

25+ Chat GPT prompts for sales reps:

Generative AI guide to sales excellence



Generative AI has become an integral part of our lives. While significant advancements have been made in this technology, the efficacy of generative AI depends on the user. You will get the best results with the right prompts. In the workplace, the ability to use AI effectively can give you an edge and ensure you are performing at your best. This is especially true if you are in sales, as you are expected to be knowledgeable, thoughtful, and prompt, all at the same time.

Whether you are already using generative AI or thinking about it, these 25+ prompts should help guide and inspire you to boost your sales performance.



Table of Contents

Using generative AI for emails	<u>02</u>
Using generative AI for calling	<u>06</u>
Using generative AI for prospecting	<u>11</u>
Using generative AI for sales training	<u>14</u>
Using generative AI to answer customer queries	<u>17</u>
Building customer journeys	<u>20</u>
Using generative AI in events	<u>24</u>
Using generative AI for data and reporting	<u>26</u>
Best practices for using generative AI prompts	<u>31</u>

Using generative AI for emails

As generative AI uses natural language processing algorithms, it's a great tool for writing. In sales, we send and receive a lot of emails. ChatGPT and other generative AI solutions can help you come up with creative ideas for your emails and even write them for you. Let's look at a few ways you can use this.

Writing an email draft

In a new chat window on your generative AI tool of preference, you can use the following prompt:

[Hey, I need a compelling cold email. I'm reaching out to [describe the target audience, we've used 'small business owners'] to introduce them to our [describe the product or service, we've used project management software].

Subject: Streamline Your Business Operations with [Your Project Management Software]

Hi [Name],

I hope this email finds you well. I'm reaching out because I noticed that you're running a small business, and I wanted to introduce you to a game-changing solution that can revolutionize the way you manage projects.

At [Your Company], we understand the challenges that small business owners face when it comes to juggling multiple projects, deadlines, and teams. That's why we've developed [Your Project Management Software] – an intuitive and powerful tool designed specifically for businesses like yours.

With [Your Project Management Software], you can:

- Easily assign tasks, set deadlines, and track progress in real-time.
- Collaborate seamlessly with your team, whether you're in the office or on the go.
- Stay organized with centralized project documentation and communication channels.
- Boost productivity and efficiency, allowing you to focus on what you do best – growing your business.

We've already helped countless small businesses streamline their operations and achieve greater success, and we'd love to do the same for you.

Would you be open to a quick chat to discuss how [Your Project Management Software] can benefit your business? I'd be happy to provide more information and answer any questions you may have.

Looking forward to hearing from you!

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]

While the first attempt is a good starting point, the email could be shorter. Use the prompt **"Thanks. Could you cut down the length of the above email?"**.

Subject: Simplify Project Management for Your Small Business

Hi [Name],

I noticed you're a small business owner, so I wanted to introduce you to [Your Project Management Software].

Our tool helps you:

- Assign tasks and track progress effortlessly.
- Collaborate seamlessly with your team.
- Stay organized with centralized documentation.
- Boost productivity and focus on growth.

Interested in learning more? Let's chat!

Best,

[Your Name]

[Your Contact Information]

It's never a bad idea to greet GPT. It works best if you speak to the AI like you would a human.

The second result is to the point but is missing details from the first email. Depending on your requirements, choose the one you like the best.

NOTE: While GPT will help draft better emails with more information, we recommend that you leave out any personal information about you, your business, or your customers. Use generic details such as "We are a project management company". This is because your prompts become a part of the large pool of data GPT uses to train and operate. This would mean there is a risk that sensitive information could be leaked.

Writing follow-up emails

Let's consider a scenario where you have been emailing a customer, but they haven't responded to any of your emails. Now, you don't know how to proceed. Chat GPT can help you out in such a scenario. Using the prompt,

"Hey, I've reached out to this potential customer twice already but haven't received a response. Could you help me draft a follow-up email that's polite yet assertive, encouraging them to engage with us without coming across as too pushy?"

can give you this result:

Subject: Quick Follow-Up: [Your Offer/Subject]

Hi [Name],

I hope this email finds you well. I understand you're likely busy, but I wanted to quickly touch base regarding my previous emails.

I've reached out a couple of times about [briefly mention the topic or offer], but it seems like my messages might have slipped through the cracks.

I completely understand if now isn't the right time, but I wanted to make sure you didn't miss out on [briefly mention the value proposition or benefit].

If you're still interested in exploring [Your Offer/Subject] or have any questions, I'd be more than happy to chat at your convenience.

Looking forward to hearing from you soon!

Warm regards,

Again, once you add more context, this could be a good email to get them to respond to your attempts.

If you don't get a result you like on your first attempt, it's always good to specify a particular style or tone you would like the email to have. This will help Chat GPT fine-tune the result. For example, with the prompt "**make the tone apologetic**", you get this result:

Subject: Apologies for the Persistence: [Your Offer/Subject]

Hi [Name],

I hope this email finds you well. I wanted to extend my sincerest apologies for the persistence in reaching out.

I understand that your time is valuable, and I didn't mean to inundate your inbox. However, I couldn't help but feel that my previous messages may have gone unnoticed amidst the daily hustle.

If I've overstepped or caused any inconvenience, please accept my apologies.

That said, I remain genuinely enthusiastic about the possibility of discussing [Your Offer/Subject] with you. I truly believe it could [briefly mention the value proposition or benefit].

If you're open to it, I'd love to have a quick chat at your convenience. And if not, I completely understand, and there's certainly no hard feelings.

