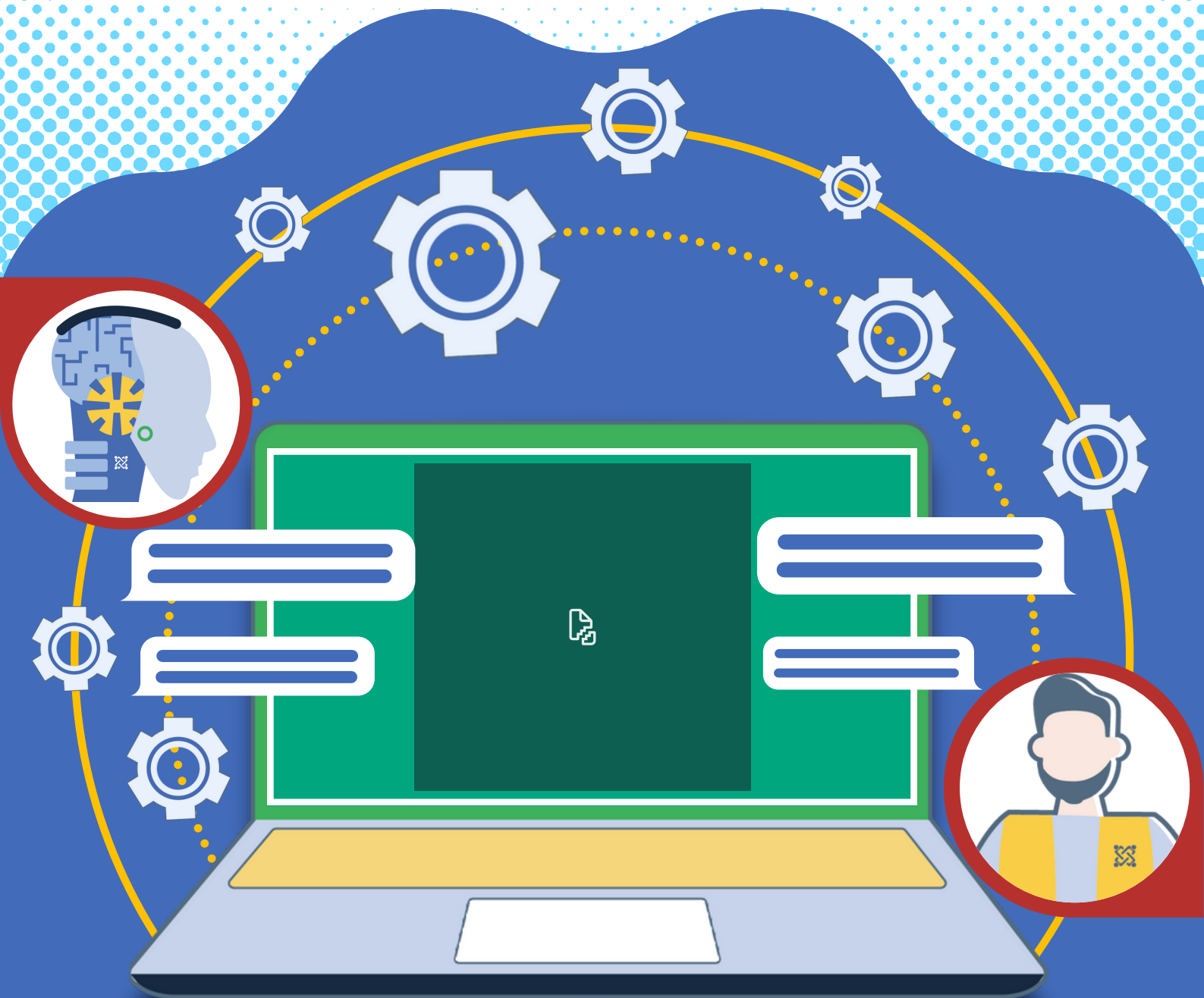


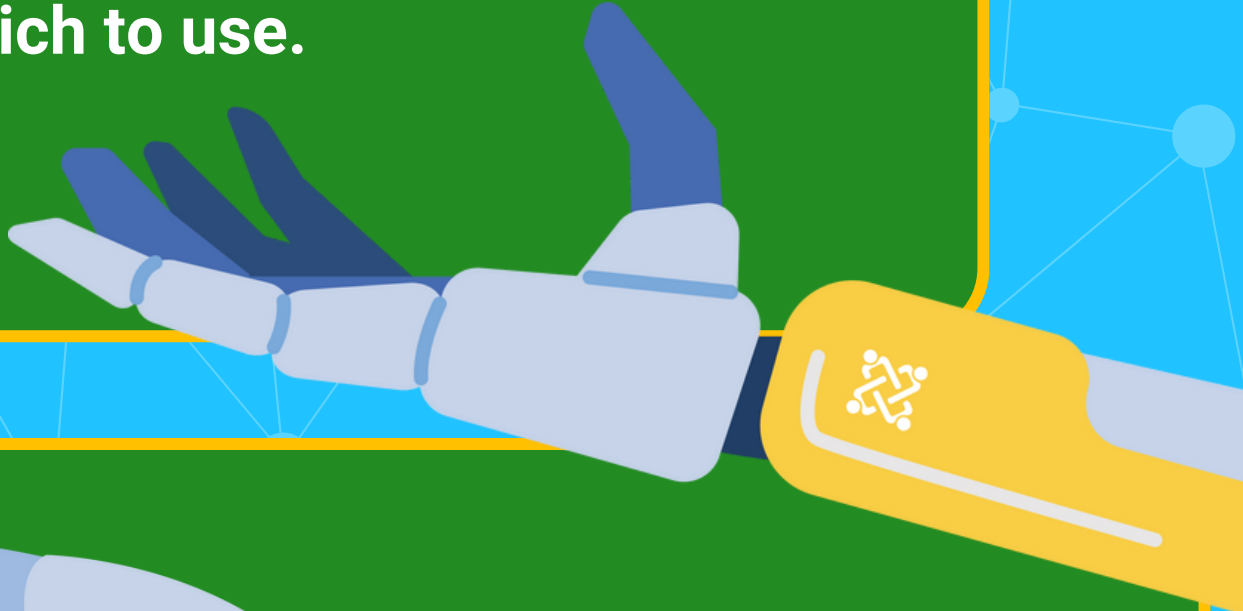


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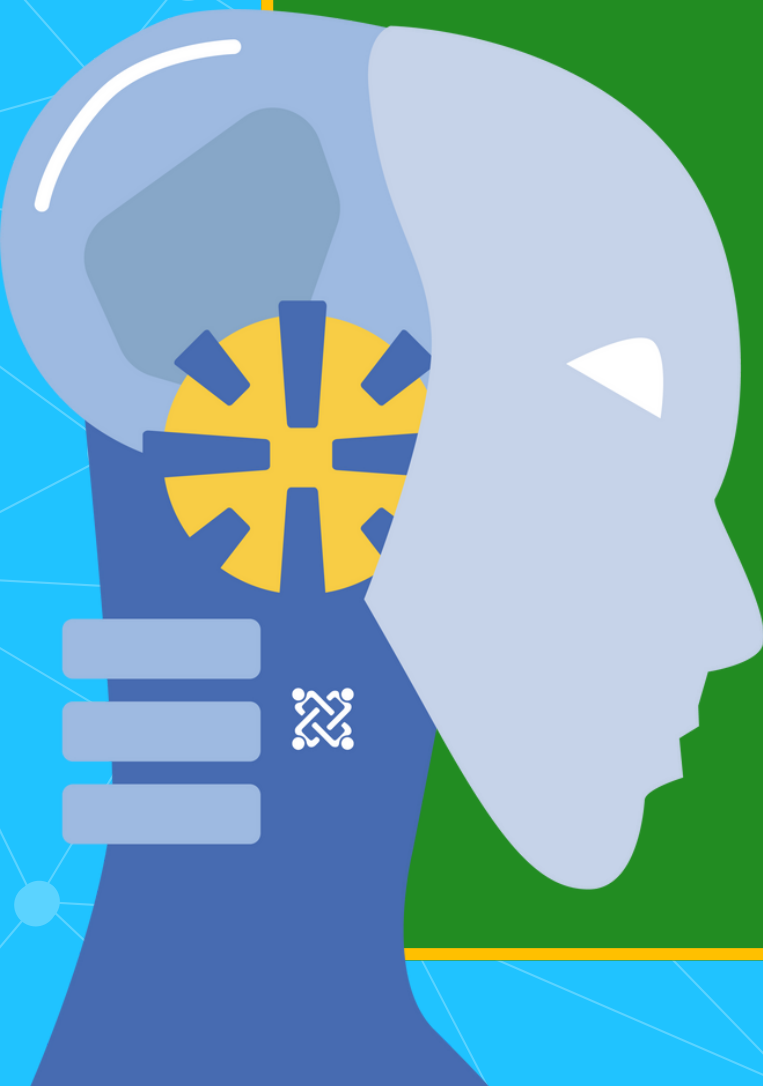
# Get the CRISP Edge: Harness ChatGPT in B2B Sales



**As a salesperson, sales manager, or a marketer, your ChatGPT prompts need to be written in a way that combines both your creativity and a solid template upon which to use.**



**Consider ChatGPT to be an incredibly knowledgeable and dedicated assistant who has no clue as to what you need. You need to prompt it!**



Think of prompts as ChatGPT's chatty compass. They kickstart ideas, help to navigate replies, and provide context to jazz up our exchanges.

