



Sonny's ChatGPT Cheat Sheet

In the ever-evolving world of sales, taking advantage of new technologies to optimize your processes is essential.

Enter ChatGPT: your second brain.

From researching prospect pain points, crafting tailored emails, and even summarizing prospect conversations - we'll teach you how to best harness the capabilities of ChatGPT to supercharge your workflow.

Best practices:

- ChatGPT is extremely good at learning from examples/data that you provide it with. The more guidance you give in the prompt, the better it will provide the response you're looking for.
- A standard prompt format includes two things:
 1. Task / Query
 2. Context
- Do not input any confidential information into ChatGPT (Or any other generative AI platforms).
- If not necessary, we recommend you turn off history within ChatGPT:
 1. Click the 3 dots on the bottom left of the webpage
 2. Under data controls, disable "Chat History & Training"

Now, let's dive into the start of the sales process - account research.

Scenario: You have a new account and want to jump-start analysis

Streamline account-level research

Summarize the company's annual report to understand their key risks

Sample Prompt

Analyze Walmart's annual report and summarize key risks that could potentially be solved by software: [[Paste RISK FACTORS section of 10-K]]

Sample Output

Based on the information provided, here are the key risks identified in Walmart's annual report that could potentially be solved by software:

1. Execution of Omni-channel Strategy:

Walmart acknowledges the need to successfully execute its omnichannel strategy to maintain its market position and financial performance. Software technology can play a crucial role in enabling seamless integration between physical stores and digital platforms, facilitating a consistent shopping experience for customers across various channels.

2. Evolving Consumer Preferences and Digital Shopping:

As consumers increasingly embrace digital shopping, Walmart recognizes the importance of adapting to changing consumer trends and preferences. Software technology can help in gathering and analyzing customer data to identify patterns, predict demand, and personalize the shopping experience. This technology can also aid in improving online platforms, including user interface, search capabilities, and checkout processes.

3. Competitive Pressure and Market Consolidation:

Walmart faces strong competition from various retailers, wholesale club operators, and online marketplaces. Software technology can assist in monitoring competitors, analyzing market trends, and developing strategies to stay ahead. Additionally, leveraging software technology can enhance supply chain efficiency, pricing optimization, and inventory management to improve competitiveness.

4. [...]



President's Club Tip

ChatGPT4 (paid), Bard (free), and Bing Chat (free) have access to live internet so you can use a more simple prompt like:

Analyze Walmart's 2023 annual 10-K report and summarize key risks that could potentially be solved by software technology.

Streamline account-level research

ChatGPT will often provide detailed responses. Shorten the output to understand the key points.

Sample Prompt

Take the above points and rewrite them with brevity

Sample Output

- 1. Omni-channel Execution:**
Software technology can help Walmart successfully execute its omnichannel strategy, ensuring seamless integration between physical stores and digital platforms.
- 2. Consumer Preferences and Digital Shopping:**
Software technology enables Walmart to analyze customer data, predict demand, and personalize the shopping experience to adapt to evolving consumer preferences and the rise of digital shopping.
- 3. Competition and Market Consolidation:**
Leveraging software technology, Walmart can monitor competitors, analyze market trends, optimize supply chain efficiency, pricing, and inventory management to stay competitive in a rapidly evolving landscape.
- 4. [...]**



President's Club Tip

You can take any set of personal / company-related risk factors and ask for a summary:

Take the below points and rewrite them with brevity:

[[Paste key risk factors/outputs]]

Scenario: You've found a nugget during research and want to utilize it for your outreach

Craft a cold email

Ask ChatGPT to draft a prospecting cold email based on one of the risks you found in the 10-K

Sample Prompt

Write an email to a sales lead at: Walmart
My company: 30MPC

Use these rules:

- Use conversational language
- 100 words max
- Optimize for brevity

Do not include:

- Boring, general problems (IE: it takes a lot of time...)
- Talking about features vs how you solve the problem
- Asking for a minute meeting or suggesting times
- Marketing language

5 separate paragraphs:

- Greeting
- In 3 sentences max, mention a problem from their 10-K
- In 1 sentences max, describe how you solve that problem
- In 1 sentence max, a low friction question like "open to taking a peek?"
- Signature

Use this concept from their 10-K:

- Consumer Preferences and Digital Shopping: Software technology enables Walmart to analyze customer data, predict demand, and personalize the shopping experience to adapt to evolving consumer preferences and the rise of digital shopping.

