

# Build a Triangulated POV with AI

Industry. Company. Person. One Clear Insight.

## Why a POV Matters More Than Ever

In today's economy, buyers want more than products—they want perspective. 87% of B2B buyers expect sellers to act as trusted advisors (Salesforce State of Sales, 2023).

To do that, show up with a clear, data-backed Point of View (POV) that reflects:

- ➔ Where the industry is going
- ➔ What the company is doing
- ➔ What matters to the decision-maker personally

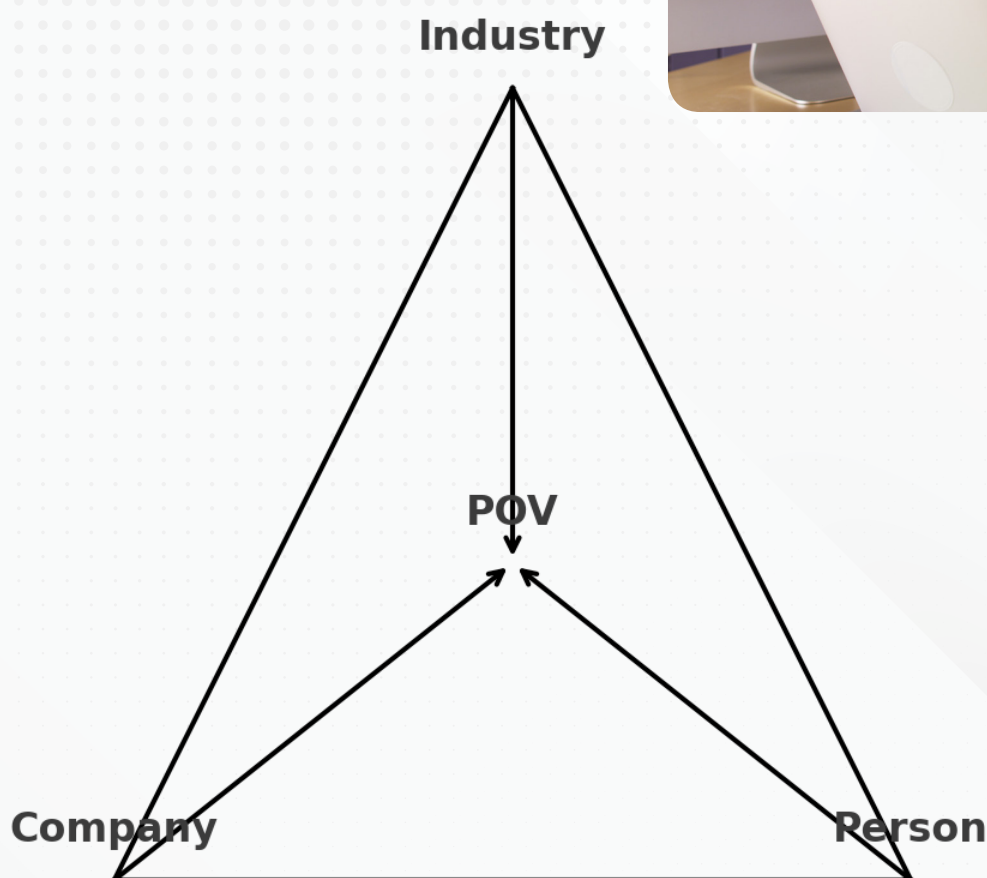


## The Triangulation Method

Industry + Company + Person = Clear POV

ELEMENT	WHAT TO LOOK FOR	AI PROMPT TO USE
Industry	Macro trends, disruptions, post-pandemic shifts, regulations, M&A, innovations	What are 3 key trends shaping the [industry] space in 2025?
Company	Strategic goals, financial shifts, product launches, 10-K insights, press releases	Summarize key insights from [Company]'s CEO Letter and Form 10-K related to revenue growth and risk.
Person	Career priorities, recent posts, speaking engagements, interviews, social behavior	What can I learn from [Executive Name]'s LinkedIn profile and interviews to align with their vision and priorities?

## TRIANGULATED POV FRAMEWORK



**Figure:** Triangulated POV – Insights from Industry, Company, and Person converge to build trust and relevance.

### Example Prompt for AI

“Can you analyze and triangulate insights from:

- 1 the top 3 trends in [industry],
- 2 [Company]’s latest 10-K and CEO Letter,
- 3 and [Person]’s LinkedIn activity or interviews— to build a hypothesis for how they can improve [area you solve for, e.g., sales efficiency or customer experience]?”

### Sample POV in Practice

Let’s say you’re calling on the CIO of a national retailer:



“Based on what I’m seeing in retail tech trends, your 10-K investment priorities, and your CIO’s focus on customer loyalty from her recent podcast—I’d like to bounce something off of you. What if we explored using predictive AI to deepen your customer retention strategy while staying ahead of your competitors’ personalization efforts?”

### When to Use This

- ➔ Pre-call prep for C-level meetings
- ➔ Cold outreach emails or InMails
- ➔ Quarterly business reviews
- ➔ Account planning
- ➔ Building mutual action plans





## CHECKLIST: IS YOUR POV TRIANGULATED?

- ✓ Do I know where the industry is headed?
- ✓ Do I understand the company's goals and challenges?
- ✓ Did I explore the person's public thoughts, tone, and focus?
- ✓ Did I use AI to streamline my research?
- ✓ Can I explain my POV in 2-3 sentences?

### CTA for Sellers

Before your next call:

- ✓ Open ChatGPT
- ✓ Use the prompt above
- ✓ Come in with a triangulated insight—not just a pitch



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