

A man with dark skin and dreadlocks, wearing a red blazer, is leaning over a desk and looking at a laptop. The background is a warm, textured wall.

SANDLER®

# 20 Tested Sandler® Chat GPT\* Prompts for Salespeople

\* And Bing Chat ... and Google Bard

Tell me 20 proven approaches and ideas for salespeople...



By Mike Montague, Jody Williamson, and Jordan Ledwein

## Artificial Intelligence (AI) is reshaping everything, and sales is no exception.

So, it's not all that surprising that there is now a tidal wave of AI "tips and tricks" for salespeople, each claiming to provide the latest and greatest resources for harnessing the jaw-dropping power of artificial intelligence in support of your selling process. Perhaps it's not surprising, either, that most of these offerings overpromise and underdeliver. We've seen plenty of questionable prompt-writing courses that promise salespeople massive amounts of new business in absurdly compressed time-windows, and we imagine you have, too. If you were skeptical, you had a right to be.

This article is meant to deliver something very different. It is not about quick fixes. It focuses on proven approaches and ideas that connect to the most popular AI applications for salespeople, approaches and ideas that fulfill these two essential criteria:

- **Alignment with the Sandler Selling System** and the Sandler definition of selling: *A conversation between adults to uncover the truth.* That's literally Rule #1 for us. Think of Sandler Rule #1 as the *Prime Directive for Salespeople*. Sandler is a flexible conversational model for grownups talking to grownups – not a series of robotic scripts.
- **Success in practice.** If you see it here, it's something we have used ourselves and gotten good results from.

Before we get to the good stuff, let's share some important background information. You'll need to know what follows before you deploy any of the prompts we'll be passing along here.

## Spam Generated by AI is Still Spam

The key word for salespeople to remember in terms of leveraging AI tools is *personalization*.

If an artificial intelligence resource can help you to personalize your messaging to the organization and the individual, whatever form that messaging may take, that resource is in compliance with the Prime Directive. If an AI resource helps you churn out messaging that could apply equally to every buyer who could conceivably decide to interact with you, that resource violates the Prime Directive. Find something else to do. This article gives you plenty of ideas.

As you read these words, a lot of salespeople are busily deploying ChatGPT (or some other platform) to transition from broadcasting poorly written spam to broadcasting spam that could have been written by a good high school English student. Don't be one of them. Spam is still spam, even if it's been generated via conversational AI.

Bear in mind, too, that ChatGPT and similar large language model applications are based on the principle that today's technology can *predict which word could plausibly come next in a sentence*. The word to remember there is "plausibly." It means ChatGPT often sounds extremely confident in the responses it offers to user prompts – but, despite that confident tone, *it makes major factual errors*. The same is true of all large language models (LLMs).

Since making stuff up is something typical salespeople do that violates the Prime Directive, we advise constant vigilance when it comes to fact-checking content you intend to share with buyers that is created by ChatGPT and similar applications.

**Understand that ChatGPT is part of a massive thing called Large Language Modeling ... and Large Language Modeling is part of an even more massive thing called Artificial Intelligence.**

ChatGPT is not synonymous with AI. Using the terms interchangeably is like using the terms “Wyoming” and “The United States of America” interchangeably.

**This article is about ideas that have generated good results for sales professionals using large language models. The most popular of those models, right now, is ChatGPT.**

It's worth noting that this is, by definition, a rapidly shifting battlefield. The race to offer users the best conversational AI platform is on, and while ChatGPT has led the pack so far, Bing Chat and Google Bard have also joined the race, which is likely to be a competitive one. Here's a concise overview of the three giants now dominating the large language model landscape in AI. Depending on your goals or use cases for conversational AI, you may choose to use one, two, or all three of these platforms.