Once again, I apologize for any inconvenience caused and appreciate your understanding.

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

Optimizing subject lines

A good email may go unread with a bad subject line. As it's important to get this aspect right, Chat GPT can help you. With the prompt "**Optimize this email subject line**", followed by the subject line "**5 ways to improve email open rates**," I got 5 suggestions I could choose to use in my next email.

Sure! Here are a few optimized versions of your subject line:

"Boost Your Open Rates: 5 Proven Email Enhancements"

"Unlock Success: 5 Strategies for Higher Email Opens"

"Maximize Engagement: 5 Tips for Better Email Reception"

"Elevate Your Inbox: 5 Tactics to Skyrocket Open Rates"

"Crack the Code: 5 Ways to Surge Email Openings"

Each of these options emphasizes the value proposition and hints at actionable strategies, which could intrigue recipients and encourage them to open the email. Feel free to choose the one that resonates best with your audience and goals!

Using generative AI for calling

Writing call scripts

A big part of your sales role could be calling customers. Whether you are cold calling or following up with customers, having a call script to fall back on can make the process less intimidating. It can also help you sound more professional and confident on the call, which could be half the battle won when it comes to sales.

Opening the call is the most crucial aspect of your script, as you have a few seconds to make an impression. This is likely the moment a customer decides if they want to engage in a conversation with you. You can use GPT to come up with effective opening lines. Use the prompt "**What are some great ways to open a sales call?**"

Opening a sales call effectively is crucial for setting the right tone and engaging your prospect. Here are some great ways to open a sales call:

- 1. Personalized Greeting:** Begin with a warm and personalized greeting using the prospect's name. For example, "Hello [Prospect's Name], I hope you're doing well today."
- 2. Introduction:** Briefly introduce yourself and your company. Keep it concise and relevant. For instance, "My name is [Your Name], and I'm calling from [Your Company]."
- 3. Reason for the Call:** Quickly articulate the purpose of your call. Be specific and focus on how you can provide value to the prospect. For example, "I'm reaching out to discuss [specific product/service] and how it can help address [prospect's pain point or need]."
- 4. Establish Rapport:** Try to establish a connection with the prospect by showing genuine interest in their business or recent achievements. You might say something like, "I noticed that your company recently [mention recent news or accomplishment]. Congratulations on that!"
- 5. Ask Permission:** Respect the prospect's time by asking if it's a good time to talk. This shows consideration and professionalism. For instance, "Do you have a few minutes to discuss [reason for the call]?"
- 6. Offer Value:** Highlight a key benefit or solution that your product or service offers and how it aligns with the prospect's needs. For example, "Our solution has helped companies like yours increase productivity by X%."
- 7. Open-Ended Question:** Pose an open-ended question to encourage conversation and learn more about the prospect's challenges or goals. This demonstrates your interest in understanding their needs. For instance, "What are your current priorities when it comes to [relevant topic]?"
- 8. Customize Approach:** Tailor your approach based on your knowledge of the prospect and their industry. Show that you've done your homework and understand their pain points.
- 9. Be Enthusiastic:** Infuse your tone with enthusiasm and energy to convey your passion for what you're offering. However, be mindful of not being overly aggressive or pushy.
- 10. Set Clear Next Steps:** Finally, outline what you hope to accomplish during the call and propose a clear next step, whether it's scheduling a demo, setting up a meeting, or sending additional information.

Remember, the key is to be authentic, respectful, and focused on providing value to the prospect.

With these calling guidelines, let's try to come up with the script. With the prompt **"Help me write a cold call script"**

Certainly! Here's a sample cold call script you can customize to fit your product or service:

Introduction:

- Greeting: "Good morning/afternoon, [Prospect's Name]."
- Introduction: "My name is [Your Name], and I'm calling from [Your Company]."
- Reason for the Call: "The reason I'm reaching out today is because I noticed that [mention something relevant about the prospect's industry or company]."

Establishing Rapport:

- Acknowledge: "I saw your recent [mention recent news, accomplishment, or activity of the prospect's company]. Congratulations on that!"
- Common Ground: "I've been following your company's progress and am impressed by [mention something positive about their company]."

Value Proposition:

- Highlight Benefit: "We specialize in [briefly describe your product/service or unique value proposition]."
- Solution Offer: "Our solution has helped companies like yours [mention a specific benefit or outcome]."

Engage the Prospect:

- Open-Ended Question: "I'm curious, what are some of the challenges you're currently facing with [relevant topic or pain point]?"

Handling Objections:

- Anticipate Objections: "I understand that you may have some concerns about [mention common objection]."
- Address Objection: "We've worked with similar companies facing similar challenges, and here's how we've helped them overcome it [provide a brief success story or case study]."

Call to Action:

- Next Steps: "I'd love to learn more about your specific needs and see if there's an opportunity for us to work together. Would you be open to scheduling a brief call or meeting to discuss further?"
- Confirmation: "Does [date/time] work for you, or is there a better time?"

Closing:

- Thank You: "Thank you for your time today, [Prospect's Name]. I look forward to the possibility of working together."
- Contact Information: "If you have any questions or would like to reach me directly, feel free to contact me at [your contact information]."

Remember to adapt the script to your own style and the specifics of your product/service and the prospect's needs. Practice it until it feels natural, but also be prepared to be flexible and adapt based on the prospect's responses.

Personalizing call scripts

Call scripts can be of great help, but customers can be put off if they can tell you are reading from a script. Adding personalization elements to your script can be a great way to ensure they engage with you.

