

Today's Five AI Best Practices... and Two Prompt Frameworks That Will Help You Sell Smarter

Cutting-Edge Artificial Intelligence Tactics Sales Teams Can Use to Stay Ahead of the Competition This Year



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Let's be honest. You're reading this article right now because you're looking for the best, easiest-to-implement, *fastest-acting* AI strategies you and/or your team can implement in 2025.

As I continue to give presentations and training focused on using AI, I've learned that most sales reps aren't interested in lectures or deep explanations. They want actionable insights that they can use right away to help them identify new opportunities, improve their meetings, help them close deals, and ultimately, sell smarter. And that is the goal of this article. There is just one caveat—but I'll save that for the end of the article.

In the meantime, let's focus on action. And let's start by acknowledging a reality that we can all agree on:

Selling today is more complex than ever.

But what if it didn't have to be?

I can't promise your next prospect will buy from you, but I can promise that understanding how to more effectively leverage AI in your sales process will make you more efficient and more effective—and I can also promise you'll see the results to prove it.

Whether you're a seasoned professional or brand new to the world of sales, my goal in this short article is to help you seamlessly integrate generative AI into your workflow to save you time, optimize your efforts, and close more deals.

For this article, I'll be focusing on OpenAI's ChatGPT (but the best practices and prompt frameworks can be used across platforms). I personally use ChatGPT as I find it to be one of the most robust tools and often the first to introduce new features.

**Here's my first piece of easy-to-implement advice about ChatGPT:
If possible, consider using the paid version.**

Why? Because the paid version allows you to adjust settings that enhance privacy (along with a ton of other helpful features). Once logged into ChatGPT, find “Data Controls” under the Settings icon and ensure that “Improve the model for everyone” is *turned off*. This ensures that your conversations with ChatGPT stay private, which safeguards the privacy of your company, your clients, and your prospects.

Now that we've got that out of the way, here are my...

Five Best Practices for Getting the Most Out of ChatGPT and Other Large Language Models (LLMs)

- 1 Be Specific.** Providing more context and details will lead to higher quality responses.
- 2 Assign a Role.** Ask the LLM to act as a customer, prospect, or ideal client. Be as detailed as possible when framing the role, and then ask your question. This improves the relevance of responses significantly.
- 3 Have a Conversation.** Responses improve as you refine your queries throughout a conversation. So don't just ask a single question. Stick around for a while and have a chat.
- 4 Break It Down.** If you have a long or complex input, and you're not happy with what's coming back, try simplifying it or dividing it into smaller parts. Shorter outputs are usually easier for you to adjust and refine through ongoing conversation with the LLM.
- 5 When In Doubt, Supplement AI with HI (Human Intelligence).** AI is a powerful tool, but your insight and judgment are essential to maximize its value. That's true not just of discussions about sales, but of discussions about nearly any topic under the sun.



Now that you know the best practices, the next step is to...

Understand Prompt Frameworks

A prompt framework is a structured way of writing an AI prompt that can be customized to achieve a specific outcome. Below are two examples you can adapt and tweak to make your own.



IMPORTANT:

Replace sections that [look like this] with your own information.

Framework Prompt 1

I sell [sales training, sales technology, and sales process consulting] to [business owners and sales leaders running B2B sales organizations].

These are the outcomes we provide:

[Help reps save time and become more efficient]

[Help sales reps close better deals with a shorter sales cycle]

[Help sales leaders get full visibility into accounts and opportunities]

[Combine a proven sales methodology with cutting-edge sales technology]

Help me create three ideal client profiles based on this information.

You can customize the prompt framework above with information related to your business and the outcomes you can provide. You may find yourself looking at client profiles that incorporate insights you hadn't previously considered!

If you need something other than ideal client profiles (for example, different prospecting strategies), you can ask for that in the last sentence instead.

That's what makes this a prompt framework: the body of the prompt can remain the same and you can adjust the last sentence to get the output you need.

Now, let's look at another prompt framework you can use.:

Framework Prompt 2

Who I want you to be: [Expert in sales strategy and AI]

What skill I'd like you to have: [Experience helping businesses integrate AI and automation tools to improve efficiency, increase profits, and free up time]

Writing style: [Conversational]

Here's what I want you to do:

- *[Help me create three unique and specific buyer personas based on the additional information below about my business.]*
- *[Give each a name, list potential job titles, and suggest a few potential industries]*
- *[Identify the best lead generation strategies for these personas]*

Additional Information:

- *My Business Name: [Sandler by i10 Solutions and Sales Lift]*
- *My Target Audience: [Sales leaders and reps looking to optimize their process]*
- *Typical Pain Points of My Ideal Client/Customer. [Difficulty managing tasks or deals, lack of visibility or reporting on opportunities, fear of being left behind in the age of AI]*
- *Outcomes I Consistently Deliver. [Save time, close better deals, gain visibility, and combine proven methodologies with cutting-edge technology]*
- *My Organization's Unique Selling Point: [We combine proven sales methodology with cutting-edge technology to help clients sell smarter.]*

In this flexible prompt framework, you can customize the information to fit you and adjust the "What I want you to do" section to whatever your goal is for that prompt. (For instance, "Help me create three new product offerings designed specifically for first-time buyers.")

By using one of the two prompt frameworks above as your starting point, you can easily create well over 50% of the prompts you'll be likely to use on a regular basis.