	Chat GPT	Bing Chat	Bard
Owned By	Open AI	Microsoft	Google
Language Model	GPT-3.5/GPT-4	GPT-4	PaLM2
Release Date	Nov 30, 2022	Mar 14, 2023	Mar 21, 2023
Cost	Free/\$20 per month	Free	Free
Information Access	Limited to 2021/Live Data	Live Data on the internet	Live Data on the internet
Cite Sources	No	Yes	No
Multilingual	Yes	Yes	Yes
Store past chats	Yes	Yes	No
Generate Images	No	Yes	No
Write Templates	Good	Decent	No
Best Used As	Personal Assistant	Research Assistant	Creative Assistant

## Hang On! Don't Rush Ahead to the Prompts – Read This Part, It's Important

Everyone in sales, it seems, is now interested in identifying the best prompts to maximize the platform they're using so they can get the most out of that platform. And while there are some great prompts to consider, the most important thing you can do is *understand how to use conversational AI tools conceptually to get the results and output you need*.

Here are some big-picture conceptual best practices that will help you to get the most out of the large language model you choose. Consider these six bullet points a crash course in interacting effectively with your LLM.

- **Be specific:** Providing more context and details will lead to better quality responses (outputs).
- **Assign a role:** You may have seen people asking AI to answer a question or write a poem the way a certain celebrity or historical figure would. The outputs are sometimes astonishing. This approach works for salespeople, too! Tell the LLM to act as your customer (and be as specific as you can about who that customer is), then ask away. The key phrase to remember here is *Act as if you are*. For example:

**Prompt 1:** Act as if you are a [sales manager] for a [cookie] company who [manages 20 sales reps]. Can you share the top five challenges you face in your role and business?

- **Have a conversation.** The outputs you get tend to get better the more you define and redefine what you're looking for throughout the course of the discussion. Of course, this is true of interactions with humans, too! Note: This redefining strategy works best with ChatGPT; it's decent, but, as of this writing, not quite as effective with Bing Chat and Bard.
- **Ask the tool to condense, revise, and edit stuff.** If something you generate is too long, too short, too casual, too professional, whatever – just tell the tool



how you want it to adjust the output. When what you get back is not perfect, when the tool gets something wrong, you can tell the tool what it got wrong and ask it to fix it. ChatGPT is particularly good at this. You can also ask ChatGPT to ask you more questions and keep asking you questions if it needs more information to provide the best response. You can also give ChatGPT the ELI5 prompt – it stands for “explain it like I’m five.” Try it!

- **Break it down.** If you have a long prompt or complex input, consider breaking your instructions into pieces or simplifying them. When in doubt, use multiple short prompts rather than one long one that may lead the tool astray.
- **Use the right tool for your goal.** The free version of ChatGPT is not able to search the internet for current information, but it can still be the most useful conversational AI platform when it comes to assuming a role, engaging in a longer conversation, and providing quality outputs overall. Given that the free version of ChatGPT is limited (as of this writing) to data up to 2021, you may want to use something else if researching and sourcing is important to your sales process. Bing Chat has the ability to consider relevant information from the internet, use that information in its response, and cite the source for verification and further research. For this reason, Bing Chat can be the best tool to use when looking for updated information or when researching companies. Google Bard can also search the internet for updated information, but it does not currently cite where it got the information. Google Bard's responses to your prompts can be more robust and creative than those of ChatGPT and Bing, but if creativity is what you're after, it's important to remember Sandler Rule #1 and just as important to double check everything carefully. The point bears repeating:

**AI tools can and do generate false but plausible-sounding information -- outputs known as hallucinations.**

## Pros and Cons

	Chat GPT	Bing Chat	Bard
Pros	<ul style="list-style-type: none"> <li>Assuming a role (Acting as an Ideal Client)</li> <li>Engaging in longer conversations</li> <li>Generating scripts</li> <li>Role playing scenarios</li> </ul>	<ul style="list-style-type: none"> <li>Researching companies</li> <li>Looking up market trends</li> <li>Brainstorming current challenges or business situations</li> </ul>	<ul style="list-style-type: none"> <li>Learning about new topics</li> <li>More creative responses</li> <li>Brainstorming</li> <li>Getting additional insight and ideas related to the response</li> </ul>
Cons	Not updated (as of this writing) with information past 2021	Struggles having longer conversations	Does not save chats

## And Now ... the Stars of our Show

Here are some powerful prompts from which we've gotten good results. Use them in accordance with Sandler Selling Rule #1: *Sales is a conversation between adults to uncover the truth.*

**Researching the Buyer, the Organization, or the Industry****PROMPT 1**

Act as a [sales manager] for a [cookie] company [who manages 20 sales reps]. Can you share the top five challenges you face in your role and business?

