

# AISALES – Product & Technical Specification Document

## 1. Product Overview

AISALES is a specialized AI Sales Strategist built within the A-Series™ single workspace architecture. It helps businesses generate high-converting sales communication and structured outreach strategies.

## 2. Objective

Provide users with:

- High-converting cold emails
- Follow-up sequences
- Objection handling responses
- Outreach strategy insights

## 3. Core Features (MVP Scope)

Cold Email Generator – Subject, body, CTA.

Follow-Up Sequence Generator – 3–5 structured follow-ups.

Objection Handling Assistant – Pricing, competitors, budget concerns.

Outreach Strategy Builder – Target audience, pain points, value positioning, CTA optimization.

## 4. Dynamic Prompting Architecture

Structured system-level prompt ensures:

- Conversion-focused output
- Professional tone
- Section-based formatting

Dynamic prompt injection based on tone and lead type selections.

## 5. UI Architecture

Single workspace architecture.

Dynamic control panel when AISALES is active:

- Email Type selector

- Lead Type selector
  - Tone selector
- Structured output cards for Subject, Body, and Follow-Ups.

## 6. Subscription Logic

Free Plan – Limited usage.  
Pro Plan – Unlimited + advanced strategy.  
Business Plan (Future) – CRM export & team collaboration.

## 7. Technical Architecture Summary

Frontend – Dynamic UI rendering based on activeAgent.  
Backend – Dynamic system prompt switching.  
Database – User subscription & usage tracking.

## 8. Success Criteria

- Subscription activation
- Dynamic UI update
- Structured output rendering
- Usage enforcement

## 9. Future Roadmap

- A/B variant generation
- Open-rate optimization
- Lead scoring
- CRM integration
- Sales analytics dashboard