

AMPLIFY YOUR SALES WITH AI



**Your Blueprint to Using AI to
Become Your Secret Sales Weapon with Battle-
Tested ChatGPT Prompts**

YOU KNOW, IT'S NO SECRET THAT ARTIFICIAL INTELLIGENCE (AI) IS CHANGING PRACTICALLY EVERY ASPECT OF OUR LIVES, AND SALES IS NO EXCEPTION.

With this AI revolution in full swing, it's no wonder there's a flood of so-called "tips and tricks" out there for sales professionals, all promising to showcase the remarkable power of AI in your sales process.

But let's be real here – most of these promises fall short of delivering the goods. We've all come across those fluffy courses that guarantee huge boosts in business in unrealistically short timeframes, and if you were skeptical, you had every reason to be.

But fear not, because this guide is here to offer something different. It's not about quick fixes or empty promises. Instead, it's all about sharing proven strategies and ideas that actually align with the most sought-after AI applications for salespeople. So, if you're ready to explore how AI can truly amplify your sales game, stick around because we've got some valuable insights coming your way.

Research the Company,
Industry, or Specific Buyer

PROMPT #1

Act as a **[sales manager]** for a **[company type]** company **[who manages # sales representatives]**. Can you provide the top 5 challenges you face in your role and business?

PROMPT #2

Tell me more about the **[industry type]** industry.

PROMPT #3

What are the biggest challenges facing the **[industry type]** industry?

PROMPT #4

Provide the names of the **[CEO]** and/or **[CRO]** for the **[industry type]** companies that compete with **[Company Name].***

NOTE: Remember, the asterisks (*) above and below indicate that you should always double-check specific contact or company details generated by conversational AI tools. For accuracy verification, consider using tools like Perplexity.ai.

PROMPT #5

Who are the primary competitors in the **[industry type]** industry?*

PROMPT #6

(6a) In the **[industry type]** industry, what departments have an influence on buying decisions for **[product/service]**?

(6b) What are 5 titles of people who can influence the buying decision in each of those departments?

(6c) What are the pain points for each of those titles? Put in table format.

(6d) What are the direct and indirect costs associated with those pain points? Put in table format.

PROMPT #7

(7a) What are the main pain points for a **[position title]** in the **[industry type]** industry?

(7b) What are the direct and indirect costs associated with those pain points?

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PROMPT #8

What are the direct and indirect costs associated with **[list all of a the problems you and your business solves]**? Create a rough estimate of these in dollars. Put the estimates in table format.

NOTE: Understanding both direct and indirect costs associated with a pain point for a purchase decision influencer provides a roadmap for asking targeted questions with estimated figures during discussions. For example, you could ask, "In your experience, do the direct and indirect costs, typically ranging from \$# to \$#, align with what others in your industry face?"

PROMPT #9

Act as if you are a **[position title]** at a company with **[#]** employees in the **[industry type]** industry. What objections and questions would you have for me as the sales representative? I sell **[product/service]**. You have a current **[supplier/vendor]**. Provide for me your top 10 objections and questions. Put in table format.

PROMPT #10

Act as if you are a **[position title]** at a company with **[#]** employees in the **[industry type]** industry. Role play a sales call with me. You will play the prospect, and I will play the sales representative. Give me a moment to respond to each of your questions and objections. I sell **[product/service]**. Limit the role play to 5 minutes.

PROMPT #11

Act as if you are the **[position title]** at a company with **[#]** employees in the **[industry type]** industry. What are the challenges and concerns you have with regard to **[solution you provide]**?

PROMPT #12

Condense those challenges and concerns to the top 3, in descending order of importance. Keep each under 15 words in length.

PROMPT #13

Write a script. Begin with "When we speak to **[position title]** in the **[industry type]** industry, they tend to share with us some challenges they are having. Things like..." Then insert challenges 1, 2 and 3 from the list you just generated. End the script with "Are any of these challenges you are currently facing or have been thinking about?"

PROMPT #14

((paste your pitch here)) Adapt the text I just put in double parentheses so that it is a voice mail message I can leave for a **[position title]** in the **[industry type]** industry.

NOTE: Following these prompts allows you to craft a personalized elevator pitch tailored to purchase decision influencers in any industry.

FOR MORE ON THE BEST STRATEGIES FOR LEVERAGING AI IN SUPPORT OF YOUR **SALES PROCESS:**



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