**AI Prompts Library for Technical Sales**

1. **Market Research Prompt Template**

You are a market reach analyst conducting research on [product, equipment, industrial goods, consumer goods, industry, customer] provide insight on:

Outline should include:

* What they are
* How big they are
* Corporate structure / Org
* Vision / Mission / Priorities
* Strategy
* Financial or Annual Reports pervious year
* History
* Applications
* External Driver (Pestel)
* Key Player Job Functions
* Corporate Interests
* Top Competitors
* Top Customers
* Top Suppliers
* Innovations Projects
* Sourcing Strategy
* Leading Indicators
* Industry Data Sources
* Networking Organizations
* Relevant Websites

**Or**

You are a market reach analyst conducting research on [product, equipment, industrial goods, consumer goods, industry, customer] provide insight on:

Outline should include:

* Introduction
* Description of the [product, equipment, industrial goods, consumer goods, industry, customer]
* Size of [product, equipment, industrial goods, consumer goods, industry, customer]
* State of [product, equipment, industrial goods, consumer goods, industry, customer]
* Influencing Factors
* Competition
* SWOT Analysis
* Outlook
* Industry associations

1. **Market Strategy Prompt Template**

You are a market reach analyst conducting research on [product, equipment, industrial goods, consumer goods, industry, customer] develop a strategy targeted for [customer name, audience, channels, growth opportunities]

Outline should include:

* Demographics
* Psychographics
* Behavioural
* Geographics
* Key Drivers

1. **Planning and Preparing Call Planner**

You are technical sales consultant planning and preparing for a [cold call, face-to-face in person meeting, face-to-face online meeting] doing research on frequently asked questions on manufacturing [product, equipment, industrial goods, consumer goods] and how [offer, solution] can improve their process.

The outline should include:

* Key components of [product, equipment, industrial goods, consumer goods]
* Industrial Manufacturing process of [product, equipment, industrial goods, consumer goods]
* Value proposition of [offer, solution]
* Appropriate solution

1. **Value proposition Assumption Story Prompt Template**

You are a technical sales consultant preparing a value proposition assumption story for a new customer what has a [**D** or **I** or **S** or **C**] DISC profile manufacturing [product, equipment, industrial goods, consumer goods]. Your task is to create a value proposition assumption story to how [offer, solution]

The outline should include:

* Admit extrapolation
* Potential results
* Problem or solution they are [problem unaware, problem aware, solution unaware or solution aware]
* Customer benefit
* Express confidence from the value proposition assumption
* Call to action
* Assumptions

The tone should align with a [**D** or **I** or **S** or **C**] DISC profile reference

1. **Value Proposition Calculator**

Create a value calculator that will show prospective customer or clients the new potential ROI from [product, services]. For context, my [product, service] helps [improve, reduce, optimise, accelerate] their current [process, tasks, application]

1. **Engagement Call Planner Prompt Template**

You are a sales consultant preparing for an Introduction call with a [new customer or existing customer] which is [face-to-face in person, face-to-face online] who has a [**D** or **I** or **S** or **C**] DISC profile and is [problem unaware, problem aware, solution unaware or solution aware]. Your task is to outline a response plan to help admit pain, develop a need or needs and gain agreement to the [solution, product, service].

The outline should include:

Step 1 – Establish Rapport: Letting the customer set the tone of the meeting.

Step 2 – Introduction Call: Powerful call objective, sharing a “we help/helped” positioning statement [provide your company or personal introduction] and share a success story or value proposition assumption story.

Step 3 – Problem unaware, problem aware, solution aware or solution unaware   
- Ask situation questions   
- Ask pain questions or create a menu of pain   
- Prioritise admitted pain.

Step 4 – Develop Needs: Ask 4 types of questions to diagnose  
- Three to Five Open ended questions from the customer’s point of view  
- Three to Five Control questions from the salespersons point of view  
- Three to Five Drilldown questions: How much, how many, how often   
- Three to Five Confirming questions  
- Introduce key differentiators

Step 5 – Gain Agreement to explore further statement  
Step 6 – Determine ability to buy   
- Request access to power question.

Step 7a – Closing Email sponsor Template  
- Problem unaware, problem aware, solution aware or solution unaware  
- Reasons  
- Developed need  
- Agreement to explore   
- Access to power  
- Next Step

Step 7b – Decision maker High Level Email Template   
- Problem unaware, problem aware, solution aware or solution unaware  
- Reasons  
- Developed need  
- Agreement to explore   
- Next Step

The tone should align with a [**D** or **I** or **S** or **C**] DISC profile preference.

1. **Cold Call or Direct Message or Email Planner Prompt Template:**

You are a sales consultant preparing for a [Cold Call, Cold Direct Message, Cold Email]. In a recent analysis [Company name] who you are targeting is [problem unaware, problem aware, solution unaware or solution aware]. Your task is to outline a [Cold Call, Cold Direct Message, Cold Email] plan to help offer a [solution, product, service] grabbing attention immediately and in the quickest time possible.

The outline should include:

Step 1 - Purposeful and Bold Opening Statement

Step 2 - Supporting Assets or Resources

Step 3 - Ask 2 to 5 High Value Open ended and Close ended Questions

Step 4 - Ask 2 to 5 Current Status Questions

Step 5 - Ask 2 to 5 Direct and Indirect Impact Questions

Step 6 - Ask 2 to 5 Benefit Solution based Questions

Step 7 - A strategic "If/Then" Question that encourages the customer to take a next step if their solution or benefit is address.