The prompt, "**How can I personalize my call scripts?**" can help you with a few tips.

Personalizing your call scripts can significantly increase your chances of connecting with prospects and engaging them effectively. Here are some strategies to personalize your call scripts:

- 1. Research the Prospect:** Before making the call, gather information about the prospect and their company. Visit their website, review their social media profiles, and look for any recent news or updates about them. This will help you tailor your conversation to their specific needs and interests.
- 2. Use the Prospect's Name:** Address the prospect by their name throughout the call. It shows that you've taken the time to learn about them and adds a personal touch to the conversation.

- 3. Reference Previous Interactions:** If you've had any previous interactions with the prospect, such as emails or meetings, refer to them during the call. For example, "I'm following up on the email I sent last week regarding..."
- 4. Acknowledge Recent Events or Achievements:** Mention any recent achievements, milestones, or news related to the prospect's company. Congratulate them on their success or acknowledge any recent challenges they may have faced.
- 5. Tailor Your Value Proposition:** Customize your value proposition based on the prospect's specific needs and pain points. Show them how your product or service can solve their unique challenges or help them achieve their goals.
- 6. Ask Relevant Questions:** Use the information you've gathered to ask relevant questions that demonstrate your understanding of the prospect's situation. This shows that you're genuinely interested in helping them find the right solution.
- 7. Share Relevant Examples or Case Studies:** Provide examples or case studies of how your product or service has helped similar companies in the prospect's industry or with similar challenges. This helps them see the real-world value of what you're offering.
- 8. Tailor Your Call to Action:** Customize your call to action based on the prospect's needs and preferences. Ask them how they prefer to proceed or what next steps would be most beneficial for them.
- 9. Follow Up with Personalized Content:** After the call, send personalized follow-up emails or materials that address the prospect's specific interests or concerns. This reinforces your commitment to helping them and keeps the conversation moving forward.
- 10. Listen and Adapt:** During the call, listen carefully to the prospect's responses and adapt your approach accordingly. Be flexible and responsive to their needs and feedback.

By personalizing your call scripts in these ways, you can create a more meaningful and effective connection with your prospects and increase your chances of success in sales calls.

Just like with emails, using these pointers to personalize your calls can help you engage customers better and show you care.

Using generative AI for prospecting

Account research

When you come across a prospect or a new lead, knowing more about them can help you convert. With a greater understanding of their business, you have a greater chance of finding sales opportunities. Generative AI can help you get started with your account research. Using the prompt, “**Tell me more about [Prospect Company Name]**” will give you a brief overview of the account. **Note:** It’s best to use generative AI only for larger businesses, as it’s likely that the AI is trained with this information. It’s also important to note that the information provided is outdated especially if you are on the free version.

You can also copy/paste information about the prospect’s company (public information) from their website into GPT.

Industry research

Another great way to use Chat GPT is to learn about a new industry. This could help if you have a new lead belonging to an industry that’s unfamiliar to you. You can also brush up your knowledge if your sales team targets specific sectors.

Prompt Chat GPT with “**Could you give me an overview of the [Target Industry]**”. For example, the prompt “**Could you give me an overview of the automobile manufacturing industry in California**” gave the following result.

Certainly! The automobile manufacturing industry in California is a significant contributor to the state's economy and has a rich history dating back over a century. While California may not be as synonymous with automobile manufacturing as states like Michigan or Ohio, it has played a crucial role in shaping the automotive industry, particularly in recent years with the rise of electric and autonomous vehicles.

Here's an overview:

- 1. History:** California has a long history with automobiles, dating back to the early 1900s when companies like Ford and General Motors established manufacturing plants in the state. During World War II, California's aerospace industry also played a role in producing military vehicles and technology. The state's automotive industry has evolved significantly since then, with a focus on innovation and sustainability.

- 2. Electric Vehicle (EV) Market:** California has emerged as a leader in the electric vehicle market, with companies like Tesla, based in Palo Alto, leading the charge. Tesla's electric vehicles have gained widespread popularity and have helped to promote the adoption of EVs globally. Additionally, other companies like Lucid Motors, based in Newark, California, are also making significant strides in the EV market.
- 3. Autonomous Vehicles (AVs):** California is at the forefront of autonomous vehicle development, with many companies testing and developing self-driving technology in the state. Companies like Waymo, Cruise (backed by General Motors), and Zoox (acquired by Amazon) have significant operations in California and are working towards deploying autonomous vehicles for commercial use.
- 4. Traditional Manufacturers:** While the focus in recent years has shifted towards electric and autonomous vehicles, California is still home to traditional automobile manufacturers and assembly plants. Companies like Toyota, Honda, and General Motors have manufacturing facilities in the state, producing a range of vehicles from sedans to trucks.
- 5. Regulations and Policies:** California's stringent emissions regulations have played a significant role in shaping the automotive industry. The state has set ambitious goals for reducing greenhouse gas emissions and promoting clean transportation, which has led to increased investment in electric and alternative fuel vehicles.
- 6. Supply Chain and Innovation:** California's automotive industry benefits from a robust ecosystem of suppliers, research institutions, and technology companies. Silicon Valley, in particular, serves as a hub for innovation in automotive technology, with numerous startups and established companies working on advanced driver assistance systems, connectivity, and mobility solutions.
- 7. Challenges and Opportunities:** Despite its strengths, the California automotive industry faces challenges such as housing costs, regulatory compliance, and competition from other states and countries. However, the state's commitment to innovation and sustainability presents opportunities for growth, particularly in the electric and autonomous vehicle sectors.

