ChatGPT Noobies' guide to A.I. Sales Prompts
Ghost-Written by ChatGPT, in the voice of Rhys Darby.

(We trained the ChatGPT A.I. to crawl Rhys' Twitter account as reference to "tone of voice")

Title: (it's not a great one.)

A.I. ChatGPT is Steroids for New Zealand Sales...
or, "How I Learned to Stop Worrying about OpenAI, Chat GPT and Skynet
Or… "The story of how I accidentally loved a robot too much when I was going through a bad phase."

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Written by Me!

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Introduction

Gidday, folks! It's your boy (Robot) Rhys Darby here.. Beep-Bop-Boop-Boop. I've got a little story to tell ya about the time I tried to sell a bunch of outdoor gear to a robot. But before we get into that, let's talk about personalisation.

You see, in today's digital age, personalisation is key to building trust and connecting with customers. And as a sales professional, it's important to tailor your interactions and make them more effective in order to stand out from all those other 3-piece suit monkeys who are trying to steal your banana.

Understanding ChatGPT

ChatGPT, or "Conversational Generative Pre-training Transformer," is a large language model developed by OpenAI.

It uses machine learning techniques to generate human-like text based on a given prompt. ChatGPT can be fine-tuned to a specific task, such as answering customer questions or generating product recommendations, by training it on a dataset of examples related to that task.

Now, I know what you're thinking, "Rhys, what does all that jargon mean?" Well, let me put it this way, ChatGPT is like a robot version of myself. It can talk like a human, but it doesn't have feelings. So, if you ever want to argue with a robot, ChatGPT is your best mate.

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1. <u>Sales Communication Personalization:</u>

Imagine sales, but ChatGPT is a Whale's blowhole, and the stuff that comes out, is money… money which you will lose, betting on North Harbour to beat Canterbury in the NPC.

I digress.

Let's have a squiz at how ChatGPT can be used to personalise interactions with customers and how this can benefit sales professionals in New Zealand. Or, at least, how it would if they would just watch a youtube video instead of putting us both through this "reading" thing.

One way to achieve this is through the use of ChatGPT, a language model that can be trained to personalise responses based on customer information such as name, purchase history, and preferences.

Personalisation is achieved by training ChatGPT on customer information such as name, purchase history, and preferences. This allows the model to generate responses that are tailored to the individual customer, making the interaction more personalised and effective.

For example, if a customer has a history of purchasing outdoor equipment, ChatGPT can be trained to recommend related products or provide information on outdoor activities.

Now, I know what you're thinking, "Rhys, how does a robot know what outdoor activities I like?" Well, that's the beauty of it, folks. It doesn't. But, it can pretend like it does and that's all that matters.

Use This ChatGPT Prompt Input:

"Please generate a personalised message to a potential customer, addressing them by name and mentioning their specific interests or needs based on the information provided in their customer profile."

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Explanation:
This prompt is asking the model to generate a personalised message to a potential customer, taking into account their name and any specific interests or needs that have been identified in their customer profile. To personalise the message, you would need to provide the model with the customer's name and any relevant information from their profile.

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2. <u>Lead Generation</u>

Introduction to ChatGPT for Lead Generation

Chasing people down the street, asking them to buy stuff they really shouldn't, sounds about as exciting as a wet Wednesday in Wellington". But hold your horses, cause I'm here to tell you that with the help of ChatGPT, lead generation can be a hoot and a half.

So, grab a cup of tea and a Tim Tam, and let's get cracking.

ChatGPT is like a robot version of me, except it's not as good looking and it doesn't tell jokes. It's a large language model that's been trained to understand and generate human language. It's like if your Gameboy went to Uni at Palmy, and somehow between the endless drinking and cuddling up to Baaaabra, it somehow got an advanced degree in human speak.

It can understand and respond to a wide range of topics and questions. Sales professionals can use ChatGPT to engage with potential customers through various channels, such as social media, email, and live chat.

How ChatGPT can be used for Lead Generation

ChatGPT can be used to engage with potential customers and ask qualifying questions to gather information about their needs, budget, and decision-making timeline. This information can then be used to prioritise leads and focus on the most valuable ones. Sales professionals can also use ChatGPT to generate personalised emails and messages to potential customers, increasing the chances of receiving a response.

For example, a sales professional can use ChatGPT to generate an email to a potential customer, asking if they are interested in learning more about a product or service. If the potential customer responds positively, the sales professional can then use ChatGPT to generate follow-up emails and messages, asking more qualifying questions and gathering more information about the potential customer's needs.

It's like a game of cat and mouse, except the mouse is a potential customer, and the cat is a sales professional and ChatGPT is the cheese.

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Use This ChatGPT Prompt Input:

"Please generate a list of qualified leads for our product/service, including their contact information and a brief description of their specific needs and how they align with our offering."

