

CHERILYNN CASTLEMAN

Executive Sales Coach | Global Keynote Speaker | Harvard Instructor | AI Sales Thought Leader



INFO@CHERILYNNCASTLEMAN.COM



WWW.CHERILYNNCASTLEMAN.COM



862-812-8585

Prompt Like a Pro: From Generic to Genius

AI Fluency for Sales Leaders

Why It Matters:: The better your prompt, the better your output. Generic prompts waste time. Smart prompts save it—and help you sell more.

1. Prompt Anatomy GIFT = Goal + Intent + Format + Tone

Most weak prompts miss one or more of these four elements:

- **G – Goal** – What do you want AI to create or solve?
- **I – Intended Audience/Insight**: Who's the audience? What do they care about? What's their situation or challenge?
- **F – Format** – What's the output? Email, script, summary, etc.
- **T – Tone** – How should it sound? Assertive, casual, formal? Social Style?

Example – Weak Prompt:

“Write a follow-up email.”

Example – Strong Prompt:

“Write a concise follow-up email to a healthcare CMO who is expressive, and said budget is tight this quarter. Use a confident tone, highlight the cost savings of our automation solution, and include a link to our MedTech ROI case study.”

2. Great Prompts Are Coachable

Turn prompts into a coaching moment by asking:

- What's your goal?
- Who's the buyer and what do they care about?
- What does success look like?
- How do you want to sound?

3. Prompt Templates Save Time

Create a shared prompt library organized by use case:

- Cold outreach
- Discovery call prep
- Objection handling
- Executive summary
- QBR write-up

4. Test & Tweak Weekly

Incorporate prompt development into your Test & Tweak routine:

- Test one new prompt structure this week
- Tweak one old message with AI
- Track opens, replies, and call quality

5. Prompting = Thinking on Paper* (with AI)

Prompting is the new thinking on paper. It forces reps to slow down, structure their ideas, and clarify their intent. Just like writing helps organize thought, prompting trains reps to sharpen their thinking before they speak, sell, or present.

When done well, prompting improves:

- **Buyer empathy** – by framing questions that reflect the buyer's world
- **Value messaging** – by focusing on what truly matters
- **Strategic clarity** – by connecting dots across data, context, and goals

Pro tip: Encourage reps to “think through a prompt” before every key interaction. It’s how today’s top sellers think, write, and win—with AI as their strategic thought partner.

***"Thinking on Paper"** by V.A. Howard and J.H. Barton. Its core idea is that writing helps clarify thought. The act of writing isn’t just for communication—it’s a tool for *thinking better*.

3 Coaching Prompt Types Every Manager Needs

1. Performance Reflection Prompts

- What did you notice about the buyer's response when you used that message?
- Where could AI have helped speed this up or add insight?
- What would you do differently next time, and how could AI support that?

2. Prompt Development Prompts

- What's the goal of this message—and what do you want the buyer to do?
- Who's the audience and what tone will resonate?
- What insight can you add that makes this feel personal, not templated?

3. Habit Building & Fluency Prompts

- What's one new way you used AI this week?
- What prompt saved you time—or fell flat?
- Which part of your sales rhythm needs a 'fluency upgrade' next?