Overall, the automobile manufacturing industry in California is dynamic and evolving, driven by innovation, sustainability, and a commitment to shaping the future of transportation.

You continue with additional prompts based on your interest, such as **“How many vehicles were manufactured in the US between 2010 - 2020?”**

Between 2010 and 2020, the number of vehicles manufactured in the United States varied annually due to factors such as economic conditions, consumer demand, and industry trends. While I don't have the exact annual production figures for each year within that timeframe, I can provide some general trends and estimates based on historical data:

Here's an overview:

- 1. Recovery from the Recession:** In the early years of the decade (2010-2012), the U.S. automotive industry was recovering from the effects of the 2008-2009 recession. Vehicle production gradually increased as consumer confidence improved and automakers introduced new models.
- 2. Post-Recession Growth:** From around 2013 to 2017, the U.S. automotive industry experienced steady growth in vehicle production. This period was characterized by strong demand for vehicles, particularly trucks and SUVs, as the economy continued to recover and gasoline prices remained relatively low.
- 3. Plateau and Fluctuations:** Towards the latter half of the decade (2018-2020), vehicle production in the United States plateaued and experienced some fluctuations. Factors such as trade tensions, shifts in consumer preferences towards electric and autonomous vehicles, and the COVID-19 pandemic in 2020 influenced production levels during this period.
- 4. Electric Vehicle Growth:** Additionally, there was a notable increase in the production of electric vehicles (EVs) in the United States during the latter part of the decade, as automakers invested more in EV technology and infrastructure.

While I don't have the specific production figures for each year within the specified timeframe, millions of vehicles were manufactured in the United States annually during this period. For precise production figures for each year, consulting official sources such as the U.S. Department of Transportation or industry reports from organizations like the Automotive News Data Center would provide the most accurate information.

While this may not have been a detailed answer, it points to a direction where we could find the answers we are looking for.

Using generative AI for sales training

A large part of sales is learning. Effectively training sales reps on new products or selling strategies can improve success rate. Generative AI can help you with sales enablement and training. Not only can you get training session ideas you can also fine-tune your presentation with the help of AI.

Sales enablement strategy

Before you plan your sales enablement session, you must ensure you have everything you'll need for your sales reps. Let's consider a situation where your company is launching a new product. The prompt **"How should I train my sales team before a new product launch?"** will give you an idea of what you need to build.

Training your sales team before a new product launch is crucial for ensuring they are equipped with the knowledge and skills needed to effectively promote and sell the product. Here's a step-by-step guide on how to train your sales team:

Here's an overview:

- 1. Understand the Product:** Before you can effectively train your sales team, you need to thoroughly understand the product yourself. Know its features, benefits, target audience, competitive advantages, and any potential objections customers might have.
- 2. Develop Training Materials:** Create comprehensive training materials that cover all aspects of the new product. This may include presentations, product guides, FAQs, demos, sales scripts, objection-handling guides, and any other relevant resources.
- 3. Role-Playing Exercises:** Conduct role-playing exercises to simulate real-life sales scenarios. This will help your team practice pitching the product, handling objections, and closing sales in a supportive environment.
- 4. Highlight Unique Selling Points:** Emphasize the unique selling points (USPs) of the new product and teach your team how to effectively communicate these to potential customers. Help them understand how the product solves specific pain points for customers and why it's better than competing offerings.

- 5. Address Common Objections:** Anticipate common objections that customers might raise and provide your sales team with strategies for overcoming these objections. Encourage them to think critically and creatively about how to address customer concerns.
- 6. Product Demonstration:** Provide hands-on product demonstrations so that your sales team can familiarize themselves with the product's features and functionality. Encourage them to explore different use cases and scenarios to better understand how the product can benefit customers.
- 7. Customer Persona Training:** Educate your team about the target audience for the new product. Help them understand the demographics, pain points, and motivations of potential customers so that they can tailor their sales approach accordingly.
- 8. Provide Ongoing Support:** Offer ongoing support and resources to your sales team even after the initial training sessions. This might include regular check-ins, refresher courses, access to additional materials, and opportunities for further skill development.
- 9. Set Clear Goals and Expectations:** Clearly communicate your sales goals and expectations for the new product launch. Encourage your team to set individual and team targets, and provide incentives to motivate them to achieve these goals.
- 10. Gather Feedback:** After the product launch, solicit feedback from your sales team about the effectiveness of the training program and any areas for improvement. Use this feedback to continuously refine and enhance your training approach for future product launches.

By following these steps, you can ensure that your sales team is well-prepared and confident to successfully promote and sell your new product.

Sales coaching and skilling up

If you know you're lacking in a particular area, you can prompt ChatGPT to help you improve. Let's take the example of a salesperson wanting to improve their objection handling skills.

"I'm a salesperson selling [your product/service, we used "project management software"]. Come up with a detailed plan for me to improve my objection-handling skills."

