



# Sentia AI

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people work at work

AI that actually adds  
value to your business



## How to use ChatGPT prompts to research a sales opportunity

ChatGPT is a great resource to do some initial target market research on how to find the right triggers for a new lead. Let's develop a real world research scenario you can easily use for any job title in a public company.

Lead to sent to sales rep: "Company XYZ has visited our website, LinkedIn company profile and our CRO, national sales managers profiles. This usually indicates that there is a high likelihood of interest based on these searches and we're handing over this intel to you (the sales team) to see if there is a sales opportunity to pursue. Please tell us if this information is accurate."

The national sales manager passes this lead over to their number one sales rep and says this is a hot lead! Make it rain!

Jane checks out the lead and jumps into ChatGPT to do some preliminary research since she can't find anything on company XYZ in their CRM nor the target job titles.

This is what Janes does to research a Chief Revenue Officer (CRO) at a specific company (let's call it XYZ). This is how Jane would use the following prompts to gather relevant target research/information:

### **Professional Background of Company XYZ's CRO:**

**Prompt:** "Provide details about the professional background and career trajectory of the Chief Revenue Officer at Company XYZ. What previous roles and experiences have prepared them for their current position?"

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For more, visit [Sentia.Community](https://Sentia.Community)  
To introduce AI into your business,  
email us at [info@sentia.email](mailto:info@sentia.email) or call +1 415 212 5001.

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## **CRO's Key Responsibilities and Strategies at Company XYZ:**

**Prompt:** "Describe the key responsibilities and strategic initiatives led by the Chief Revenue Officer at Company XYZ. What is their approach to driving revenue growth, and what specific strategies have they implemented?"

## **CRO's Impact on Revenue Growth to date:**

**Prompt:** "Explore the impact that the Chief Revenue Officer has had on revenue growth at Company XYZ. Are there specific achievements, milestones, or metrics that highlight their success in this role?"

## **Collaboration with Sales and Marketing Teams:**

**Prompt:** "Examine how the Chief Revenue Officer collaborates with the sales and marketing teams at Company XYZ. How do they ensure alignment between these departments to optimize revenue generation?"

## **Challenges Faced and Solutions Implemented by the CRO:**

**Prompt:** "Investigate challenges that the Chief Revenue Officer at Company XYZ has encountered in their role. What solutions or innovative approaches have they implemented to overcome obstacles and drive sustained revenue growth?"

This is just a starting point for Jane's target market research. However, think about how much time it would have taken just one year ago (before ChatGPT) to do this preliminary analysis that took just a few minutes with these specific research prompts? Now think about your sales team – would they want this information before trying to penetrate a new target?

As with any AI market research, be sure to cross-reference information from multiple sources such as the company's official communications, press releases, industry publications, and professional profiles of the CRO on platforms like LinkedIn. This will provide a more comprehensive and accurate picture of the Chief Revenue Officer's role and impact at Company XYZ.

To Implement this type of AI based prompt research its always good to talk to AI experts with extensive sales experience, before you deploy it!