

Gemini in Gmail Activity: Generate an Email

In this activity, you apply what you've learned about Gemini in Gmail while acting as a Sales representative for Cymbal Retail.

Cymbal Retail is about to begin selling its newest software product, Cymbal CRM. Cymbal CRM is a cloud-based customer relationship management (CRM) system that helps retailers improve their sales, marketing, and customer service.

With Cymbal CRM, you can:

- Track customer interactions and history.
- Manage your sales pipeline.
- Create and track marketing campaigns.
- Provide better customer service.



Task 1 - Generate an email

Use generative AI to generate an email draft to a prospect about the newest product from Cymbal Retail.

Complete the following steps:

1. Open [Gmail](#).
2. Select **New message** to open the message window.
3. Click the **Help me write** button in your Gmail toolbar, and then select **Help me write**.
4. Enter a prompt to draft an email message.

Directions: The email should describe the new Cymbal CRM product to the customer and offer them a no cost demo for their team.

Tip: You may need to include portions of the product description (defined earlier in this exercise) in the prompt.

5. Click **Create**.

Note: The text generation might take a few seconds.

Check your work: Does the email...

- ☐ Describe the new Cymbal CRM software?
- ☐ Offer the customer a no-cost demo?

Task 2 – Improve your prompt

In this task, you edit the prompt from Task 1 to provide more context or background information and yield better results.

Complete the following steps:

1. Click the prompt box and type additional information.

Directions: The email should explain how the new Cymbal CRM product will be in beta starting next week and then launch to the public sometime next quarter.

2. Click **Update**.
3. Wait for the new email message to generate, and then click **Insert**.

Check your work: Does the new email...

- ☐ Describe the new Cymbal CRM software?
- ☐ Offer the customer a no-cost demo?
- ☐ Mention the beta and public launch dates?

Task 3 – Refine generated text

You learn the prospect that you're emailing is a senior leader in her organization, so you want to convey an appropriate level of formality. Use Gemini to change the tone of your email.

Complete the following steps:

1. In the Gemini toolbar, select **Formalize**.
You can also click **Shorten** or **Elaborate** options to change the length of your message, if desired.
2. Review the generated text and then click **Insert** to place it into the body of your message.

Note: You may need to delete your existing text to avoid duplication.

Check your work: Does the final email...

- ☐ Describe the new Cymbal CRM software?
- ☐ Offer the customer a no-cost demo?
- ☐ Mention the beta and public launch dates?
- ☐ Have a formal tone?