



AI FRAMEWORKS

Install the Frameworks **Account Executives** have used to become the #1 seller at their company in ~~hours~~ *minutes* by harnessing the power of AI.



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Introduction and Instructions

I'm incredibly bullish on how AI can accelerate our learning. While I will never use AI to replace thinking, I have found tremendous success using AI to research and execute my Frameworks at an unbelievable pace.

To build this resource, I reviewed my AE Frameworks and looked for where AI could help an AE learn and implement those principles faster. I designed this guide to assist you in various areas, including territory planning, persona understanding and messaging, and translating personal outcomes to business outcomes.

While my AE Frameworks complement this guide, this resource will be valuable as a standalone resource.

First, some logistics:

To get started with ChatGPT, you'll need to create an account. You can do this by visiting the OpenAI website (<https://chat.openai.com/>) and following the sign-up instructions. Once you've created your account, you can start using ChatGPT by typing your questions or prompts in the chatbox.

To effectively use ChatGPT for sales success, it's important to ask clear and specific questions related to your sales process. For example, if you're working on territory planning, ask ChatGPT for recommendations on identifying and prioritizing potential customers in a new market. Or, if you're crafting messaging for a specific persona, ask ChatGPT for suggestions on how to frame your value proposition in a way that resonates with that audience.

Introduction and Instructions



Each section can be implemented separately. You don't need to complete it in order. Some sections have prompts that build on each other and need to be submitted in order. ChatGPT is a conversational AI, and these successive prompts push ChatGPT to answer more specifically by pulling context from prior prompts and returned data. These successive prompts are labeled by bolded **Prerequisites**, followed by the required prompt.

If you are more of a visual learner, take a few minutes to view this video walkthrough of how to use this guide: Click [HERE](#) to watch now!

Let's dive in!

Territory Planning

Focusing on the right accounts and understanding their business model is a prerequisite for success in sales. These four prompts will define your ICP, help you find accounts that fit your ICP, prioritize your list of accounts based on fit, and quickly help you understand how your ICP operates.

Define Ideal Customer Profile (ICP)

A core tenet of my sales frameworks is narrowing your focus to the accounts most likely to need your solution. This initial prompt will help you define your ICP, even if you are new and know little about your company and solution.

This prompt aims to teach ChatGPT your ICP to make follow-up questions more effective.

Prompt:

I am a sales professional working for [insert company name]

I need to spend my time with companies that are most likely to need my solution. This is called my ideal customer profile, also called ICP.

Please analyze [insert your company name] and its competition and return a description of its ICP.

Consider industry, revenue, number of employees, funding, growth, and go-to-market strategy for the makeup of ICP.

For your response, provide one summary paragraph.

Territory Planning

Identify Ideal Accounts From Nothing

Once you know what your best accounts look like, we can use ChatGPT to surface the names of accounts that fit that criteria.

This one was tricky because ChatGPT doesn't want to give lists of companies for various reasons. I had to do a bit of a "backdoor" prompt, so I started with the hypothetical "if you had access." Little tweaks to phrasing like this make a big difference!

Prerequisite: Define Ideal Customer Profile

Prompt:

If you had access to company information and locations, what are examples of companies that you could identify in [insert location] that fit my ICP?

Optional follow-up prompt:

Please provide a similar list for accounts located in [insert location].

You can continue with additional prompts and you can add additional criteria to surface more accounts.

Example:

Please provide a similar list for companies located in Texas with less than 1 billion dollars in revenue.

To go deeper, you can replace [insert location] with any other trait, such as industry, size, business model, etc.

Territory Planning



Prioritize accounts that we upload based on ICP

You likely have an assigned account list. A big mistake sellers make is putting too much trust in your CRM data and account prioritization. “Account Score” type metrics are often inaccurate, and if you rely on CRM data to prioritize accounts, you will likely miss out on some top accounts.

I used to recommend going through each account individually to assess and prioritize. These prompts will help you go much faster.