Certainly! Here's a detailed plan to help you improve your objection-handling skills as a salesperson selling project management software:

1. **Identify Common Objections:** Start by analyzing past sales interactions and identifying the most common objections you encounter. These could include concerns about price, features, implementation, or compatibility with existing systems.
2. **Understand the Root Cause:** Once you've identified common objections, dig deeper to understand the underlying reasons behind them. Is it a lack of understanding about the product? Fear of change? Budget constraints? Understanding the root cause will help you tailor your responses effectively.
3. **Create Objection Handling Playbook:** Develop a comprehensive objection handling playbook that includes scripted responses to each objection you've identified. However, ensure that these responses are flexible enough to adapt to different situations and personalities.
4. **Practice Active Listening:** Master the art of active listening during sales conversations. Pay close attention to what prospects are saying, acknowledge their concerns, and validate their feelings before addressing objections. This demonstrates empathy and builds rapport.
5. **Anticipate Objections Proactively:** Anticipate objections before they arise by thoroughly understanding your product and its competitors. Proactively address potential concerns during your pitch to alleviate doubts and build confidence in your solution.
6. **Use Social Proof and Case Studies:** Incorporate social proof and case studies into your objection handling strategy. Share success stories and testimonials from satisfied customers who have overcome similar objections and achieved positive results with your project management software.
7. **Focus on Value Proposition:** Shift the focus of the conversation from features to value. Emphasize the unique benefits and ROI that your project management software offers, rather than getting bogged down in technical details.
8. **Role-Playing Exercises:** Conduct regular role-playing exercises with your sales team to practice handling objections in a safe environment. Rotate roles between objection raiser and salesperson to simulate real-world scenarios and provide constructive feedback.
9. **Continuously Learn and Adapt:** Stay updated on industry trends, customer feedback, and competitor offerings to refine your objection handling techniques continuously. Adapt your approach based on feedback and results to improve effectiveness over time.

10. Seek Feedback and Mentorship: Don't hesitate to seek feedback from colleagues, managers, or mentors who excel in objection handling. Observe their techniques, ask for advice, and incorporate their insights into your own approach.

By following this detailed plan, you'll gradually build confidence and proficiency in handling objections, ultimately improving your sales effectiveness and closing more deals with your project management software.

You can improve your prompt by specifying timelines as well.

“Add timelines, days/weeks/months etc. and add reading or reference materials.”

Using generative AI to answer customer queries

Now, you are organized, prepared, trained, and ready to make a sale. Despite this, you could face a situation where a customer asks you a question you don't know the answer to. While it's okay to be honest with the customer and tell them you will get back to them, you may not have this luxury. By quickly referring to Chat GPT you can get out of a pickle.

Competitor intelligence

Sellers often come across questions about how their product or service compares to a competitor. In such a situation, generative AI can give you a quick overview of the competitor and a general comparison if enough data is available. Prompts such as **“What is [Competitor Name]”** or **“What are [competitor name] strengths and weaknesses?”** can help you with pointers to convince the customer.

Generic questions

It can also be helpful if the customer is speaking about a topic or using jargon you are unfamiliar with. While you can use a search engine to answer this question, you can get an answer right away with Chat GPT. **With prompts like “What does [unfamiliar term] mean?”** or **“What does [unfamiliar term] mean in [customer industry]?”** you can get the context faster.

Having difficult conversations

Sometimes, you may have to share bad news with a customer. Maybe there's a disruption of services due to technical issues or delays due to unforeseen circumstances. When approaching a sensitive topic, the words and tone of the communication can impact how your customer reacts.

Using the prompt **"Write an apology email notifying the customer about a delay"** helped me with this email copy.

Subject: Apology and Notification of Delay in Delivery

Dear [Customer's Name],

I hope this message finds you well. I am writing to sincerely apologize for the delay in the delivery of your recent order #[Order Number]. At [Your Company Name], we understand how important it is for you to receive your products in a timely manner, and we deeply regret any inconvenience this delay may have caused.

We encountered unexpected challenges in our supply chain that have impacted our ability to fulfill orders as quickly as we had anticipated. Please know that we are actively working to resolve these issues and expedite the processing of your order.

As of now, we expect your order to be shipped out by [New Estimated Shipping Date]. Rest assured, we are doing everything in our power to ensure that your package reaches you as soon as possible.

In the meantime, if you have any questions or concerns regarding your order, please don't hesitate to reach out to our customer support team at [Customer Support Contact Information]. We are here to assist you in any way we can.

Once again, I apologize for any inconvenience caused by this delay. We value your business and appreciate your patience and understanding during this time.

Thank you for choosing [Your Company Name]. We look forward to serving you again in the future.

Warm regards,

[Your Name]

[Your Position]

[Your Company Name]

While the tone of this email is good, the context is related to logistics and e-commerce. If you were writing as a sales rep for a business services company, you could use the prompt: **“Write an apology email notifying the customer about a delay in services”**

Subject: Apology and Notification of Delay in Service

Dear [Customer's Name],

I hope this email finds you well. I am writing to sincerely apologize for the delay in the services you were expecting from us. At [Your Company Name], we understand the importance of timely and efficient service delivery, and we regret any inconvenience this delay may have caused you.

Due to unforeseen circumstances, we have encountered some challenges that have affected our ability to provide the service as originally scheduled. Please rest assured that we are working diligently to resolve these issues and minimize any further delays.

We now anticipate that the service will be completed by [New Estimated Completion Date]. Our team is fully committed to ensuring that the service is carried out to the highest standards once it resumes.

If you have any questions or concerns regarding the delay or the service itself, please feel free to reach out to our customer support team at [Customer Support Contact Information]. We are here to assist you and provide any necessary updates.

We sincerely apologize for any inconvenience this delay may have caused you. Your satisfaction is important to us, and we appreciate your patience and understanding as we work to address this situation.

Thank you for your continued trust in [Your Company Name]. We value your business and look forward to serving you with excellence in the future.

Warm regards,

[Your Name]

[Your Position]

[Your Company Name]

When you use these templates, add context to the email, as customers will appreciate transparency in these situations.