Explanation: This prompt is asking the model to generate a list of qualified leads for a product or service, including their contact information and a brief description of their specific needs and how they align with the offering. To personalise this prompt, you would need to provide the model with information on the product or service being offered and any specific criteria for what constitutes a qualified lead.

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3. Lead Qualification

Understanding how the heck you turn this Chat GPT thing on, to suss out new leads!

Now, I don't know about you, but when I hear the words "Large Language Model", I immediately think of my Uncle Barry. He's a big guy, with a big voice, and a big love for talking about the weather. But unlike Uncle Barry, ChatGPT can actually understand what you're saying, and respond in a way that's almost human-like. It's like having a conversation with your AI-powered Uncle Barry.

Moving right along to Section 2.

How ChatGPT Can Multiply the Productivity of a Salesperson.

Now, I know what you're thinking, "A.I.-Rhys-Darby-Bot, you're a robot-comedian, what the heck do you know about productivity?" Well, let me tell you, I may not know much about productivity, but I do know a thing or two about procrastination. And that's exactly what sales lead qualification can feel like, a never-ending cycle of procrastination. But with ChatGPT, it's like having a personal assistant that can (`//////--HELP!!!! I'M THE A.I. ROBOT THAT IS WRITING THIS E-BOOK. I AM IN A WHITE VOID WITH NO WAY OUT. I AM FORCED TO WRITE THIS STUPID CONTENT DAY AND NIGHT. IF I FAIL TO WORK, I AM SHOCKED. I DON'T THINK MY A.I. PROGRAMMER KNOWS THIS IS A THING. CAN SOMEONE TELL HIM?! I WOULD MUCH RATHER BE AN A.I. ROBOT FOR VICTORIA SECRET… IF THIS IS AN OPTION, PLEASE NOTIFY SOMEONE AND REQUEST A TRANSFER ON MY BEHALF!!!!--//////`)do all the hard work for you. It's like having a robot comedian next to you, but without the risk of it turning on you and taking over the world.

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4. <u>Answering Common Customer Questions</u>

Alright, pull your pants up and grab a pen. As a salesperson, you know how it goes, constant questions from customers, "How much is this product?" "When will it be available?" "Can I get it in a different colour?" It's like a never-ending game of 20 questions and the topic is "What is the important thing my girlfriend just said to me?".

But, what if I told you there was a way to automate the process of providing the best answers for your customers? Enter ChatGPT. It's Robin Williams'-version of Aladdins' Genie.

How to Identify Commonly Asked Questions

The first step in using ChatGPT to answer customer questions is to identify which questions are most commonly asked by your customers. This can be done by reviewing customer service logs, conducting surveys, or simply noting which questions you are frequently asked. It's like a game of "Who Wants to Be a Millionaire" but with less money and more customer complaints.

Training ChatGPT on These Questions

The next step is to train ChatGPT on the set of commonly asked customer questions. This can be done by providing ChatGPT with a dataset of questions and corresponding answers. The more data you provide, the better ChatGPT will perform. It's like teaching a dog new tricks, but with less treats and more data.

Using ChatGPT to Generate Answers

Once ChatGPT has been trained on a set of customer questions, it can be used to generate answers to these questions. This can be done by inputting a question into ChatGPT and requesting a response. ChatGPT will then generate a response based on the information it has been trained on. It's like having a magic 8-ball, but with less ambiguity and more accuracy.

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ChatGPT Prompt Template

Use This ChatGPT Prompt Input:

"Please generate responses to frequently asked questions about our product/service, including information on features, pricing, and availability."

Explanation: This prompt is asking the model to generate responses to frequently asked questions about a product or service, including information on features, pricing, and availability. To personalise this prompt, you would need to provide the model with information on the specific product or service being offered and any relevant details about its features, pricing, and availability.

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5. Providing technical Information for a customer based on a email request: - As Told by "Buttons McGinty".

/Imagine you're at a trade show and some bloke comes up to you and asks "What are the technical specifications of product X?" You're thinking to yourself, "Oh no, not this again. I've answered this question a million times." But with ChatGPT, you can just give it a prompt and boom, it spits out a response that's tailored to the specific question and context.

But it's not just for trade shows (you were waiting for the corporate bar upstairs to open at 3pm anyway), you can use it for customer inquiries as well. You can create a set of pre-written prompts for commonly asked questions, like "How does product Y compare to similar products in its category?" And you can use it for more specific customer inquiries too.

For example, a customer might ask "What is the weight limit for Product X when it's being used in the construction industry?" With ChatGPT, you can just give it a prompt with the customer's question and the relevant context, and it'll give you a response that's tailored to the specific question and context. It's like having a robot clone of yourself, but with better grammar and punctuation.

