



# AI Can't Close The Deal! Why Sales Skills Still Matter In Self-Storage, and How to Sharpen Your Own

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**Education:** April 7-10, 2026 · **Exhibits:** April 8-9, 2026  
Caesars Forum Conference Center · Las Vegas

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This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

**THANK YOU!**

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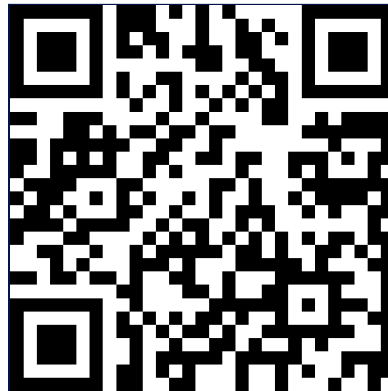




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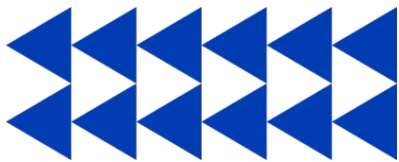


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# Out of 100 callers...

- Your AI bot can easily handle 30.
- The problem is that the other 70 are the ones who pay the bills.



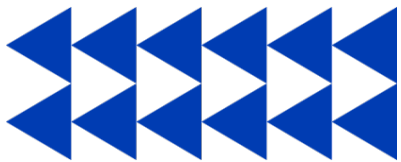
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# AI Won't Replace Salespeople

But salespeople who act like AI WILL be replaced.



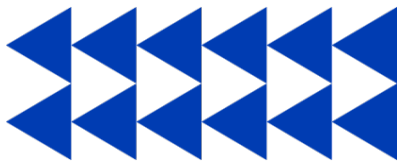
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# Why This Matters

- AI adoption is exploding.
- But conversion rates aren't.
- Humans still close the deals that matter.



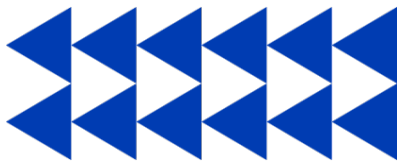
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# What AI Does Well

- Transactional buyers
- People who know what they want
- People who prefer automation
- Repetitive tasks
- Order processing



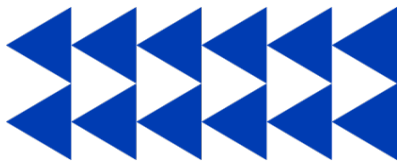
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# What AI Can't Do

- Interpret emotion
- Build trust
- Guide hesitation
- Adjust to tone
- Resolve internal conflict
- Close complex decisions



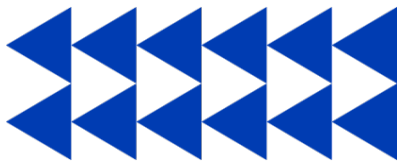
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# People Lie to AI

- People tell the truth to people.
- You can't close a lie.



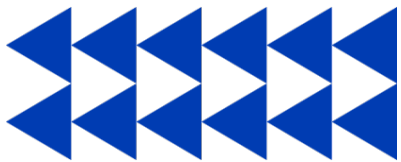
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# Why Customers Lie to AI

- No rapport
- No emotional stakes
- No trust
- Fear of being misunderstood



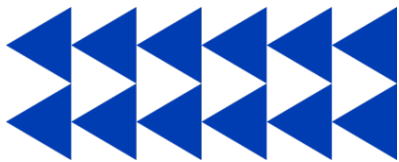
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# The Human Sales Advantage Model

- AI zone
- Shared zone
- Human zone



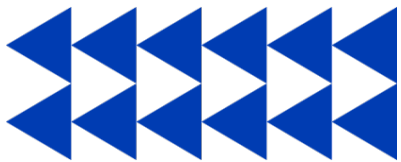
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# AI Zone

- Routing
- Quoting
- FAQs
- Basic reservations



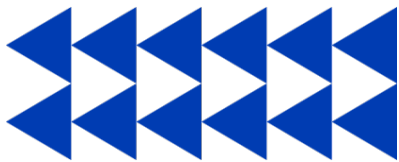
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# Shared Zone

- AI frames options
- Humans guide decisions
- Blended selling



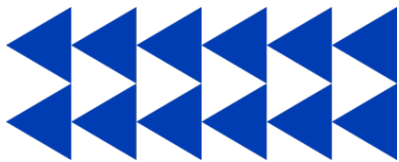
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# Human Zone

- Trust
- Emotion
- Confidence
- Reframing
- Closing



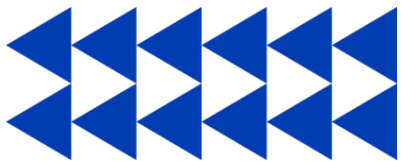
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# Emotional Surveying Triangle

- Tone
- Words
- Reactions



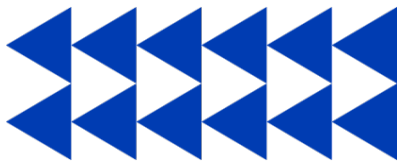
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# Tone

