

YOUR AI PLAY BOOK FOR SALES IS HERE

AI is transforming sales. It is time to raise your speed bar and embed AI workflows into your sales processes to accelerate pipeline momentum, gain insights from your customer interactions and close deals faster.

This Play book is your prompt cookbook of ready to use prompts to hit the ground running. Turbocharge your productivity and crush your sales quota.

Laser-Target Your Ideal Customer Profile

PROMPT:

Generate an Ideal Customer Profile based on the existing customer list.

Explanation:

This will produce a profile of your ideal customer, including their industry, company size, and typical deal size.

Input needed:

Current customer list including customer name, industry vertical, customer revenue size, deal ticket size.

PROMPT:

Compare new customer data with the Ideal Customer Profile and rank in order of fit.

Explanation:

This will prioritize prospects that most closely match your Ideal Customer Profile.

Input needed:

New customer data including industry, revenue size, and potential deal size.

PROMPT:

Adjust Ideal Customer Profile based on the characteristics of our most recent successful deals

Explanation:

This will allow you to adapt your Ideal Customer Profile based on recent wins.

Input needed:

Details of recent successful deals.

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Account Based Marketing

PROMPT:

Identify key stakeholders and their roles within [Target Account].

Explanation:

This identifies key decision-makers, influencers, and gatekeepers, helping you tailor your marketing approach to the right individuals.

Input Needed:

Available data about the target account, including company website info, LinkedIn profiles, and any existing notes or interactions logged in your CRM system.

PROMPT:

Generate personalized content for each identified stakeholder in [Target Account] based on their role, interests, and pain points.

Explanation:

Based on identified stakeholder characteristics, this prompt tasks the AI with creating tailored content (like email drafts, ad copy, or social media messages) that will resonate with each stakeholder.

Input Needed:

Data about the stakeholders' roles, interests, and challenges, which can come from CRM notes, social media profiles, and other available resources.

PROMPT:

Analyze the buying cycle and predict the most effective touchpoints for [Target Account].

Explanation:

This prompt instructs the AI to analyze the target account's buying cycle, including past interactions and purchases, to suggest the most effective times and methods for outreach.

Input Needed:

Historical data of the account's purchases and interactions. This data can usually be found in your CRM system or other sales databases.

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Conversation Intelligence

PROMPT:

Analyze conversation transcripts and highlight actionable insights for sales opportunities.

Explanation:

This will identify key themes and trends from your sales conversations.

Input needed:

Transcripts of sales calls or meetings.

PROMPT:

Summarize the key discussion points from the last meeting and suggest next steps.

Explanation:

This will provide you with a concise summary of your meeting and potential actions to move the deal forward.

Input needed:

Meeting minutes or notes.

PROMPT:

Identify patterns in successful sales conversations to inform sales strategy.

Explanation:

This will help you to understand the factors contributing to successful sales dialogues.

Input needed:

Transcripts or notes of successful sales calls or meetings.

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Personalize Outreach with Data-Driven Insights

PROMPT:

Generate a personalized follow-up email for Prospect X, based on our last conversation.

Explanation:

This will draft a unique follow-up email tailored to the recipient's interests and recent conversation.

Input needed:

Details of your last interaction with the prospect.

PROMPT:

Create a proposal email for Prospect Y, highlighting how our product/service aligns with their challenges. End with a CTA to schedule a product demo.

Explanation:

This will draft a personalized proposal email, highlighting how your product/service can address the prospect's pain points.

Input needed:

Prospect's challenges and how your product/service can address them.

PROMPT:

Draft a follow-up email summarizing the demo with Prospect Z and suggesting next steps.

Explanation:

This will produce a recap of the demo, focusing on the aspects that resonated most with the prospect.

Input needed:

Recap of the demo and potential next steps towards a purchase.

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Predict Outcomes with AI Analytics

PROMPT:

Analyze the probability of each opportunity in the pipeline closing successfully this quarter.

Explanation:

This will help you to forecast your sales for the current quarter.

Input needed:

Data on all open opportunities including their current stage, deal size, and close date.

PROMPT:

Analyze the win rates of different sales reps and predict their performance for the next quarter.

Explanation:

This will provide insights into which sales reps are most likely to achieve their targets.

Input needed:

Historical win rates of sales reps.

PROMPT:

Predict the total sales for the next quarter and identify potential risks based on historical trends.

Explanation:

This will help you to prepare for the next quarter by identifying potential challenges ahead of time.

Input needed:

Sales data from previous quarters.

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Objection Handling

PROMPT:

Generate a response to Prospect X's objections to the price of our product

Explanation:

This prompt can generate a response that addresses the prospect's concerns about the cost, by focusing on the value and ROI of the product, as well as possible flexible payment options.

Input Needed:

Detailed objections raised by Prospect X about the price, and any unique selling propositions or flexible pricing options that your product/service offers.

Dealing with Lost Opportunities

PROMPT:

Analyze the lost deal with Prospect Y and provide insights into possible reasons for the loss.

Explanation:

This prompt aims to extract potential reasons for a lost deal, which could include pricing, timing, product fit, or competitor offerings. This can inform future engagement strategies and improve the sales process.

Input Needed:

Detailed information on the interactions with Prospect Y throughout the sales cycle, including meeting notes, email conversations, and any feedback received during or after the sales process.

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Preventing Deal Stagnation

PROMPT:

Identify patterns in stalled deals in the pipeline and suggest strategies to revive them.

Explanation:

This prompt is useful for identifying commonalities in deals that are not progressing as expected. The AI can then suggest tailored strategies to help move these deals forward.

Input Needed:

Information on deals currently in the pipeline, including their current stage, length of time at this stage, nature of the product/service, deal size, and any communication or feedback from the prospect so far.

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