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# Cognitive Selling

The next step in consultative sales ...

Strategic  
Selling

1985

SPIN  
Selling

1988

Sandler  
System

1990

Solution  
Selling

1995

MEDDIC  
Selling

1998

Challenger  
Selling

2010

Cognitive  
Selling

2023

Paul Golding 



Frontier

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*Why do I keep losing sales?*

*We're using best sales practices!*

???

*We're using Cognitive Selling.*



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**Sales ← bolt-on AI**

**or**

**Master AI → reinvent sales**

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~5-20%

Revenue lift **hiding in plain sight**

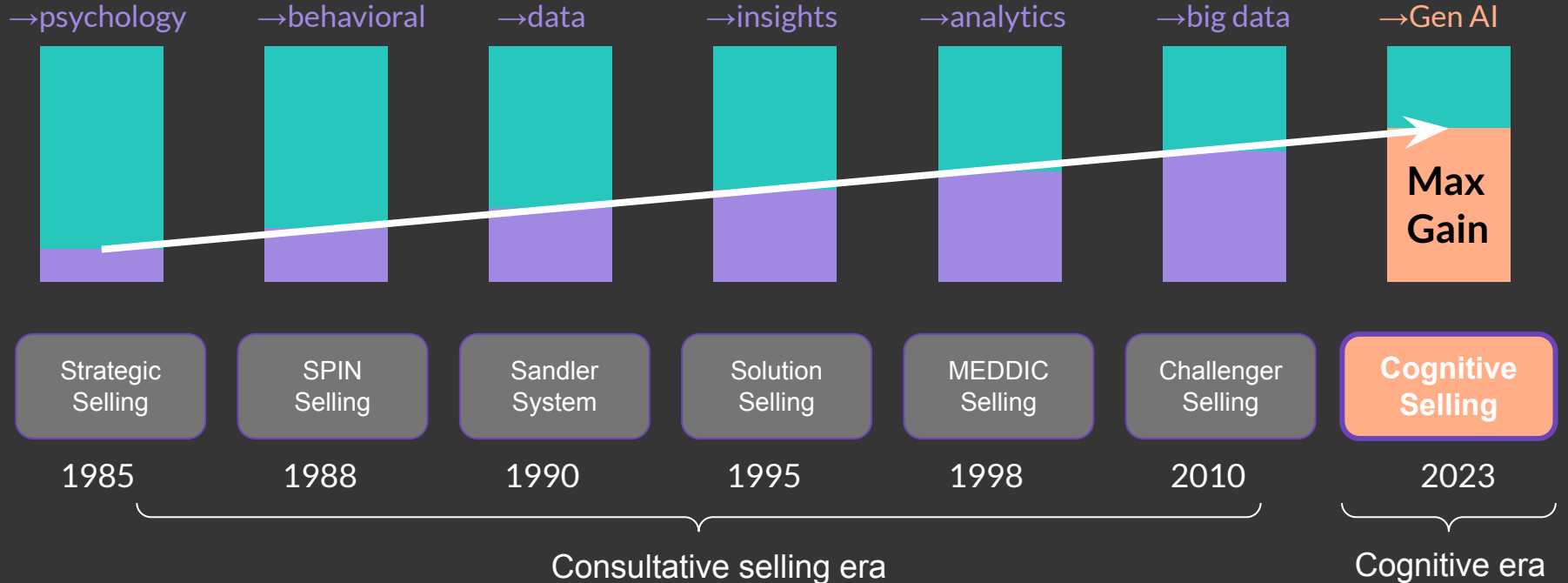
Reachable via (Causal) **Generative AI**

**Or 5-20% LOSS** if your sales team loses to GenAI.

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# Sales evolution:

Art → Science → AI



Sales needs:

Saliency

What data matters?

Insights

Why it matters?

Decisions

How to act upon it?