Building customer journeys

Having a customer journey in place can help you engage customers consistently and personally. It also helps keep customers engaged as they evaluate or use your products/services. If you don't have a customer journey in place, it can be daunting to plan. Generative AI can help inspire you with ideas and themes you can use in a customer journey.

For an onboarding journey, use the prompt: **“Help me with a 5-touch customer onboarding journey”**

Sure! A 5-touch customer onboarding journey typically involves a series of interactions or touchpoints with a customer to ensure a smooth and successful transition from the initial sign-up or purchase to becoming an active and engaged user of your product or service. Here's an example of what that journey could look like:

1. Welcome Email:

- Shortly after the customer signs up or makes a purchase, send them a personalized welcome email.
- Thank them for choosing your product or service and highlight key features or benefits.
- Provide clear instructions on how to get started, including any necessary setup or activation steps.
- Include links to helpful resources such as user guides, video tutorials, or FAQs.

2. Onboarding Tutorial:

- Follow up the welcome email with an interactive onboarding tutorial or walkthrough.
- Use a combination of text, images, and videos to guide the customer through the essential features and functionalities of your product or service.
- Encourage them to complete specific actions or tasks to familiarize themselves with the platform.
- Offer tips and best practices to help them get the most out of their experience.

3. Personalized Check-in Call:

- Schedule a personalized check-in call with a member of your customer success team.
- Use this opportunity to introduce yourself, answer any questions the customer may have, and gather feedback on their initial experience.
- Tailor the conversation to the customer's needs and goals, and offer assistance or guidance as needed.
- Reinforce the value of your product or service and reassure the customer that you're here to support them every step of the way.

4. Progress Update Email:

- A few days or weeks after the initial onboarding, send a progress update email to the customer.
- Highlight any milestones they've achieved or progress they've made since getting started.
- Share success stories or testimonials from other satisfied customers to inspire and motivate them.
- Provide additional tips or resources to help them continue their journey and deepen their engagement with your product or service.

5. Feedback Survey:

- Close the loop with a feedback survey to gather insights into the customer's experience and satisfaction level.
- Keep the survey short and focused, asking questions about their onboarding process, satisfaction with the product or service, and any areas for improvement.
- Use the feedback collected to identify opportunities for refinement and enhancement of your onboarding process, as well as to address any issues or concerns raised by the customer.
- Thank the customer for their participation and reassure them that their feedback is valued and will be used to continually improve the customer experience.

By incorporating these five touchpoints into your customer onboarding journey, you can help ensure that new customers feel welcomed, supported, and empowered to succeed with your product or service.

If you are looking to nurture leads through a customer journey, use the prompt: **“Help me with a 7-touch sales nurture email journey”**. With this, Chat GPT delivered this:

Certainly! A 7-touch sales nurture email journey involves a series of emails strategically designed to engage leads, build trust, and ultimately guide them towards making a purchase decision. Here's an example of what that journey could look like:

1. Introduction Email:

- The first email should introduce your company and establish rapport with the lead.
- Briefly explain who you are, what your company does, and how you can help solve the lead's pain points or address their needs.
- Invite the lead to learn more about your products or services and encourage them to reach out with any questions.

2. Educational Content Email:

- Provide value to the lead by sending them educational content related to their interests or pain points.
- This could be a blog post, whitepaper, case study, or infographic that demonstrates your expertise and offers actionable insights.
- Position your company as a trusted advisor and resource in your industry.

3. Product or Service Highlight Email:

- Showcase one of your key products or services and highlight its unique features and benefits.
- Explain how this particular offering can address the lead's specific needs or challenges.
- Include customer testimonials or case studies to add credibility and social proof.

4. Personalized Follow-up Email:

- Send a personalized follow-up email based on the lead's interactions with your previous emails or website.
- Reference any content they may have engaged with or actions they've taken, such as downloading a resource or visiting a particular product page.
- Use this opportunity to further tailor your message to their interests and needs.

5. Offer Email:

- Present a compelling offer or promotion that incentivizes the lead to take the next step in the buying process.
- This could be a discount, free trial, demo, consultation, or other special deal.
- Create a sense of urgency to encourage prompt action, such as limited-time availability or a countdown timer.

6. Customer Success Story Email:

- Share a success story or testimonial from a satisfied customer who has achieved positive results with your product or service.
- Highlight the specific challenges the customer faced and how your solution helped them overcome those challenges.
- Emphasize the tangible benefits and outcomes the customer experienced, such as increased efficiency, cost savings, or revenue growth.

7. Closing Email:

- The final email in the nurture sequence should focus on closing the sale.
- Recap the key benefits of your product or service and remind the lead of the value proposition.
- Encourage them to take action, whether it's making a purchase, scheduling a demo, or requesting more information.
- Provide clear instructions on how to proceed and make it easy for the lead to move forward.

Throughout the nurture journey, it's important to maintain a consistent and cohesive message that speaks to the lead's needs and interests. By providing valuable content, building rapport, and guiding leads through the sales funnel, you can increase engagement and ultimately drive conversions.

Using generative AI in events

Greetings and introductions

As a salesperson, there are many instances where you greet customers or introduce yourself. Being prepared with a few lines of greetings and introductions can help you put your point across faster.

If you are selling at an event, there's a chance your company prepared a pitch for you. However, you can still use GPT to ensure you cover all the points convincingly. Using the prompt "I'm at a digital marketing conference. What are some good ways to introduce myself and pitch my marketing agency?" provides guidelines for different things to talk about with customers.

