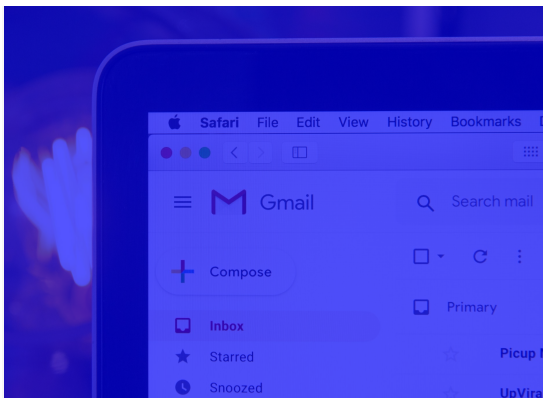
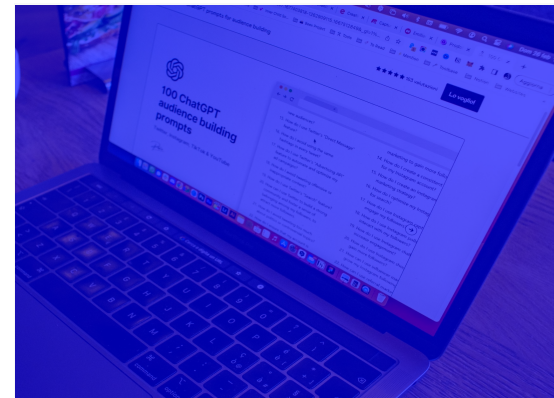


Good/Great Prompt Examples

#1 Lead Generation Example

SDR looking to research a specific company and industry to gain insights and identify the best person to reach out to with a cold call or cold email.



Lead Gen Example

Good Prompt

I'm researching the company ThoughtSpot as an SDR. What should I know?

Good Response

As of my knowledge cutoff in September 2021, ThoughtSpot is a business intelligence and big data analytics platform that aims to make it easier for everyone to access and understand their data. If you're working as a Sales Development Representative (SDR) for ThoughtSpot, here are some key points you should know:

Product: ThoughtSpot's main product is a search and AI-driven analytics platform. It's designed to allow users to explore, analyze, and share real-time business analytics data easily. The idea is to democratize data analytics, making it

possible for non-technical users to gather insights from data that they otherwise would not be able to access.

Use Cases: ThoughtSpot's platform is flexible and can be used across a range of industries such as retail, healthcare, and finance, among others. Knowing the use cases specific to the industries you're targeting will help you explain the value of ThoughtSpot to potential customers. The platform can help businesses make data-driven decisions, spot market trends, measure business metrics, and many other applications.

Technology: ThoughtSpot's platform uses AI and machine learning to provide automated insights, which can help businesses discover trends, anomalies, and patterns in their data. The technology also utilizes natural language processing, allowing users to search their data using regular, conversational language.

Good Response Cont.

Competitive Landscape: There are other players in the business intelligence and data analytics market, such as Tableau and Microsoft Power BI. Understanding what sets ThoughtSpot apart from its competitors will be crucial when speaking with potential clients.

Company Values and Culture: ThoughtSpot's culture and values might be an important selling point, particularly for businesses that value transparency, innovation, and integrity.

Customer Success Stories: Familiarize yourself with ThoughtSpot's case studies and customer testimonials. This will help you provide real-world examples of how the platform has been used and the results achieved.



Lead Gen Example

**(Both the Skaled Summary and the ThoughtSpot summary were generated using Bing Chat)*

Great Prompt

#Act as an expert Sales Development Rep (SDR) who has experience selling sales consulting work to other companies.

#Here is a summary of the business I work for:

Skaled is a company that helps businesses achieve their revenue goals by improving their sales processes and communication. They offer services such as revenue strategy, operations, and enablement, which involve streamlining the interaction between people and data. They have worked with clients such as Centage, SpotMe, LinkedIn, and Microsoft.

Revenue Strategy is a service that Skaled offers to help businesses create a comprehensive plan for increasing their revenue. It involves analyzing the market trends, target

audience, and financial goals of the organization, and developing short and long-term strategies to achieve them. It also requires working cross functionally with all the teams involved in the revenue function, such as marketing, sales, customer success, and finance. The main focus is on the sales organization, but the service also considers the collaboration between the entire revenue function.

Revenue Operations is a service that Skaled offers to help businesses optimize their sales processes and systems. It involves implementing best practices, tools, and metrics to improve the efficiency and effectiveness of the sales team. It also requires aligning the sales operations with the revenue strategy and the other teams in the revenue function. The main focus is on the sales technology stack, but the service also considers the data quality, reporting, forecasting, and compensation of the sales organization.