**PROMPT 2**

Tell me about the [cookie] industry.

**PROMPT 3**

What are the biggest challenges facing the [cookie] industry?

**PROMPT 4**

Give me the names of the [CEO] and/or [CRO] for then [cookie] companies that compete with [ABC Cookie Corporation].\*



**KEY POINT:** The asterisks (\*) above and below serve as a reminder that you must always confirm and verify specific contact or company information that you generate through interactions with conversational AI tools.



## PROMPT 5

Who are the major players in the [cookie] industry?\*



## PROMPT 6

In the [cookie] industry, what departments influence buying decisions for [product/service]?  
Follow-up prompt:) What are five titles of decision influencers in each of those departments?  
(Follow-up-prompt:) What are the pain points for each of those titles? Put in table format.  
(Follow-up prompt:) What are the direct and indirect costs associated with those pain points? Put in table format.



## PROMPT 7

What are the main pain points for a [CEO] in the [cookie] industry? (Follow-up prompt:) What are the direct and indirect costs associated with those pain points?



## PROMPT 8

What are the direct and indirect costs for a company with [50] employees in the [cookie] industry serving [many Fortune 1000 clients] if the [packaging] has quality issues that result in [shutting down the production line]?



## PROMPT 9

What are the direct and indirect costs associated with [literally any single problem you and your organization can solve]? Create a rough estimate of these in dollars.

Put the estimates in table format.



**KEY POINT:** Identifying the direct and indirect costs that connect to a pain point for a decision influencer gives you a roadmap showing how you can then ask specific questions that use estimates to better lead the discussion. For instance, you might say something like this in real time: "Your counterparts in the [cookie] industry typically experience direct and indirect costs of between [\$X and \$Y] related to this issue -- does that match with your experience?"

**Role-Playing the Conversation with the Buyer or Influencer****PROMPT 10**

Act as if you are a [CEO] at a company with [50] employees in the [cookie] industry. What objections and questions would you have for me as the salesperson? I sell [product/service]. You have a current supplier.

Give me your top 10 objections and questions.  
Put in table format.

**PROMPT 11**

Act as if you are a [CEO] at a company with [50] employees in the [cookie] industry. Role play a sales call with me. You will play the prospect, and I will play the salesperson.

Give me time to respond to each of your questions and objections. I sell [product/service].  
Keep the role play to 5 minutes.

**PROMPT 12**

Act as if you are the [executive assistant to the CEO] at a company with [50] employees in the [cookie] industry. Role play a prospecting call with me. You will play the prospect, and I will play the salesperson. Give me time to respond to each of your questions and objections. I sell [product/service], and I want to schedule a discovery meeting with your boss or with the [CRO]. Keep the role play to 5 minutes.



**KEY POINT:** ChatGPT is currently the best large language model for these role-play prompts.

**The Customized Sandler Pitch Prompt Sequence™****PROMPT 13**

Act as if you are the [CEO] at a company with [50] employees in the [cookie] industry. What are the challenges and concerns you have with regard to [customer service]?

**PROMPT 14**

Condense those challenges and concerns to the top three, in descending order of importance.

Keep each under fifteen words in length.

**PROMPT 15**

Write a paragraph. Begin with "When we talk to [CEOs] in the [cookie] industry, they tend to share with us some challenges they are having. Things like..." Then insert challenges 1, 2 and 3 from the list you just generated. End the script with "Are any of these challenges you are facing or have been thinking about?"