When introducing yourself at a digital marketing conference, you want to make a strong impression and clearly communicate the value your agency brings. Here's a suggestion for your introduction and pitch:

1. Introduction:

"Hi there, I'm [Your Name], founder/CEO of [Your Agency Name]. It's great to be here at [Conference Name]. I've been deeply involved in the digital marketing space for [X years], helping businesses like yours achieve their goals and stand out in the crowded online marketplace."

2. Educational Content Email:

"What sets us apart at [Your Agency Name] is our innovative approach to digital marketing. We combine cutting-edge strategies with data-driven insights to deliver tangible results for our clients. Whether it's driving traffic, increasing conversions, or building brand awareness, we have a track record of success in [specific industry/niche]."

3. Showcase Success Stories:

"For example, we recently partnered with [Client Name] and helped them achieve a [specific result], resulting in [quantifiable outcome]. Our tailored strategies and attention to detail not only met but exceeded their expectations."

4. Offer Value:

"At [Your Agency Name], we understand the challenges businesses face in the ever-evolving digital landscape. That's why we prioritize staying ahead of trends, leveraging emerging technologies, and providing personalized solutions that drive real growth."

5. Call to Action:

"I'd love to learn more about your business goals and explore how we can collaborate to achieve them. Feel free to connect with me after the session, or you can reach out via email at [Your Email] or visit our website [Your Website] for more information."

6. Engage in Conversations:

Throughout the conference, engage in conversations with attendees. Listen actively to their challenges and objectives, and offer insights or solutions where appropriate. Networking is crucial in the marketing industry, so be approachable and open to new connections.

Remember to adapt your pitch to the context and interests of the person you're speaking to. Good luck!

Sometimes at these events, it can be difficult to break the ice. Words just don't come out. Chat GPT can help with this prompt, "**Could you share some greetings I could use at the event?**"

1. "Hello, it's great to meet you! Are you enjoying the conference so far?"
2. "Hi there! Have you attended any interesting sessions today?"
3. "Hey, how's your day going? Learning anything new at the conference?"
4. "Hi, nice to see you here! What brings you to the conference?"
5. "Hello! Are you here to discover the latest trends in digital marketing too?"
6. "Hey, good morning/afternoon! Excited to be here at [Conference Name]?"
7. "Hi! Have you discovered any standout exhibitors or speakers yet?"
8. "Hello, fellow marketer! What's been the highlight of the conference for you?"
9. "Hey there! Are you finding the sessions informative and engaging?"
10. "Hi, it's a busy event, isn't it? What's caught your attention the most so far?"

Choose a greeting that feels natural to you and adapt it based on the flow of the conversation. Enjoy networking at the conference!

These greetings are a great place to start as they are engaging and show your interest and care about the person you are asking these questions to.

Using generative AI for data and reporting

Depending on your role, you could be involved in sales reporting. Understanding how your leaders measure your performance and developing reporting skills can help you advance your career in sales.

Understand your sales performance

This prompt, “**What are the different ways to measure sales rep performance?**” gives you a good idea of how your sales performance could be measured. This could help you improve performance, identify problem areas, and make a case for yourself during your review cycle.

Sales rep performance can be measured in various ways, depending on the goals and objectives of the organization. Here are some common methods:

- 1. Revenue Generated:** This is perhaps the most straightforward metric. It measures the total sales revenue brought in by a sales rep over a specific period.
- 2. Number of Sales:** Tracking the number of sales closed by each sales rep can provide insights into their effectiveness in converting leads into customers.
- 3. Conversion Rate:** This metric measures the percentage of leads that a sales rep successfully converts into customers. A higher conversion rate indicates more efficient sales efforts.
- 4. Average Deal Size:** This metric looks at the average value of each sale closed by a sales rep. It helps to understand whether a rep is focusing on high-value opportunities.
- 5. Sales Cycle Length:** This measures the average time it takes for a sales rep to move a lead through the sales process and close the deal. A shorter sales cycle often indicates better efficiency.
- 6. Customer Satisfaction and Retention:** Tracking customer satisfaction scores and retention rates can indicate how well a sales rep is meeting customer needs and building lasting relationships.
- 7. Activity Metrics:** These include metrics such as the number of calls made, emails sent, meetings scheduled, and demos conducted. While not direct measures of sales success, they can indicate the level of effort and activity put forth by the sales rep.

- 8. Lead Response Time:** How quickly a sales rep responds to incoming leads can impact conversion rates. Measuring lead response time can help identify areas for improvement in the sales process.
- 9. Pipeline Health:** Monitoring the health of the sales pipeline, including the number and value of deals at each stage, can provide insights into future sales performance and potential bottlenecks.
- 10. Quality of Leads:** Evaluating the quality of leads worked on by a sales rep can help determine whether they are focusing on the most promising opportunities.
- 11. Feedback from Peers and Managers:** Regular feedback from peers and managers can provide valuable insights into a sales rep's performance, strengths, and areas for improvement.
- 12. Goal Achievement:** Setting specific sales targets for each rep and tracking their progress towards those goals can help measure performance against expectations.

Combining multiple metrics provides a more comprehensive view of sales rep performance and allows for a more accurate assessment of their contributions to the organization.

Understand business performance

While individual performance can cascade into business performance, sales teams usually track specific organizational data to look at business health and growth opportunities.

“What sales KPIs are important to track?” can be used as a prompt to understand what these metrics could be.

