

By 2050, machines will take over half of all jobs.

... and telemarketers will be the first ones to go.

An Oxford study says

there's a 99% chance
AI will replace human telemarketers soon.

But until AI learns how to build genuine rapport,
sales calls will remain a person-to-person interaction.

That's because there are four building blocks of rapport
that only we humans can do for now.

#1 Listening and Empathy

Talking about oneself releases feel-good chemicals in the brain.

It's even more rewarding with a person who's really listening.

How Not to Sound Like a Machine:

Start with an open-ended question;

let them share a bit about themselves.

#2 Being Authentic

People do business with people they like.

No matter how well AI mimics human speech,
there's nothing like the real thing.

How Not to Sound Like a Machine:

Let the conversation flow naturally and show genuine interest,
but don't overdo it.

#3 Finding Common Ground

AI knows more about your prospects than you do.

But only people can connect and find common ground in a conversation.

How Not to Sound Like a Machine:

Bring up interesting tidbits that prospects can relate to.

Build on these points at different moments in the call.

Related: [Rethinking Telemarketing and Its Spammy Reputation](#)

#4 Creating Shared Experiences

The secret to building rapport is creating shared experiences.

Whether it's defining the prospect's problem or identifying a solution,
working together brings people closer.

How Not to Sound Like a Machine:

Turn sales calls into collaborative brainstorming sessions.

Use “we”, “our”, and “us” in the conversation.

Rapport is a two-way connection between people.

It's going to stay that way unless machines master these four skills.

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