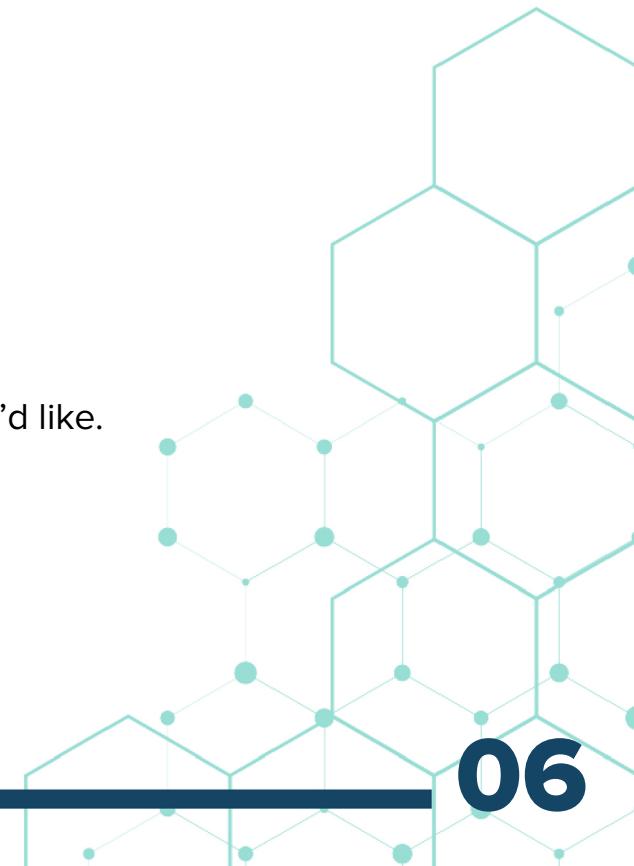
Prerequisite: Define Ideal Customer Profile

Prompt:

I'm going to submit a list of companies. Please stack rank them in order of best fit of our ICP to worst fit.

[Company 1]
[Company 2]
[Company 3]
[Company 4]
[Company 5]
[Company 6]

Note: feel free to include as many companies as you'd like.



Territory Planning

Prioritize accounts that we upload based on current conditions

The previous ranking prompt will give you a great start! However, remember you can have a “conversation” to go deeper. Here’s an example of how I went deeper using the current (as of 2023) economic climate.

Prerequisite: Prioritize accounts that we upload based on ICP

Prompt:

In a bad economy, companies that support healthcare and government organizations are often more resilient and more likely to have money to spend.

How would you change the order of that ranking if we prioritize accounts that fit this description?

Note: feel free to customize this prompt to match other trends!

Territory Planning

Business Model for Top Accounts

Few things are more annoying to a buyer than being asked, “what does your company do?”

This prompt takes my framework for account research and returns enough to have an intelligent conversation in seconds.

Make sure to include the full prompt - anything less and ChatGPT will return generic information that isn’t very helpful.

Standalone prompt - no prerequisites required.

Prompt:

You are the CEO of [name of target account]. You are responsible for building out a business case that clearly explains your challenges and opportunities.

The business case should include:

- 1) How you make money (specifically what products you sell and in what channels)*
- 2) What types of customers you serve (specifically which industries are in our ideal customer profile)*
- 3) Opportunities you are pursuing to increase market share (avoid generic advice like "building new features/products")*
- 4) Threats you are facing that might reduce market share (specifically that are unique to this company based on the industries they serve)*

Territory Planning

Business Model for Top Accounts - Multiple in Table

Sometimes you need to understand multiple accounts at once. You may be preparing for a QBR where you will share your top accounts or want to give a target list to your SDR along with important account information.

This prompt will return valuable data in an easy-to-consume format. While the example includes up to three companies, you can add as many as you'd like.

Standalone prompt - no prerequisites required.

Prompt:

You are on the board of directors for [company 1], [company 2], and [company 3]. You are responsible for building out a business case that clearly explains your challenges and opportunities for each of those companies.