Sales Key Performance Indicators (KPIs) can vary depending on the organization's goals, industry, and specific strategies. However, some commonly tracked sales KPIs include:

- 1. Revenue:** This is the total income generated from sales before expenses are deducted.
- 2. Sales Growth Rate:** This measures the percentage increase or decrease in sales over a specified period.

3. **Conversion Rate:** The percentage of leads or prospects that result in actual sales. This can be measured at various stages of the sales funnel.
4. **Customer Acquisition Cost (CAC):** The average cost incurred to acquire a new customer, including marketing and sales expenses.
5. **Customer Lifetime Value (CLV):** The total revenue a customer is expected to generate over their entire relationship with the company.
6. **Sales Pipeline Velocity:** The rate at which prospects move through the sales pipeline, from initial contact to closing.
7. **Average Deal Size:** The average value of each sale, which helps in understanding the revenue potential of different customer segments or products.
8. **Win Rate:** The percentage of opportunities or deals that are successfully closed.
9. **Churn Rate:** The percentage of customers who stop using the company's products or services over a given period.
10. **Sales Activities:** Tracking the number of calls made, emails sent, meetings scheduled, etc., to gauge the effectiveness of sales efforts.
11. **Customer Satisfaction (CSAT) and Net Promoter Score (NPS):** Measures of customer happiness and likelihood to recommend the company to others.
12. **Sales Team Performance:** Metrics such as individual and team quotas, attainment, and performance against targets.
13. **Lead Response Time:** The time it takes for the sales team to respond to leads or inquiries, which can impact conversion rates.
14. **Upsell and Cross-sell Rate:** The percentage of existing customers who purchase additional products or services.
15. **Sales Cycle Length:** The average time it takes to convert a lead into a customer, providing insights into efficiency and effectiveness.

These KPIs can provide valuable insights into the health and performance of a sales organization, enabling better decision-making and strategic planning.

You may want to know how these key performance indicators (KPIs) are calculated. Following up with the prompt “**how to calculate these KPIs**” can give you the formulas you need to use. This can improve your understanding of these metrics and put you on your way to track them.

Sure, here's how you can calculate some of the key sales KPIs:

Revenue:

Simply add up the total sales generated within a specific time period.

Sales Growth Rate:

Sales Growth Rate = $\frac{\text{Current Period Sales} - \text{Previous Period Sales}}{\text{Previous Period Sales}} \times 100$

Conversion Rate:

Conversion Rate = $\frac{\text{Number of Conversions}}{\text{Total Number of Leads or Prospects}} \times 100$

Customer Acquisition Cost (CAC):

CAC = $\frac{\text{Total Sales and Marketing Expenses}}{\text{Number of New Customers Acquired}}$

Customer Lifetime Value (CLV):

CLV = $\frac{\text{Average Purchase Value} \times \text{Average Purchase Frequency}}{\text{Churn Rate}}$

Average Purchase Value = $\frac{\text{Total Revenue}}{\text{Number of Transactions}}$

Average Purchase Frequency = $\frac{\text{Number of Transactions}}{\text{Number of Unique Customers}}$

Sales Pipeline Velocity:

Sales Pipeline Velocity = $\frac{\text{Number of Opportunities} \times \text{Average Deal Value}}{\text{Length of Sales Cycle}}$

Average Deal Size:

Average Deal Size = $\frac{\text{Total Sales Value}}{\text{Number of Deals Closed}}$

Win Rate:

Win Rate = $\frac{\text{Number of Won Deals}}{\text{Number of Opportunities}} \times 100$

Churn Rate:

Churn Rate = $\frac{\text{Number of Customers Lost}}{\text{Total Number of Customers}} \times 100$

Sales Activities:

Track the number of activities (calls made, emails sent, meetings scheduled, etc.) within a given time period.

Customer Satisfaction (CSAT) and Net Promoter Score (NPS):

Conduct surveys to gather customer feedback and calculate the percentage of satisfied customers (CSAT) or the Net Promoter Score based on responses.

Sales Team Performance:

Measure individual and team quotas against actual sales performance.

Lead Response Time:

Calculate the average time taken by the sales team to respond to leads or inquiries.

Upsell and Cross-sell Rate:

Upsell Rate = $\text{Number of Upsells} / \text{Total Number of Customers} \times 100$

Cross-sell Rate = $\text{Number of Cross-sells} / \text{Total Number of Customers} \times 100$

Sales Cycle Length:

Calculate the average time it takes to convert a lead into a customer.

These formulas provide a starting point for calculating the mentioned KPIs. Adjustments may be needed based on the specific metrics and data available within your organization.

Best practices for using generative AI prompts

We hope this guide helped you understand generative AI and inspired you to use it for work. Here are a few best practices to make the most of your generative AI.

- **Keep it simple:** Write prompts using simple language and clear intent.
- **Go one at a time:** Prompt results are more effective if you ask one question at a time, you can always follow up with more questions.
- **Keep it conversational:** Use a conversational tone for your prompts. As generative AI is trained to use human-like language, it works better if you ask questions and engage in a conversation, as you would with a peer or friend.
- **Trail and error:** There are times when generative AI fails to understand what you are asking for and gives a completely different result from what you expected. If this happened to you, follow up with a more direct and specific question. Keep trying until you get a result you like.
- **Double-check:** Some of the information provided by generative AI platforms such as Chat GPT could be outdated. It's also possible that the AI misunderstood the prompt. Verifying the information across a few sources is always a good idea if something is unfamiliar or doesn't sound right.



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