

# Using AI in Sales Prospecting

Leveraging large language models like ChatGPT can be a game-changer for your sales prospecting efforts. This checklist provides a strategic roadmap with sample prompts to harness the full potential of AI-driven prospecting, enabling you to research more efficiently, uncover new opportunities, and connect with prospects using messaging that resonates.

## Prospecting Objectives with Prompts

### WINNER'S MINDSET

- Cultivate a positive mindset toward AI technologies
- Recognize how AI can enhance efficiency and effectiveness
- Collaborate with AI as if it were a teammate
- Use as a source of inspiration (e.g., inspirational quote, examples, cases, stories)
- Experiment and practice with different tools, understand capabilities and limitations (e.g., internet connection, recency, privacy)

### ATTRACTION CAMPAIGN

#### Targeting

- Create an ideal customer profile (ICP)
- Create buyer personas, focusing on common buyer challenges
- Find companies similar to current clients
- Analyze and segment target lists

### Example Prompts

- I'm a seller of <your solution> looking to improve my success with reaching out to and setting meetings with new prospects in the <industry>. How can AI help me improve my prospecting efforts?
- I'm a seller having a tough time getting through to my prospects. Can you offer some encouragement and an inspirational quote?
- Discuss how I can view and use AI as a teammate to collaborate with in my prospecting efforts, rather than just as another tool.

### Example Prompts

- I work in sales and our top clients include <names>. Based on this, write an ideal client profile for me that includes <company size, industry, common pain points, location, etc.>.
- I sell <your solution> to these companies. Typical buyers include <titles>. What are their common pain points?
- I'm building a buyer persona for <title>. I sell <brief description or value proposition>. What are the top 5 challenges these buyers face that I can help them with?

# Using AI in Sales Prospecting

## Research Prospects

Gather information about the prospect's:

- Industry
- Pain points and needs
- Characteristics
- Recent news or developments in their business
- Company priorities

## Create a Touch Sequence

- Craft a touch sequence, including email, LinkedIn connections, phone, and other interactions
- Complete the Attraction Campaign Brief and the Attraction Campaign Checklist

## Example Prompts

### INDUSTRY

- Provide a review of recent trends in the <industry> industry and how they relate to <your solution or the role of person you're reaching out to>.
- What are the main challenges currently faced by <industry> companies/<role>?
- What are the notable developments in <industry>? Over the past six months?

### COMPANY

- Tell me about <company name>, its history, and key markets and products.
- Do you have any information on the leadership team at <company name>?
- Have there been any recent press releases about <company name>?
- What can you find about <company name>'s strategic priorities?
- Can you summarize <company name>'s annual report?

### PAIN POINTS

- Can you provide insights into any challenges <company name> may be facing?
- What are the common pain points experienced by businesses in <industry>?
- I sell <your solution> and am targeting a <prospect title/role> in the <industry> industry. What are some important challenges I should address with this individual?

## Example Prompt

- I'm a seller trying to get through to tough-to-reach buyers. Can you craft an outreach sequence that takes place over a <time frame> that includes at least <X number of unique touches> via <medium, such as email, LinkedIn outreach, phone calls, etc.> to break through to my buyers?

# Using AI in Sales Prospecting

## VALUE

### Create Value-Based Offers

- Brainstorm and create compelling offers that align with your prospects' pain points
- Uncover insights and research relevant ideas tailored to your prospects' businesses
- Create a value proposition for the meeting focusing on *Why Act?* and *Why Now?*
- Develop educational content in various formats (e.g., white papers, reports, case studies)

### Create Value-Based Offers

- Use research findings to tailor your messages
- Hyper-personalize your outreach: address your prospects' unique objectives and needs at the individual, company, and industry level
- Align the value proposition statement with pain points
- Focus on the buyer, not on yourself or your company
- Include social proof in your messages
- Check all outreach messages for:
  - Tone of message
  - Accuracy
  - Brand compliance
  - Authenticity (read it out loud; does it sound like you?)
  - Personalization

### Example Prompts

- What are the top 5 ways companies can approach <industry trend>?
- Can you write me a business case for why a <title> at <company name> would be interested in <your solution> right now?
- I'm trying to break through to a <title> at a <industry> company and persuade them to meet with me to discuss <your product/service>. What can I offer of value to get them to meet with me?
- Why would a <title> in the <industry> industry be interested in <your solution>?
- Find and summarize <company name>'s strategic priorities. How can <your solution> help them achieve these priorities?
- Summarize key points from <annual report, webpage, etc.> and turn it into a persuasive email that solves <challenge>.
- Summarize recent trends at <company name> and highlight anything related to <your solution>.

### Example Prompt

*Note: Most of these prompts will be used in the flow of a back-and-forth chat after you've defined who you are, who you're targeting, identified pain points, etc.*

- Based on the above, tailor an outreach message (or series of <X> outreach messages).
- Update our value proposition, which is <insert>, and align it to the buyer's pain points above. Convert this into an outreach email to the buyer.
- I'm reaching out to the <title> of <company name or at large [industry] company>. I'm from <company>, a <brief intro about your company>. Provide information I can use to personalize my outreach.
- Using the above industry insights, company info, and pain points, provide information I can use to personalize my outreach and request a demo with the buyer.

# Using AI in Sales Prospecting

## EXECUTION

- Anticipate and prepare for common pushbacks and objections
- Create follow-up emails, subject lines, outreach text, templates, and responses
- Develop LinkedIn connection templates
- Create call and voicemail scripts
- Create social posts around buyer pain points

## Example Prompts

- What objections might the prospect have to meeting with me about this?
- Create a follow-up email I can use after an initial phone call with a <title> who is a potential customer in the <industry> industry interested in <your solution>. Keep message to 200 words or fewer and include bullet points.
- Create a follow-up email reminding a prospect about the report, <insert title>. Use a conversational tone and keep the message to 200 words.
- Create a follow-up email for a friendly reminder to a prospect about a demo that can help them <pain point uncovered in initial discovery>. Include next step of scheduling a call with the broader group and a link to features overview.
- Write a series of <#> social messages addressing <insert target challenge> and how <your solution> helps.

## Best Practices

### GUIDELINES FOR USING AI

- Follow corporate guidelines regarding use
- Do not share proprietary content or customer information
- Adhere to all data privacy regulations
- Respect copyright and fair use, especially in content generation
- Consider how AI tools can integrate with your CRM
- Critically evaluate all output as AI can hallucinate, generate inaccurate information, and introduce biases
- Be aware that output can vary based on input, including from one time to the next
- Understand AI is a tool, not a replacement for human effort; continue to reference sources and fact check
- Recognize the evolving nature of AI capabilities; embrace continuous learning
- Assess AI's strengths and weaknesses, such as proficiency in writing, analysis, creative tasks, and data analysis
- Incorporate personalization into messages for authenticity
- Recognize the differences between AI models (e.g., ChatGPT, Google Bard, Microsoft Bing, Anthropic Claude) while understanding that general principles apply

### PRACTICAL TIPS FOR AI PROMPTING

- Provide detailed context when setting up prompts
- Use clear instructions, examples, and steps
- Be specific with the output you want (tone, number of items listed, bullet points, word count, etc.)
- Make it interactive by asking for step-by-step processes and other specific requests
- Experiment with prompts to discover what works best
- Recognize that prompting is just one aspect of using AI; be prepared to create examples, explanations, and analogies
- Save and share effective prompts in your organization