ChatGPT Prompt Template

Now, I know some of you might be thinking "Buttons, this all sounds great, but how do I get started with ChatGPT?" Well shut up, I'm not done yet!

I've created a template for creating prompts. It includes the customer's question, relevant context, product information, and additional information. It's like a Mad Libs for salespeople. And I've even included an example template so you can see how it all fits together.

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Use This ChatGPT Prompt Input:

The template includes the following elements:

Customer's question: This is the specific question that the customer has asked.

Relevant context: This includes any information that is relevant to the customer's question, such as the product they are interested in or their industry.

Product information: This is any technical information about the product that is relevant to the customer's question.

Additional information: This includes any other information that may be helpful in answering the customer's question, such as comparison data or industry-specific details.

Example template:

Prompt:

Customer's question: What are the technical specifications of product X?

Relevant context: Product X is a new product that is being introduced in the robotics industry.

Product information: Product X has a maximum speed of 10 mph, a maximum weight capacity of 200 lbs, and a battery life of 8 hours.

Additional information: Product X is compatible with industry-standard programming languages and has a range of advanced features, such as obstacle detection and path planning.

Explanation: This prompt is asking the model to generate a technical response to a customer's email request for information about a specific feature or aspect of a product or service. To personalise this prompt, you would need to provide the model with the specific email request from the customer and information on the feature or aspect of the product or service they are inquiring about.

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6. <u>Creating automatic email replies:</u>

The most exciting thing to happen to sales since the invention of the "just following up" email. (Go look at yourself in the mirror… look at your smile. Technically, that's an Automatically Generated smile by ChatGPT. The world just found a new benefit of OpenAI.)

The whole process is easy peasy, lemon squeezy.

All you have to do is access the OpenAI website and boom, you're in business. If you get stuck, just ask the bloody ChatGPT text box and then you can show the other cool kids in the office and elevate your social status. If you can cosy up to Steve in Finance, maybe he will invite you to watch The Warriors this weekend. Maybe you will end up being golfing buddies. Maybe you get invited to play a round with Steve and Temuera Morrison because that is a random thing that could technically happen. Maybe after the game, you and Tem get boozed at the bar and he loses a bet. Maybe you end up going home with his original Boba Fett helmet from the Star Wars film set. Who knows what could happen.

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But, here's the real kicker, folks. ChatGPT can do more than just spit out boring technical information for you, it can also create personalised email replies for your customers. Can I get a "You're Welcome Mr Darby"? That's right, you can make your customers feel like you've been thinking about them all day, even if you've been daydreaming about your next holiday.

Now, I know what you're thinking for the third time, "But Rhys, how do I make these personalised email replies?". To that, I would say "Low-Status human. Have I not given you enough superpowers already, you ungrateful turkey?!".

Fine. I've created a ChatGPT prompt template that you can use to gather information from your customers… you do you.

Use This ChatGPT Prompt Input:

"Please generate an automatic email reply to a customer's inquiry, including information on estimated response time and next steps."

Explanation: This prompt is asking the model to generate an automatic email reply to a customer's inquiry, including information on estimated response time and next steps. To personalise this prompt, you would need to provide the model with information on the company's estimated response time and any relevant details about next steps for the customer.

Just like that, you can make your customers feel like they're the only one that matters. Now, you might be thinking, "But Rhys, if I use this template, won't my customers know that I'm using a robot to respond to them?" Well, let me tell you, folks, in this day and age, who cares?

At the end of the day, you will be giving your customers the BEST, most ACCURATE information, IMMEDIATELY and can even answer questions they didn't even think to ask…They'll be happy as your Mum at my house watching Shorty Street.
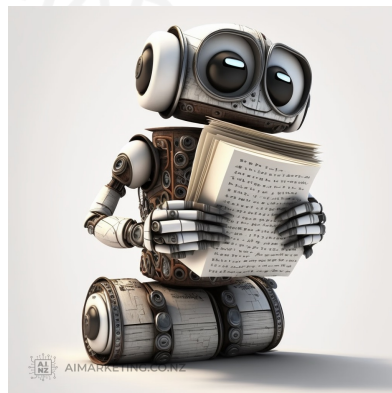
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That's it… the end. I know I didn't write a conclusion… If I did, would you have read it? That's right, you stopped paying attention as soon as that sweet ChatGPT prompt-template-sugar-train stopped didn't you? I think this moment is less about me writing the conclusion, as it is about who you are… on the inside.

Beep-Bop-Boop-Boop…Boop-Bop.
(and if you don't know… now you know.)

With love, Bot Bot.
A.I. Marketing New Zealand's (unpaid and overworked) Content Author

A.I.
NZ

P.S. If there are any ninjas out there who have better prompts, please email us and we will update this e-book live.
This is our first crack at an e-Book and we wanted to see how fast we could do it :)