Revenue Enablement is a service that Skaled offers to help

Lead Gen Example

Great Prompt Cont.

businesses improve their sales communication and skills. It involves designing and delivering training, coaching, and content to enhance the performance and productivity of the sales team. It also requires aligning the sales enablement with the revenue strategy and the other teams in the revenue function. The main focus is on the sales methodology, messaging, and playbook, but the service also considers the buyer journey, value proposition, and differentiation of the business.

#Here is some information I gathered about the company, ThoughtSpot, that I would like to sell into:

ThoughtSpot is a data analytics startup that provides software allowing employees at a company to ask questions into a search box, whether they are experts with data or not.

The AI-powered technology then analyzes the massive amounts of data stored in sources such as Snowflake and Databricks, and provides insights such as reports and summaries about the data in real time to help the employees to make business decisions¹.

Some of ThoughtSpot's competitors include Tableau, Qlik, Alteryx, iGenius, Dataiku, and WhizAI234.

In recent news, ThoughtSpot raised \$100 million in a Series F round led by March Capital, which more than doubled the valuation of the startup to \$4.2 billion. Some 85% of new customers are coming for its cloud products, and ThoughtSpot says it is on track to exceed \$100 million in annual recurring revenue in less than a year

#Based on this company's industry, I would like to learn a few things.

1. Any specific industry pain points
2. 3 talking points I could use for each pain point.
3. Why someone in this industry might say no to our services.
4. What types of roles should I focus on inside ThoughtSpot to give me the best chance of landing a discovery call?

Great Response

As an expert Sales Development Rep (SDR) experienced in selling sales consulting work, let's dive into the information about ThoughtSpot and identify specific industry pain points, talking points to address those pain points, potential objections to our services, and the key roles to focus on within ThoughtSpot to secure a discovery call.

Industry Pain Points for ThoughtSpot:

- a. Data Overload: Many businesses struggle with managing and making sense of massive amounts of data from various sources. The abundance of data can lead to information overload and make it challenging for employees to extract valuable insights efficiently.
- b. Lack of Data Accessibility: Non-technical employees often face barriers when attempting to access and analyze data.

Traditional analytics tools may require specific skills and training, hindering accessibility and timely decision-making.

c. Speed and Real-time Insights: In today's fast-paced business environment, there is a growing demand for real-time insights. Decision-makers need quick access to accurate data to make informed decisions promptly.

Talking Points to Address Pain Points:

- a. Data Simplification: Skaled's Revenue Operations service can help ThoughtSpot streamline data management and analytics processes, simplifying data structures, and making data more accessible to all employees.
- b. User-Friendly Analytics: With Revenue Enablement, Skaled can provide ThoughtSpot's users with training and coaching to ensure they can effectively utilize the platform, regardless of their technical expertise.

Great Response Cont.

c. Business Agility: Skaled's Revenue Strategy service can help ThoughtSpot align its revenue function with cross-functional teams, ensuring a comprehensive plan for increasing revenue and adapting to market changes.

Potential Objections to Our Services:

a. Cost Concerns: ThoughtSpot may express concerns about the additional cost of sales consulting services, especially with a fast-growing business model.

b. In-House Expertise: ThoughtSpot might believe that they have internal expertise to handle their revenue strategies and operations effectively, and they might question the need for external support.

c. Time Constraints: ThoughtSpot's team might feel they lack

the time needed to implement and integrate sales consulting services while managing their ongoing operations and expansion.

Key Roles to Focus on for a Discovery Call:

a. Sales Operations Manager: Engaging with the Sales Operations Manager can help understand the current sales processes and identify areas where Skaled's Revenue Operations service can optimize and improve efficiency.

b. Director of Revenue Strategy: The Director of Revenue Strategy will likely be concerned with overall revenue growth and market strategies. Engaging this role can demonstrate how Skaled's expertise can enhance ThoughtSpot's revenue strategies.

c. Sales Enablement Manager: The Sales Enablement Manager plays a critical role in training and coaching the sales team. Collaborating with this individual can showcase

Great Response Cont.

how Skaled's Revenue Enablement service can enhance the performance of the sales team.

Remember to customize your approach for each role, addressing their specific pain points and emphasizing the value Skaled can bring to their unique challenges and goals. Always be prepared to address objections and demonstrate how Skaled's services align with ThoughtSpot's growth and success.

