**Qualify replies from Pipedrive persons with AI.txt**

**Workflow Overview: Qualify New Leads in Google Sheets via OpenAI's GPT-4**

This workflow is designed to automate the lead qualification process for new entries added to a Google Sheets document. It leverages OpenAI's GPT-4 model to analyze lead information and determine whether a lead is qualified based on predefined criteria. The workflow then updates the Google Sheet with the qualification result.

**Key Workflow Components**

1. **Google Sheets Trigger**  
   The workflow starts when a new row is added to the Google Sheet, which typically captures lead details from form submissions.
2. **Data Extraction and Preparation**
   * **Edit Fields Node:** Extracts and prepares the lead data from the new row.
   * **Set Fields Node:** Formats the lead data into a JSON object that includes key fields (e.g., name, email, business area, team size).
3. **Lead Qualification via OpenAI GPT-4**
   * **Qualify leads with GPT Node:** Sends the formatted lead data to GPT-4 with a detailed system prompt specifying the qualification criteria. The prompt instructs GPT-4 to assess whether the lead is interested based on factors such as decision-making role, team size, and email domain.
   * **Output Format:** GPT-4 returns a JSON object containing a rating (e.g., "qualified" or "not qualified") and an explanation of the decision.
4. **Response Parsing and Validation**
   * **Extract JSON reply Node:** Parses the GPT-4 output to ensure it matches the expected JSON schema.
   * **Merge Node:** Combines the original lead data with the GPT-4 response for subsequent processing.
5. **Google Sheets Update**
   * **Update lead status Node:** Updates the relevant row in the Google Sheet with the qualification result. The node maps the GPT-4 response fields (such as rating and explanation) to specific columns in the sheet.
6. **Supporting Documentation and User Guidance**
   * **Sticky Note Nodes:** Provide internal documentation and setup instructions. These notes help users configure Google Sheets, set up GPT-4 credentials, and understand the lead qualification criteria.

**Data Flow Summary**

1. **Trigger:**
   * The workflow is activated when a new lead is added to the Google Sheet (e.g., via a form submission).
2. **Data Preparation:**
   * Lead details are extracted and formatted into a JSON object, preparing the data for qualification.
3. **Qualification Process:**
   * The prepared data is sent to OpenAI's GPT-4 for analysis.
   * GPT-4 evaluates the lead based on the provided criteria and returns a JSON response indicating whether the lead is qualified, along with an explanation.
4. **Response Handling:**
   * The GPT-4 response is parsed to validate its structure.
   * The parsed response is merged with the original lead data.
5. **Updating the Sheet:**
   * The merged data is used to update the corresponding row in the Google Sheet, reflecting the lead's qualification status.

**Setup and Customization**

* **Google Sheets:**
  + Configure the Google Sheets node with the correct document ID and credentials.
  + Adjust column mappings if your sheet structure differs from the default template.
* **OpenAI GPT-4:**
  + Ensure your OpenAI credentials are set up correctly.
  + Customize the system prompt in the GPT-4 node to reflect your specific lead qualification criteria.
* **Response Parsing:**
  + Use the JSON parsing nodes to enforce a consistent output format, ensuring the GPT-4 response can be accurately merged with the original data.
* **Workflow Triggers:**
  + Depending on your setup, you may choose to use a scheduled trigger or a manual trigger. The current configuration uses a Google Sheets trigger to detect new lead entries.

**Conclusion**

By automating the lead qualification process, this workflow significantly reduces the manual effort required to evaluate new leads. Leveraging the power of OpenAI's GPT-4 ensures that lead qualification is both consistent and scalable, enabling your sales or marketing teams to focus on engaging with high-quality leads. This workflow can be further customized to adapt to different criteria and integrated with other CRM systems for a more comprehensive sales pipeline.