Using Prompt Frameworks and Follow-Up Prompts to Find and Engage Leads

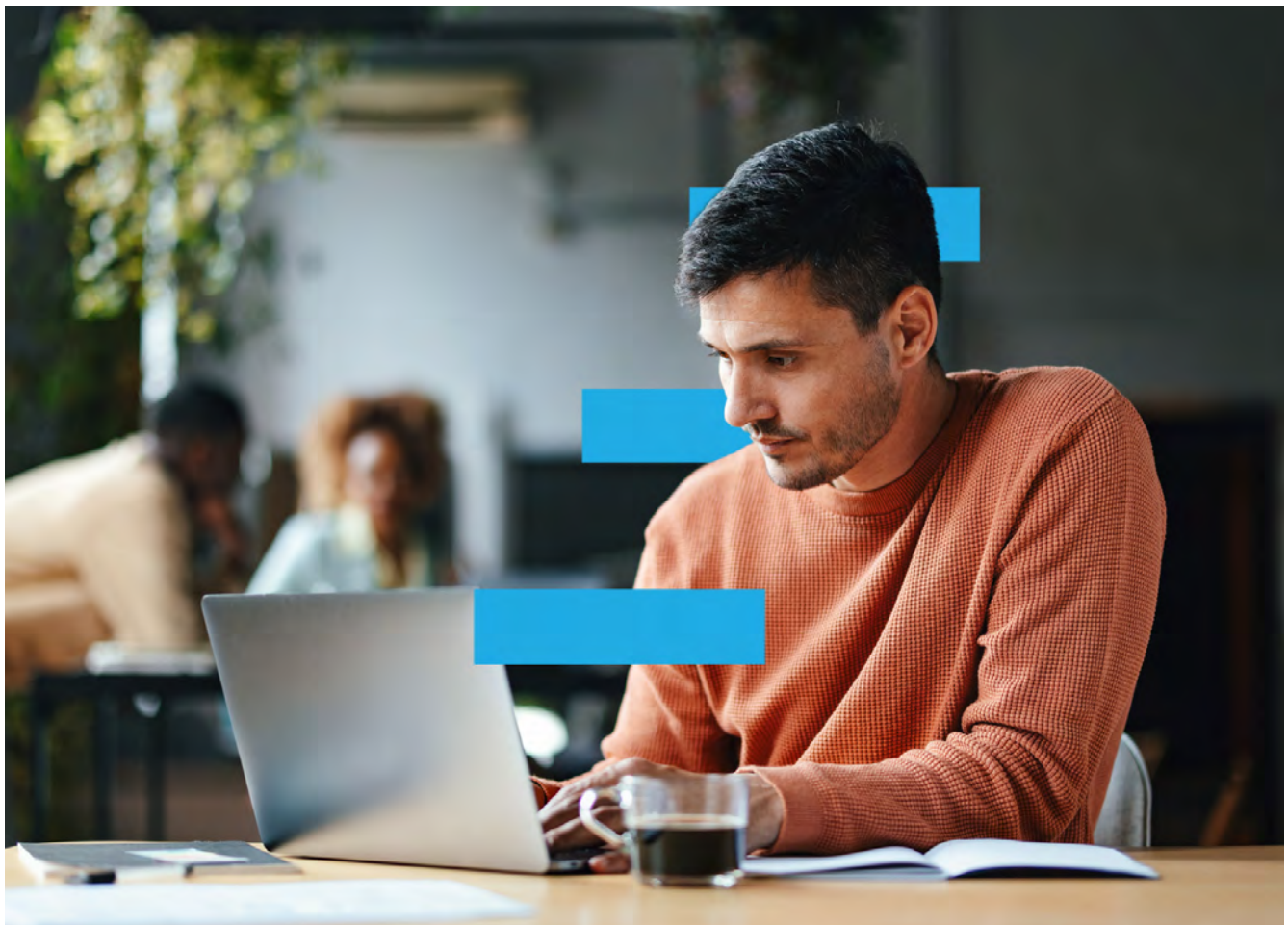
You might choose to get started by using Prompt Framework #1 from above and adjusting the last sentence.

I sell [product/service] to [target industry] companies that [provide additional context].

These are the outcomes we provide:

- 1) [Outcome 1]*
- 2) [Outcome 2]*
- 3) [Outcome 3]*
- 4) [Outcome 4]*

What are the top five pains my product/service can solve for [job title/persona]?



Or, if pains aren't what you're looking for, you can replace the last sentence of the prompt framework above with one of the sentences below to help you find and identify new leads.

- *What are five industries should I consider targeting?*
- *Provide three examples of ideal client profiles*
- *Help me brainstorm five ideal buyer personas.*
- *Suggest five unique strategies I can use today to identify new leads.*

From there, you can take the information that ChatGPT provided and continue the conversation to develop powerful engagement strategies for those leads you just unearthed. The prompts below give you some examples of follow-up questions to consider.

Help me identify five lead generation strategies to engage new leads and prospects who have the pains identified above.

When it comes to the industries listed, please define 5 strategies to engage new leads and prospects within that industry.

Please list all of the strategies I could use to generate a real-time conversation with these ideal client profiles above.

For the buyer personas mentioned, please list three different strategies I can use to engage these prospects.

Help me brainstorm five concise hook statements that relate to or touch on the pains of my ideal client, as opposed to the solution I provide. Make sure each could be used in a LinkedIn message.

By following the five best practices, and using the prompt frameworks you've just learned, you'll not only save time, but you'll also position yourself to close a lot more deals.

**It's time for that final word of warning I promised you
at the beginning of this article.**

What you've just read is cutting-edge...right now. But it won't be cutting-edge forever. These days, the profession of sales moves fast. And I'm not saying you need to be ahead of the curve, but I do believe you at least need to keep up. I might be biased, but one great way to do that is by following me on LinkedIn. I'm constantly sharing the latest ideas, updates, and tactics when it comes to using AI and technology to help you sell smarter.

I'd love to hear your feedback, questions, or insights as you begin to incorporate these tools, techniques, and strategies within your sales process.

