

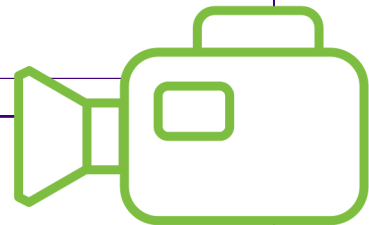
AI Prompt Guide for Sales Nurturing

Step by Step Guide to Create Prompts That Will Help You in Sales Nurturing

This handout equips you with powerful AI prompts and actionable strategies to open new doors and drive sales. With these tools, you'll develop personalized messages for leads, streamline your outreach, consistently follow up, and nurture meaningful relationships that fuel your business's growth.

Record Sales Calls And Meeting

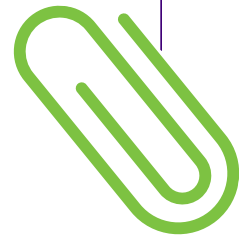
Recording your sales calls and meetings is your essential first step for creating personalized, AI-powered follow-up content. After transcribing your recordings, you can generate targeted follow-up emails, sales assets, or LinkedIn posts that resonate with your prospects, making your lead nurturing process more effective.



Four popular transcription services you can use to capture and transcribe your sales calls and meetings:

- **Otter:** Offers real-time transcription and speaker identification, perfect for quick, automated transcriptions during meetings or calls.
- **Rev:** Provides both AI-generated and highly accurate human transcriptions, making it ideal for more complex or multi-speaker recordings.
- **Sonix:** Known for fast, AI-driven transcription with advanced editing tools and support for multiple languages.
- **Temi:** A budget-friendly, AI-powered transcription tool that provides fast and reliable transcriptions for clear audio recordings.

Once You've Transcribed Your Calls Upload The Text Into ChatGPT



How To Upload Transcriptions Into ChatGPT:

1. Download the transcript from Otter, Rev, or Zoom in a text format, like.txt or.doc.
2. Open ChatGPT and upload the file.
3. Use a specific prompt to instruct ChatGPT to read and understand the transcription and create relevant content.

Prompt 1: From a Recent Demo

“Act as a sales expert. Using the uploaded transcript from our recent demo, create a lead nurture email that summarizes the key benefits of our solution, includes answers to questions the prospect asked, and invites them to a one-on-one consultation”

Prompt 2: From a Sales Call

“Act as a sales consultant. Using the uploaded transcription from my recent sales call, write a follow-up email to the prospect that highlights key points from the discussion, addresses their main concern about [topic], and includes a call to action for scheduling a follow-up meeting.”



How To Turn Sales Calls or Webinars Into Assets

Repurposing content from webinars or sales calls can be a quick way to create additional nurturing assets.

Here are suggestions on how to do it:

1. Create an Ebook:

Use the transcription from a sales demo or webinar to generate a lead magnet (ebook) summarizing key points, strategies, and takeaways.

Prompt: *“Act as a content developer. Using the transcript from our demo on [topic], create a downloadable ebook that highlights the key benefits and use cases discussed.”*



Share Your Tip

How are you using AI in your lead nurturing efforts? Let us know and we will use them in our Weekly Sales Tip! Info@klagroup.com

2. Develop Sales FAQs:

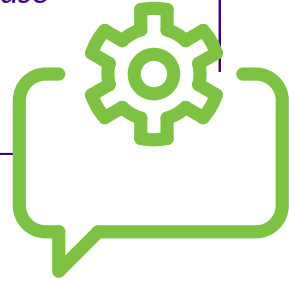
Extract frequently asked questions from your recorded sales calls and webinars to create a sales FAQ document for prospects.

Prompt: *“Act as a content writer. Using the Q&A session from our last sales webinar, create a comprehensive FAQ document that answers common concerns and questions.”*

3. Create a Sales Guide:

Extract frequently asked questions from your recorded sales calls and webinars to create a sales FAQ document for prospects.

Prompt: *Act as a content writer. Using the transcript from our demo on [product or service], create a detailed sales guide that highlights the key benefits and use cases. The tone should be educational and persuasive.*



Prompts for Email & Social Media

Use these prompts to generate personalized follow-up emails, LinkedIn posts, and sales assets based on recorded interactions like sales calls, webinars, and demos. The prompts are structured to guide AI tools (like ChatGPT) in crafting effective lead-nurturing content.

1. Email Follow-up Campaigns

Prompt: General Follow-up

Act as a [Sales Rep/Consultant]. Use a [professional and friendly] tone. Using the transcript from our recent webinar on [topic], create a three-step email follow-up campaign. Each email should reference key points from the webinar and include a call to action for a [consultation, demo, or next step].

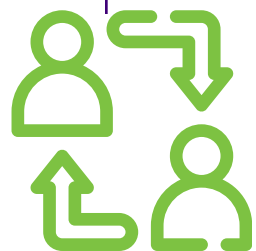
Prompt: for Custom Follow-up

Act as a [Sales Manager]. Using the transcript from our recent webinar, create a detailed follow-up email for a [Prospect Role] at [Company]. Reference the prospect's question about [topic from Q&A session] and suggest tailored advice or next steps. Include a call to action for scheduling a follow-up meeting.

2. Generate a Week's Worth of LinkedIn Posts

Prompt: Webinar Highlights

Act as a LinkedIn content expert. Using the Q&A transcript from our recent webinar on [topic], create a series of seven LinkedIn posts. Each post should feature one question and answer, providing valuable insights. Ensure the posts are concise, professional, and include a call to action for further engagement or discussion



Tailor AI Prompts to Different Client Segments

AI can help you customize content for specific audiences. Here's how to adjust your prompts based on different client segments:

For Small Businesses:

Use a friendly and accessible tone. Reference common challenges, like limited budgets and resource constraints

Example Prompt:

Act as a small business advisor. Use the webinar content to create an email follow-up that addresses how small businesses can use [product/service] to solve [specific challenge]. Include an invitation to schedule a consultation.

For Mid-Sized Companies:

Focus on growth strategies, scalability, and efficiency.

Example Prompt:

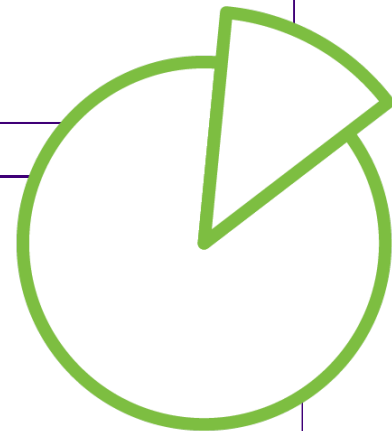
Act as a sales consultant. Use the recorded webinar to create a follow-up email tailored for a mid-sized company looking to scale their [operations, sales, or marketing]. Reference any industry-specific strategies discussed in the webinar.

For Large Enterprises:

Emphasize ROI, long-term value, and industry leadership.

Example Prompt:

Act as an enterprise solutions expert. Using the demo transcript, create a follow-up email for a large organization. Emphasize how [solution] drives ROI and scalability. Include a case study example from the webinar



We're Here To Guide You

If you or your team needs help with leveraging AI in your sales follow-up, contact KLA Group at +1-303-741-6636 or info@klagroup.com, and let's talk.



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