Sample Output

Hey [Sales Lead's Name],

Noticed Walmart's focus on adapting to evolving consumer preferences and digital shopping, as mentioned in your 10-K report.

At 30MPC, we specialize in analyzing customer data, predicting demand, and personalizing the shopping experience. By leveraging our solution, Walmart can stay ahead of the curve and meet the ever-changing needs of its customers.

Are you open to taking a peek at how our software can enhance Walmart's customer experience?

Looking forward to your thoughts!

Best regards,
[Your Name]



President's Club Tip

This output should only serve as a "draft" to be further enhanced with your own finishing touches.

Scenario: Your prospect bites, books a call with you, and is interested in continuing the sales cycle

Summarize your learnings from the call

You've met with the prospect, now ask ChatGPT to summarize their key pains & priorities

Sample Prompt	Sample Output
<p>Take this transcript and summarize the key needs of the prospect in clear, brief bullet points:</p> <p>[[Paste specific section of transcript]]</p>	<ul style="list-style-type: none">• Analyze customer data to understand behavior patterns, purchasing habits, and trends• Predict future customer demands to optimize inventory management and minimize unsold inventory• Personalize the shopping experience by tailoring product recommendations and offers• Adapt to evolving consumer preferences in the digital shopping landscape• Requested a demo to see the software in action and ensure its capabilities meet their requirements



President's Club Tip

We generated this output from a mock transcript created by ChatGPT:

<https://chat.openai.com/share/8cd4e8a0-192e-4a3d-8a3f-e56fc4161831>

Craft a meeting summary email

Utilize the learnings from the summary, to draft a follow-up email

Sample Prompt	Sample Output
<p>Create a recap email to send to the prospect</p> <p>Sections:</p> <ul style="list-style-type: none">• Thanks for taking the call• Key Priorities• Reminder of our call next Wednesday at 10 am PT <p>Rules:</p> <ul style="list-style-type: none">• Conversational text• Under 100 words	<p>Hey [Prospect's Name],</p> <p>Thanks for taking the call earlier! It was great getting to discuss your key priorities for the software. Just to recap, here are the main areas we covered:</p> <ul style="list-style-type: none">• Analyzing customer data to understand behavior patterns and trends• Predicting future demands to optimize inventory management• Personalizing the shopping experience to adapt to evolving consumer preferences <p>Our demo next Wednesday at 10am PT will be the perfect opportunity to see how our software can address these needs. Looking forward to showcasing its capabilities!</p> <p>Speak soon, [Your Name]</p>



President's Club Tip

Since this prompt uses context from the previous output, you don't have to paste in the entire list of Key Priorities.

More Tips

ChatGPT is very good at churning out responses based on rules you provide.

However, we've found that generating your desired outputs can be a process of trial and error, alongside experimentation of various techniques.

If you're not satisfied with your first draft, here are some additional ways to guide the tool to generate content more catered to your taste.

Rewriting

Can you rewrite this email with a focus on [brevity, readability, value & benefits for the prospect]?

Can you rewrite this email using less marketing sounding tone & more personal sounding tone?

Can you rewrite this email using Hemingway's rules for a Grade 6 readability score?

Can you rewrite this email with a stronger call to action?

Critique & Improve

Can you critique this email using the AIDA framework?

Proofread

Can you proofread this email for spelling & grammar?

Generate Email Subject Lines

Can you generate 3 subject lines for this email with a focus on open rates?

And that's a wrap folks!

Time to smash those emails! Want more where that came from?

Check out my [30MPC Episode](#) and connect with me on [LinkedIn!](#)

Cheers,

Sonny Round