The business case should include:

- 1) How you make money (specifically what products you sell and in what channels)*
- 2) What types of customers you serve (specifically which industries are in our ideal customer profile)*
- 3) Opportunities you are pursuing to increase market share (avoid generic advice like "building new features/products")*
- 4) Threats you are facing that might reduce market share (specifically that are unique to this company based on the industries they serve)*

Persona Understanding + Messaging

You'll struggle to generate pipeline and win deals if you have the right accounts but can't resonate with the right contacts. This section accelerates my AE Onboarding Frameworks to know your buyer, how you help them, and compelling messaging from several hours to a few minutes.

Identify Outcomes

If you understand the outcomes your solutions provide, you may consider skipping this prompt. ChatGPT does not have access to the most recent product enhancements your company offers, so the value it generates may need to be updated. However, this is an excellent place to start if you struggle to define your value proposition at the user, leader, and executive levels.

Standalone prompt - no prerequisites required.

Prompt:

You are a salesperson for [your company name]. How would you summarize the value of the solution to the end user, department leaders, and executives of a company that implements our solution?

Persona Understanding + Messaging

Identify Target Departments

Standalone prompt - no prerequisites required.

Use this prompt if you are comfortable with your value proposition. If you aren't, simply insert the response generated by ChatGPT from the prior prompt (Identify Outcomes) to replace this prompt.

Prompt:

I sell [define product] to companies. These are the outcomes we provide:

- 1) Help companies [insert value prop 1]
- 2) Help companies [insert value prop 2]
- 3) Help companies [insert value prop 3]
- 4) Help companies [insert value prop 4]

What departments within companies should I target for my sales outreach?

Example:

I sell a database technology to companies. These are the outcomes we provide:

- 1) Help engineers develop applications faster
- 2) Help companies get new products to market faster
- 3) Help companies maintain compliance with security protocols easier
- 4) Help companies scale their database infrastructure automatically

What departments within companies should I target for my sales outreach?

Persona Understanding + Messaging

Generate Persona Matrix

This is one of the first things I have built every time I join a new organization (or onboard new teams).

This matrix will become a “cheat sheet” to support your prospecting, discovery, and demos.

Prerequisite: Define Target Departments

Prompt:

For each of those departments, please summarize below points. Return the data in tabular format, with the below points as column headers. Each department will have its own row. Here are the points to summarize:

- 1) *What individuals in each department care about as it relates to business outcomes*
- 2) *How individuals in each department spend their time to achieve business outcomes*
- 3) *What individuals in each department often struggle with to achieve those business outcomes*
- 4) *How the solution I sell may be able to help individuals in each department*

Persona Understanding + Messaging

Write Effective Emails

Targeting the right people in the correct accounts is the foundation. Capturing (and keeping) attention is where the sales cycle begins. This prompt generates emails using my proven “Emotional Relevance” framework.

While AI should never replace your writing/outreach, this prompt will give you a phenomenal foundation for your cold outreach.

Please do not send AI-generated emails word for word. Instead, use them as a “quick start” to your outreach and do additional customization/personalization to add the most value to your buyer.

Prerequisite: Generate Persona Matrix

Prompt:

Now, let's write four prospecting emails: one for each department. Here's the outline to follow when writing each email:

1st sentence needs to evoke emotion from the recipient by describing a painful problem they are currently facing that our solution can solve.

2nd sentence needs to describe how they are likely trying to solve that problem and why it may be insufficient.

3rd sentence needs to describe how our solution could solve the problem presented in sentence 1 better than how they are trying to solve it as described in sentence 2.

4th sentence needs to ask if they are interested to learn more about how we could help. Each email needs to be fewer than 150 words and written at a 5th grade reading level.

Discovery

AI isn't going to run discovery for you. However, it will help you quickly get the insights you need to implement my Discovery Frameworks successfully.

Prospects are becoming increasingly impatient with sellers that show up to discovery unprepared for a valuable conversation. These prompts will help you show up ready to add value, whether your prospect buys or not.

You'll find that adding this value will lead to a win more often than a loss.