- Stress
- Urgency
- Confusion
- Frustration
- Relief



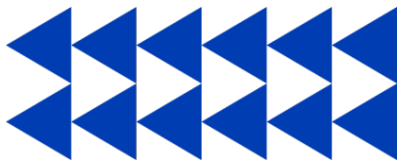
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# Words

- Literal and emotional meaning
- Signals of hesitation



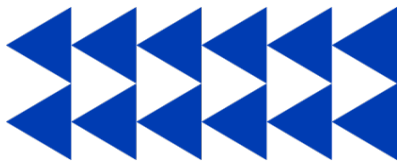
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# Reactions

- Silence
- Energy shifts
- Uncertainty



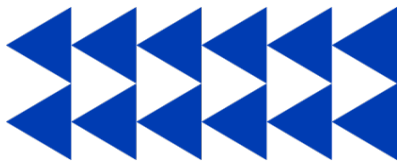
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# Why AI Fails Here

AI can't interpret hesitation or emotional movement.



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# 5 Rules of Sales: Overview

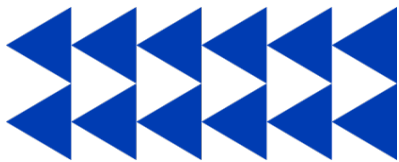
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# Rule 1

- You can't sell anyone anything.
- But you can help people talk themselves into buying just about everything.
- Guide their internal dialogue.



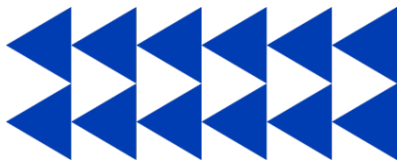
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# Rule 2

- Get over the idiot hurdle.
- Confidence builds trust.



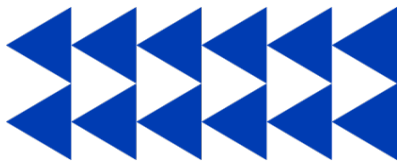
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# Rule 3

Treat everyone as if they are smarter than you.



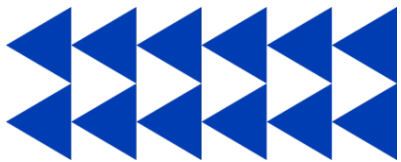
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# Rule 4

Speak with confidence.



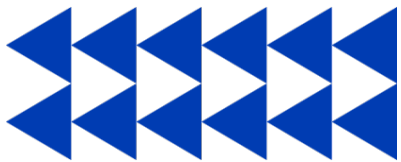
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# Rule 5

- Keep the process going.
- Redirect hesitation.



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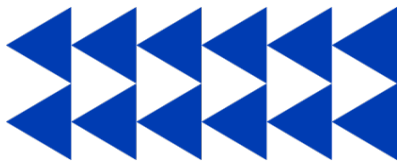




# 5 Agreements Overview

Your agreement is complete when you agree on:

- Time frame
- Location
- Size
- Amenities
- Price



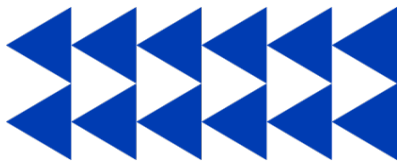
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# Emotional Movement

- AI can't track emotional progress.
- Humans must.



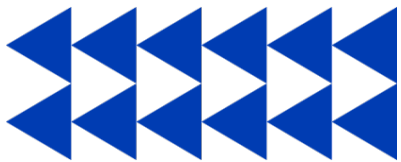
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# AI Handles 30%

These are the easy customers.



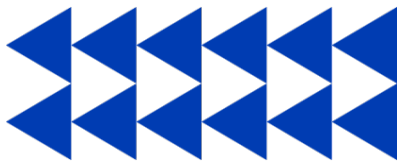
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# The Other 70%

- Emotionally uncertain
- They pay the bills.



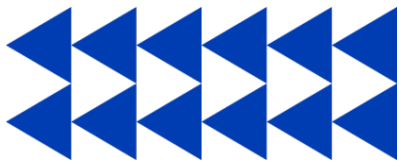
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# AI Can't Close These

Not built for emotional complexity



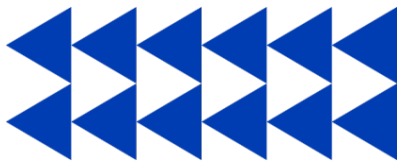
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# The Math

- Lost rental = \$1,500 to \$2,000
- 10% lift = +\$500K to \$2M value



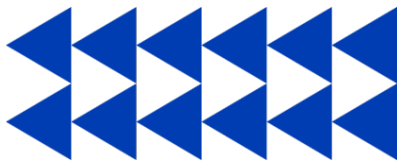
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# Warning

If AI frees up your sales reps, but they don't convert leads, all you've succeeded in doing is automating your losses.



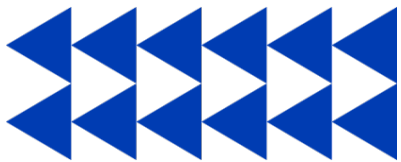
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# Final Line

- AI opens the door.
- Your people walk customers across the threshold.



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SUBMIT  
FEEDBACK!



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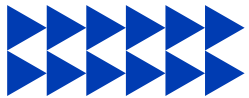
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