## PROMPT 16

Rewrite the paragraph.  
Prior to challenge #1, say "some are concerned with".  
Prior to challenge #2, say "others are frustrated with".  
Prior to challenge #3, say "still others are worried about"  
  
– but other than these changes,  
keep the rest of the script the same.



**KEY POINT:** Prompts 13, 14, 15, and 16 constitute the Customized Sandler Pitch Prompt Sequence™. This sequence of prompts enables you to generate a Sandler 30-Second Commercial (also known as an elevator pitch) for decision influencers in *any* industry, complete with references to the emotions of concern, frustration, and worry – references that help you to connect on a personal level. Once you have one you like, copy and paste it into a Word document. Note: You can use the powerful industry-specific text you just generated in a variety of different platforms and situations. See Prompts 17-19.

### Adapting Your Customized Sandler Pitch to Different Platforms and Situations

**KEY POINT:** Precede each of the following prompts with the text of your Customized Sandler Pitch – your 30-Second Commercial. Put the text in ((double parentheses)).

## PROMPT 17

((text of pitch, then:)) Adapt the text I just put  
in double parentheses so that it is a voice mail message  
I can leave for a [CEO] in the [cookie] industry.



## PROMPT 18

((text of pitch, then:)) Adapt the text I just put in double parentheses so that it is a text message I can send via LinkedIn InMail to a [CEO] in the [cookie] industry with whom I have a first-level connection.



## PROMPT 19

((text of pitch, then:)) Adapt the text I just put in double parentheses so that it is a tweet I can post on Twitter targeting [CEOs] in the [cookie] industry. Include a poll asking [CEOs] in the [cookie] industry which pain point is most relevant to their world.



## PROMPT 20

## AFTER THE MEETING

Did you take notes during a meeting with a prospect? If you did, you can enter the notes into ChatGPT (or whatever platform you are using) and ask it to summarize the key points. From there, you can ask ChatGPT to write a follow up email summarizing the meeting and laying out next steps.

Be sure to edit the email text so that it is delivered in your voice, accurate, and in compliance with Sandler Rule #1!





### How to Access ChatGPT

- Go to the ChatGPT website (<https://beta.openai.com/signup/>)
- Click on the “Sign Up” button.
- Enter your email address and create a password (password must be 8 characters).
- Click on “Sign Up” again to complete the registration process.
- You will receive an email with a verification link.
- Once you have verified your account, you can start using ChatGPT.

### How to Access Bing Chat

Here are the steps access Bing Chat on Microsoft Edge:

- Open Microsoft Edge.
- Click the Bing (discovery) button in the top-right corner.
- Quick note: You must be signed in with your Microsoft account with access to the new Bing experience. Otherwise, you won't be able to access the browser's integration.
- Click on the Chat tab.

Here are the steps to access Bing Chat outside of Microsoft Edge

- Download and install ‘Bing Chat for All Browsers’ for Chrome and Mozilla Firefox respectively.
- Once installed, hit ‘Bing Chat for All Browsers’ from the extension page.
- Click on Open Bing Chat.
- Click ‘Sign in to Chat’.
- Log in with your Microsoft Account.
- Afterwards, hit Chat now.

### How to Access Google Bard

- Go to the official Google Bard website at <https://bard.google.com/>.
- Sign in with your Google account.
- You no longer have to join a waitlist. Assuming you're in a supported country, you will be able to access Google Bard immediately



# 20 Tested Chat GPT\* Prompts for Salespeople

\* And Bing Chat ... and Google Bard

**For more on the best strategies for leveraging AI in support of your sales process...**

- Check out the [webinar on which this article is based](#).
- Check out [this Sandler video on HOW TO SUCCEED WITH AI IN SALES](#).
- Listen to this Sandler podcast on [INTERACTING WITH ARTIFICIAL INTELLIGENCE](#).
- Listen to this Sandler podcast on [SANDLER-IZING YOUR SALES TECH STACK](#).
- Or, simply [connect with Sandler](#). We're here to help.

SANDLER®

Sandler is the leading global sales organization responsible for empowering over 50,000 sales professionals and leaders yearly.