

The Generative AI Sales Paradox (GASP) – Enhancing Sales Scalability at the Cost of Human-Led Relationship Building in B2B Markets

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Abstract

This research investigates the Generative AI Sales Paradox (GASP), a phenomenon in B2B sales where Generative AI enhances operational efficiency and scalability while

simultaneously eroding the quality of human-led customer relationships. The study focuses on key B2B industries, including manufacturing, professional services, and technology, where trust-based, high-value relationships are critical to business success.

The research employs a mixed-methods approach, combining qualitative case studies, quantitative surveys, and theoretical analysis. The case studies, conducted with six B2B firms, highlight significant efficiency gains from AI adoption, such as faster lead

qualification and automated customer outreach. However, these improvements come at the expense of personalized customer engagement, with clients reporting dissatisfaction due to impersonal AI-driven interactions.

Quantitative surveys of 250 B2B firms further confirm this paradox, showing a 15% decline in customer satisfaction despite a 25-40% increase in operational efficiency. Moreover, long-term revenue growth stagnated in firms relying heavily on AI, particularly due to weaker client relationships. The Scalability vs. Authenticity Trade-Off Theory (SATOT) applied in the theoretical analysis supports these findings, highlighting the limitations of AI in replicating human emotional intelligence and adaptability.

The study proposes a hybrid AI-human model where AI handles routine tasks while human sales representatives focus on complex, relationship-driven interactions. This approach aims to balance efficiency with the emotional intelligence necessary for building long-term client trust.

The research concludes that while Generative AI offers clear operational benefits, B2B firms must carefully manage its application to avoid undermining the human connections essential for sustaining long-term success in high-value sales.

Index Terms

Generative AI, B2B Sales, Sales Scalability, Customer Engagement, Hybrid AI-Human Model