Without prompts, you'd be wandering around without a map or a mapping app to guide your way.

So... how do you use it?



**You ideally want prompts to do five separate but related things, in what I'm calling the...**



**CRISP model**

**What is it?**





**CRISP is a prompt-structuring approach designed to optimize interactions with ChatGPT that shapes the AI's responses, making them more relevant, engaging, and effective.**

**Prior to implementing a CRISP prompt, though, you need to have a goal:**

**What are you looking to accomplish by using ChatGPT? Once you determine that, the model itself will be much easier to use.**



Over the next several pages, I'll build out the CRISP model and give examples of each letter in the acronym.



For the purposes of this eBook, our goal is to solicit business for information technology services from small business owners.



Now, let's get CRISPy with ChatGPT!

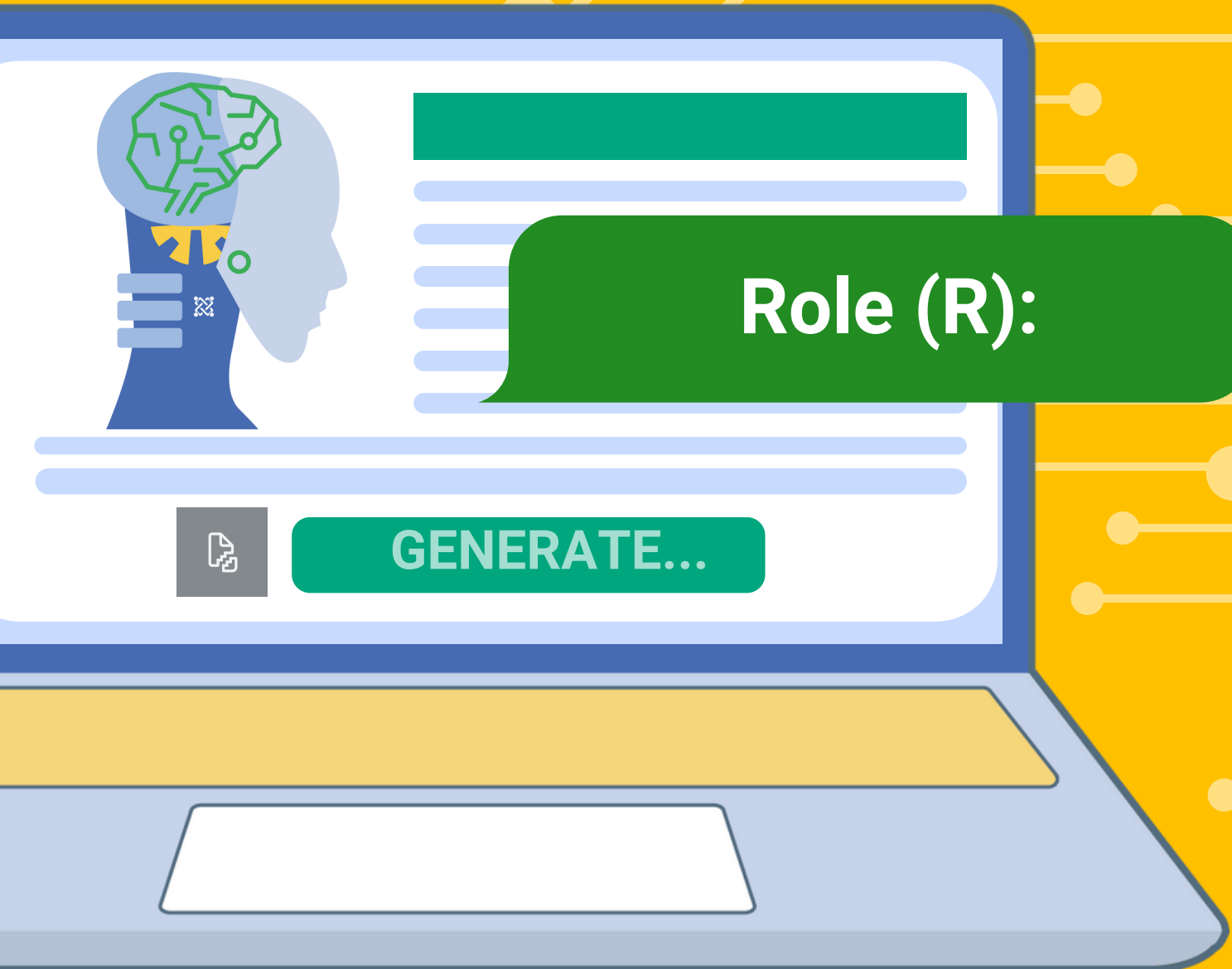




**Context (C):**

**This refers to the setting or situation in which the writing prompt is placed, and gives ChatGPT a "memory" to both start and continue with throughout the string of prompts you'll be giving it.**





This refers to the role the AI is expected to play in the writing prompt. You might want ChatGPT to speak like Brian Tracy, provide responses as a specific type of client, or give advice like a professional coach. It needs to be as specific as the situation needs.







## Inspiration (I):

There's dual significance to "inspiration" with a ChatGPT prompt. A prompt's main idea or theme serves as the AI's inspiration and is crucial for guiding the AI's responses for relevance and context-based creativity. Also, specific URLs or web pages in a prompt allow the AI to generate content based on information on those pages, emulating styles or discussing specific ideas, thus enhancing user-directed customization.





In a ChatGPT prompt, "scope" steers the AI's focus. For a B2B salesperson, a broad scope might entail general sales strategies, while a narrow scope could target specific client negotiation tactics. Scope also includes word/character limits. As with any prompt, you can go nuts with this one, so experiment with it!



## Prohibitions (P):



GENERATE...

Prohibitions are a valuable tool for controlling the AI's responses and avoiding unwanted content. These can include topics, words, and themes that should be avoided. For example, a B2B salesperson may seek advice on handling a delicate client situation without discounting the product.