Customer X is building a new factory

They will need ZeroTrust networking

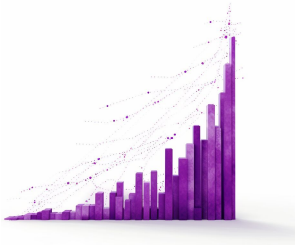
Use this dynamic playbook optimized for Customer X

Hyper-Connected sales data

GenAI makes connections with beyond-human performance



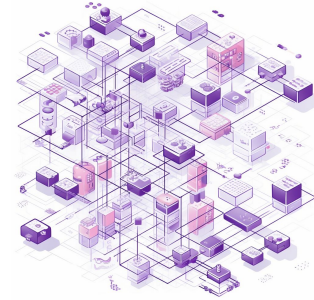
Top performer habits with complex buyers



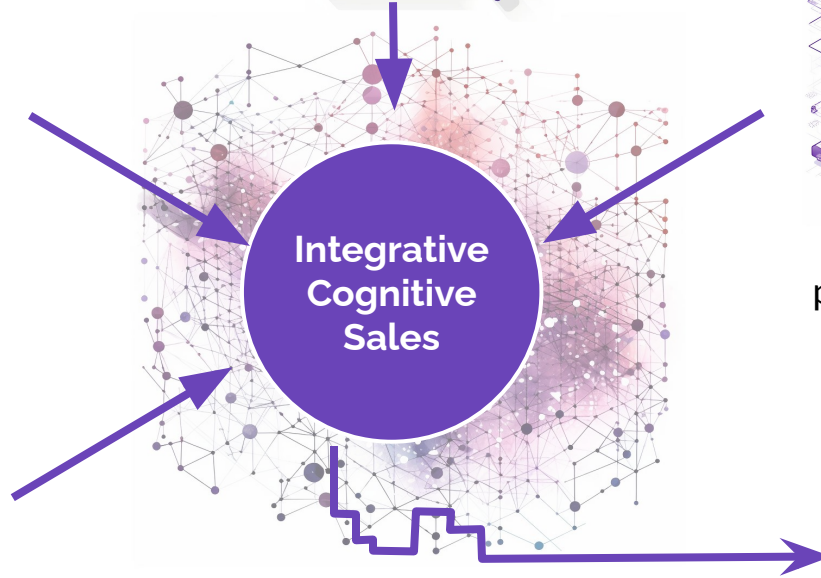
CRM data + dashboards + win-loss etc.



Market intelligence



Complex product knowledge



**beyond-human connections**

Saliency

What?

Insights

Why?

Decisions

How?



**WIN! WIN! WIN!**

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# Use cases: AI scales to a multi-front battle

- Micro-learning
  - Sales coaching
  - Campaign design
  - Ramp acceleration
  - Solution design
  - Blind-spot detection
  - Competitive assessment
  - Customer interactions
  - Dynamic playbooks
  - Real-time decision support
  - Emotional intelligence
  - Pain-point identification
  - Cognitive MEDDPIC
  - Win-loss analysis
  - Campaign assessment
  - Intelligent SI
  - Market-driven intelligence
  - Sales-driven intelligence
  - Campaign ROI estimation
  - Growth-sprint planning
  - Insights generation
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Just a  
chatbot?

NO!

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Easy, but wrong:

Sales + “ChatGPT”

Low defensive moat.

“Democratized AI” *won't win!*



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Hard, but right:

**Integrative** cognitive sales

High defensive moat.

**Will** *continually win deals!*



# Technical foundations

Adaptable  
mindset

Agile Sales  
Teams

Design-  
driven  
innovation

AI and human  
“symbiosis”

Integrative  
Cognitive sales

Innovative and  
responsive AI

Agile AI  
Operations

Product-centric  
delivery

Value and outcome  
focussed

No silver bullet: must build operational AI capability to win a multi-front battle

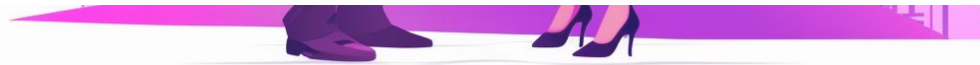
# Operational foundations

# Cognitive selling era:

A race between cognitive sales teams



⇒ Enterprise sales **must invest heavily in AI innovation** to win a multi-front battle!



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**Cautionary note #1:**

# Cognitive buying era:



**WARNING: Your buyer will also be using Cognitive AI**



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**Cautionary note #2:**

# Avoiding a zero-sum game



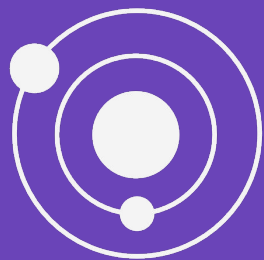
**The human connection cannot be replaced by AI → integrative.  
The challenge must be framed as *strategic innovation*.**

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# Conclusion

- Cognitive selling (buying) era is upon us.
- Sales teams with the best AI capabilities will win (>> chatbot).
- Winning requires a *strategic AI innovation commitment* using an integrative approach.





# Frontier

[frontierai.company](https://frontierai.company)

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