



# The Ultimate AI for Sales Cheat Sheet

## ChatGPT Prompts and Tips for Sales Professionals



### Priming in 3 Steps

Priming is the process of providing specific instructions to ChatGPT so it can generate more accurate responses for you.

Here's how to do it:

1. **Provide context, e.g.** "You are a sales rep and you just finished a call with a prospect."
2. **Write what you need, e.g.** "Write a 100 word follow up email to further engage the prospect and invite them to a demo"
3. **Tweak and adjust:** Keep on iterating with ChatGPT to make the text friendlier, shorter, sharper etc.

#### Best Practices:

1. Use roles: Tell ChatGPT what role or persona you want it to act as.
2. Show ChatGPT examples of content you like so it can write the way you want.
3. Tell ChatGPT what you like and what you don't to help it get better.

### Prompts for Sales Emails

#### Follow-up emails:

"Write a 100-word follow-up email to [prospect name] with whom I've just had a call with and who is now ready for a product demo."

#### Ghost-busting:

"Write a concise, professional but funny sales email to a prospect who's ghosting me."

### Prompts for Social Selling

#### Recycle old content:

"Act as a content strategist and generate 5 new versions of each of my top-performing social media posts: [insert the texts of your top 3 posts]."

#### Repurpose social content:

"Provide me with different versions of the following post that I can use for [social media platform]: [insert the original content]."

### Prompts Meeting Prep

#### Role play:

"Let's practice a role play to improve my sales pitch for [company], whose main challenge is [insert challenge]."

#### Countering objections:

"List common objections that potential clients might have about [product] and plan persuasive counterarguments."

### Prompts for Cold Outreach

#### Email:

"Create an engaging cold email for [product] targeting [target audience] that addresses a common pain point they may be facing and how your product can help solve it."

#### LinkedIn message:

"Write a 50-word LinkedIn message describing how [product] can address the challenges of [a specific role or buyer] in [industry]."

### Prompts for Meeting Summary

#### Summarize according to playbook:

"I'm a salesperson and I was just in a sales call with the prospect. I'm providing a transcript of the call. Please summarize the call and break up the points according to MEDDIC [paste transcript]"

#### Follow up actions:

"Based on the call transcript I will provide, craft a follow-up email that recaps the meeting discussion, addresses the prospect's remaining concerns and aligns the next steps: [paste transcript]."

### Prompts for Sales Enablement

#### Battle cards:

"Create battle cards for [product] that highlights its main features, benefits over competitors and gives answers to common concerns."

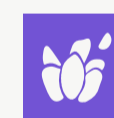
#### Purchasing analysis:

"Describe the key factors that influence customer purchasing decisions for [product or service in [industry]]."

### Top AI Tools for Sales & Marketing



**WINN.AI**  
Virtual Sales Assistant



**Lavender.AI**  
Cold outreach



**6sense**  
Lead scoring



**InsightSquared**  
Forecasting



**Drift**  
Chatbot



**Jasper.AI**  
Content writing



**Seamless.ai**  
List building



**Saleshandy**  
Email sequences

### Prompts for Sales Research

#### Understand target audience:

"List the top three challenges for businesses in [target buyer industry]."

#### Competitor comparison:

"Create a product comparison table for [competitor] vs. [my product]."



For more tips, tools and lessons: [winn.ai/ai-for-sales/](https://winn.ai/ai-for-sales/)



Prompt library: [winn.ai/ai-for-sales/chatgpt-for-sales](https://winn.ai/ai-for-sales/chatgpt-for-sales)