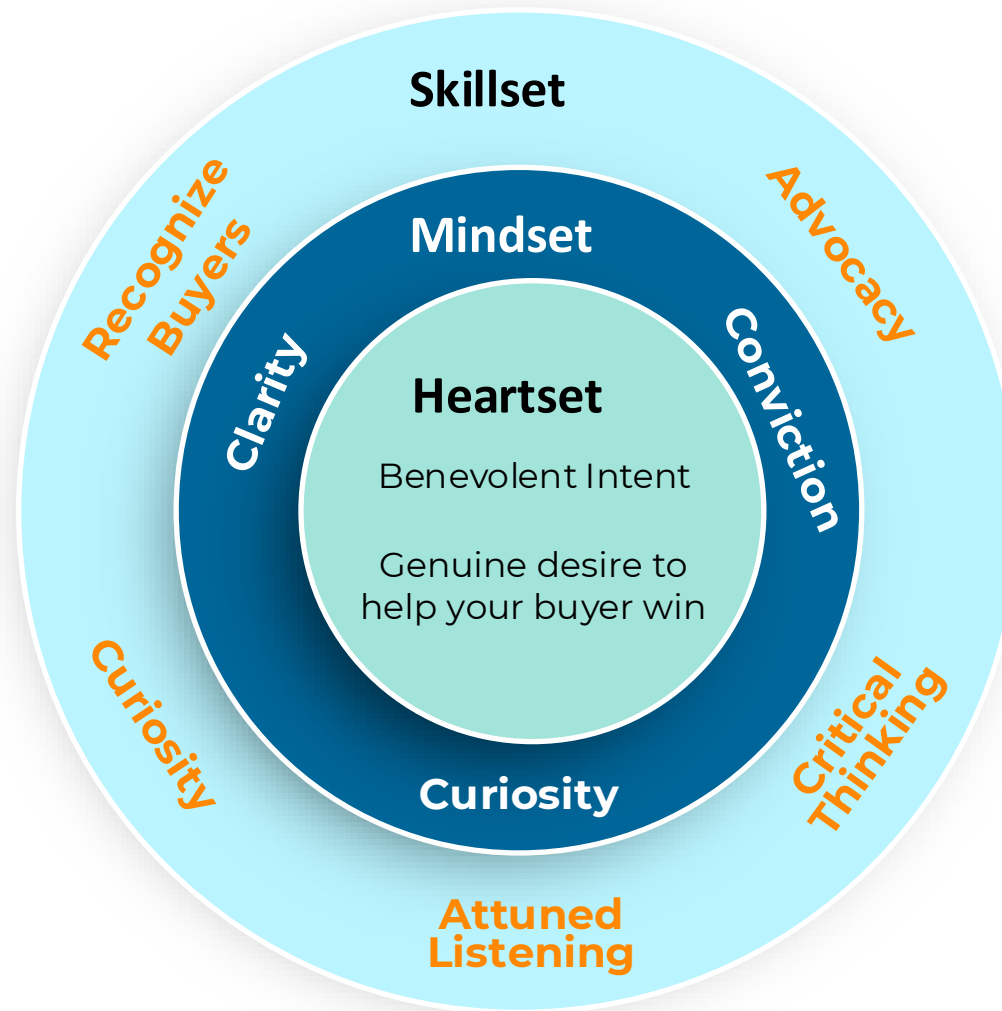


Mindset

A sales professional's deliberate, **sales specific mental model** and set of **beliefs**, in tune with their heartset, that ultimately determine skillset and performance.

- Clarity
- Curiosity
- Conviction

Human-to-Human Sales Acumen®



Self-Awareness

The ability to see and understand yourself – specifically in the context of sales and selling.

- ***Required to establish and grow H2H Sales Acumen***
- **Awareness of physical presence, emotions, tone, body language and how buyers perceive you**
 - **Metacognition – self-awareness of the mind or thinking about your thinking. Intention vs. Impact**
- **Awareness triggers action and adaptation**

The Outcome of Human-to-Human Sales Acumen®

- **Earned** right to **influence** the buyer's decision and process
- **Customers for life!**

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

Why Human-to-Human Sales Acumen® is crucial for sales professionals today:

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"

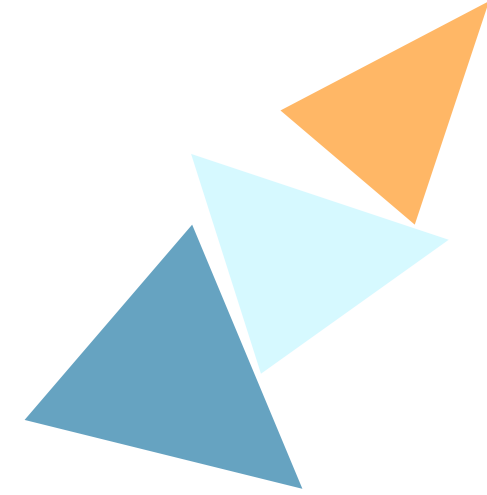


Why Human-to-Human Sales Acumen® is crucial for sales professionals today:

“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)



Why Human-to-Human Sales Acumen® is crucial for sales professionals today:

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





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](#)