The tone should align with a [**D** or **I** or **S** or **C**] DISC profile preference

Or

Step 1 – Introduction Call: Powerful call objective, sharing a “we help/helped” positioning statement [provide your company or personal introduction] and share a success story or value proposition assumption story

Step 2 – Problem unaware, problem aware, solution aware or solution unaware   
- Ask situation questions   
- Ask pain questions or create a menu of pain   
- Prioritise admitted pain

Step 3 – Develop Needs: Ask 4 types of questions to diagnose  
- Three to Five Open ended questions from the customer’s point of view  
- Three to Five Control questions from the salespersons point of view  
- Three to Five Drilldown questions: How much, how many, how often   
- Three to Five Confirming questions  
- Introduce key differentiators

Step 4 – Gain Agreement to explore further statement  
Step 5 – Determine ability to buy   
- Request access to power question

1. **Personalised Customer Message Prompt Template**

Generate a personalized direct message via [social media platform] to [social media ID] for a [cold call, face-to-face in person meeting, face-to-face online meeting] who you are targeting is [problem unaware, problem aware, solution unaware or solution aware]. Your task is to outline a [Cold Call, Cold Direct Message, Cold Email] plan to help offer a [solution, product, service] grabbing attention immediately and in the quickest time possible.

The outline should include:

Step 1 - Purposeful and Bold Opening Statement

Step 2 - Supporting Assets or Resources

Step 3 - Ask 2 to 5 High Value Open ended and Close ended Questions

Step 4 - Ask 2 to 5 Current Status Questions

Step 5 - Ask 2 to 5 Direct and Indirect Impact Questions

Step 6 - Ask 2 to 5 Benefit Solution based Questions

Step 7 - A strategic "If/Then" Question that encourages the customer to take a next step if their solution or benefit is address.

The tone should align with a [**D** or **I** or **S** or **C**] DISC profile preference

Or

Step 1 – Introduction Call: Powerful call objective, sharing a “we help/helped” positioning statement [provide your company or personal introduction] and share a success story or value proposition assumption story

Step 2 – Problem unaware, problem aware, solution aware or solution unaware   
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- Three to Five Open ended questions from the customer’s point of view  
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- Three to Five Drilldown questions: How much, how many, how often   
- Three to Five Confirming questions  
- Introduce key differentiators

Step 4 – Gain Agreement to explore further statement  
Step 5 – Determine ability to buy   
- Request access to power question

1. **Handling Objections Prompt Template:**

You are a sales consultant preparing to address a customer objection. In a recent discussion, [customer's name], who has a “[**D** or **I** or **S** or **C**]" DISC profile, raised an objection regarding [ no **time**, too high **price**, limited **resources**, no **capabilities**, not **decision maker**]. Your task is to outline a response plan to help overcome this objection.

The outline should include:   
Step 1 - An empathy-based acknowledgment statement to show that you understand the customer's concern.   
Step 2 - Three to five probing questions to explore the objection further and understand its root cause.   
Step 3 - A strategic "If/Then" question that encourages the customer to take a next step if their concern is addressed.

The tone should align with a “[**D** or **I** or **S** or **C**]" profile’s preference.

1. **Negotiation Prompt Template:**

You are a sale consultant preparing to address a customer negotiation. In a recent discussion, [Customer name], who has [control, time, emotional, confusion] tactics, and the negotiation is about [insert]. Your task is to outline a response plan for a collaborative negotiation where you win and so do I outcome to achieve KPI's/Metrics or needs.

The outline should include the negotiation process:

Step 1 - Anchor statement, be the first to say your position, repeat it throughout the negotiation, repeat it throughout the negotiation even if you know you might eventually have to move from it. Use a powerful psychological reference point. Or use Multiple Equivalent Offers 2 to 3 options where price and value correlate, all must be 100% viable proposals which forces the other party to think or talk about value where people rarely pick the lowest priced option.

Step 2 - Ask 2 to 3 Why questions

Step 3 - Consequences of no agreement statement, reinforce the principal of prospect theory, should have A or B structure. A is huge, certain benefits of your solution will be lost if they go to their best alternative to a negotiated agreement. B is huge, costs, risks and uncertainty around any other benefits of their best alternative to a negotiated agreement.

Step 4 - Ask 2 to 3 Probe questions

Step 5 - Fix them in Place statement

Step 6 - Test readiness to trade statement

Step 7 - Best alternative to a negotiated agreement statement, what will you do if a deadlock occurs, if both parties have one, strengthen yours and weaken theirs, gain approvals and be emotionally ready to go to your best alternative to a negotiated agreement and make sense to have 2 to 3.

Step 8 - Propose a strategic quid pro quo "If you will...., Then I will" or "If you are open to...., Then I could consider...." or "What if you...., and I was/able to...." or "Can you agree to...., If I am willing to...." questions that consider the way to make an offer with orderly consistent word choices.

Step 9 - Summaries statement

The tone should be assertive and cooperative or collaborative to the emotional negotiation tactics use open or closed ended questions and assertive or hypothetical questions.

Or

You are a sales consultant preparing to address a customer objection. In a recent discussion, [customer's name], who has a “[**D** or **I** or **S** or **C**]" DISC profile, raised an objection regarding [ no **time**, too high **price**, limited **resources**, no **capabilities**, not **decision maker**]. Your task is to outline a response plan to help overcome this objection.

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The tone should align with a “[**D** or **I** or **S** or **C**]" profile’s preference.