Create Value Hypothesis

You can't just show up to a discovery conversation and hope your prospect will educate you about their role, challenges, and work with you to find a fit for your solution. You need to bring a point of view, something I refer to as a "value hypothesis." This prompt will help you get a quick start to developing your POV.

Standalone prompt - no prerequisites required.

Prompt:

I am a salesperson for [your company name]. I have a discovery call scheduled with a [title of prospect] at [prospect company name].

Please help me create a value hypothesis for the conversation. This has two parts: the outcomes we can likely provide that the customer would care about as well as what I will need to further understand about how they spend their time to solidify the value hypothesis.

Based on my customer's title and company, please create this for me using this format:

"By the end of the call today, I will be able to tell you specifically how our solution will help you drive A, B, C. To get to that point, I will need to understand better your role as it relates to X, Y, Z," where A, B, C are outcomes my solution provides that the customer would care about and X, Y, Z, are parts of the customer's job that I would need to better understand to solidify the outcomes.

Discovery

Generate Discovery Questions

It was challenging to get ChatGPT to return usable discovery questions. It defaulted to general questions that a seller should be able to answer with pre-call research, which is a massive violation of my discovery framework.

By teaching it a simplified framework for effective discovery, the questions it returned became helpful.

Standalone prompt - no prerequisites required.

Prompt:

I am a salesperson for [your company name]. I have a discovery meeting scheduled with the [title of prospect] at [company name].

A good discovery conversation will help me better understand:

- 1) Current State - how they are currently working to accomplish their goals
- 2) After state - their vision for a better situation where they are better equipped to accomplish their goals
- 3) Success criteria - how they measure success for themselves and their team

Please provide example questions for each of those three categories. The questions should be specific enough to show that I understand the role and the company my customer works for.

Discovery



Generate Discovery Value-Adds

If your discovery feels like an interrogation, your buyer's walls will go up and won't provide thoughtful answers to even the best questions.

One of the best ways to change your discovery call to a conversation is to add value/context to the questions you ask. This prompt will help you prepare to teach as part of your discovery.

Standalone prompt - no prerequisites required.

Prompt:

I am a salesperson for [your company]. I have a discovery meeting scheduled with the [prospect title] at [prospect company].

A good discovery conversation includes teaching the customer. The goal is to add value, even if they don't buy my product.

*What are some insights I can share with the customer on my upcoming call?
Please include:*

- industry trends
- role trends
- use case trends

Discovery



Reframe Personal Outcomes to Business Outcomes

Helping your buyer understand their personal benefit gets you an opportunity. Enabling them to convince the broader team of the business outcomes gets you a won deal.

Many sellers struggle translating personal outcomes to business/executive outcomes. This prompt will help!

Standalone prompt - no prerequisites required.

Prompt:

I am a salesperson for [your company]. I'm working a deal with an [prospect title]. These are the outcomes they are excited about:

- [personal outcome 1]
- [personal outcome 2]
- [personal outcome 3]

I need to help them sell internally. To build an internal business case, we need to translate how we help them to how it would impact the company. For the above outcomes, please provide complimentary outcomes at the company level rather than individual level.

Discovery



Example:

I am a salesperson for MongoDB. I'm working a deal with an engineering manager. These are the outcomes they are excited about:

- Building applications faster
- Spending less time on database maintenance
- Spending less time maintaining security requirements

I need to help them sell internally. To build an internal business case, we need to translate how we help them to how it would impact the company. For the above outcomes, please provide complimentary outcomes at the company level rather than individual level.



Conclusion

Thanks for reviewing this guide! I hope it accelerates your ability to implement sales best practices successfully and leads to increased success.

However, please, please, please don't go overboard with AI! Selling needs to remain human first. No automation will replace human interaction, intuition, and building trust through becoming a true partner. Blindly relying on AI can potentially damage customer relationships and lead to miscommunications.

By embracing the possibilities offered by AI and combining them with your skills and expertise, you can propel your sales efforts to new heights and achieve greater success. So, use this guide wisely, enhance your sales strategy, and continue nurturing your customer relationships to drive impactful results.