**Based on the CRISP model and our goal, here's what the prompt looks like:**





## Context

**My goal is to reach out to start sales conversations with small businesses that need comprehensive information technology services.**

## Role

**I am a B2B sales professional with expertise in these services and work for a company that provides these services. I am reaching out specifically to owners of these small businesses.**

## Inspiration

**Draw inspiration from the main theme of personalized, cost-effective IT solutions that can enhance their business efficiency. Use the following text for reference: [paste a text example in here].**



## Scope



The scope of this discussion should be within the realm of IT services we offer - cybersecurity, cloud solutions, IT consulting, and managed IT services. Focus on how these services can be advantageous to small business owners.

## Prohibition

However, let's avoid any mention of website development or software creation services, as those are outside our current offerings. Also, let's not do any kind of traditional sales pitching; we want to build trust first and lead with offering value into whatever situation they are facing.

From here, you can build out a wide variety of content pieces and helpful talking points that can help you accomplish your goal.



**As we close this journey through the world of the CRISP model, let's examine its potential.**



**Each element – Context, Role, Inspiration, Scope, and Prohibition – are powerful tools by themselves. When combined, though, they become a game-changer for anyone involved in B2B sales... from marketers to front-line sales professionals to management, and everyone in between.**



**For those in direct sales roles, the CRISP model allows for precise role-plays, creative brainstorming, and problem-solving exercises with ChatGPT and AI.**



**It can aid in developing convincing pitches, strategizing sales campaigns, or even handling challenging customer scenarios. And that's just the start.**

**Sales managers can leverage the CRISP model to train their teams, simulate different sales situations, or build effective sales strategies. It becomes a tool for growth and development, fostering a culture of learning and adaptability.**





**In marketing, the CRISP model serves as a valuable resource for creating engaging content, market research, customer persona analysis, and more.**



**It helps in shaping the AI's capabilities to meet the dynamic and ever-evolving needs of the marketing world, which is now faster than ever thanks to AI!**

**With the CRISP model, you're not just scripting prompts; you're designing conversations that drive success.**



Want to experiment with the example in this eBook?

Go to <https://socialsaleslink.com/crispexample>



Feel free to play around with it to discover the power of ChatGPT in sales and marketing!

If you want to really dive into prompting, I recommend this course by **Lance Junck** of The GPT Agency **here**.

The genesis of the CRISP model comes from Lance's RELIC model and others, and was helped along by (of course) ChatGPT!



# Connect with Bob!



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