

M a r k M o o r e

# SKYROCKET

## YOUR TECHNICAL SALES

A Technical Sales Guide to  
Accelerating Sales using ChatGPT



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Please feel free to share this guide with your network and on social media

## **Skyrocket Your Technical Sales: A technical sales guide to accelerating sales using ChatGPT**

Hi, I'm [Mark Moore](#). I'm an ex-engineer turned business owner and technical sales specialist. Some years back, I learned my way to selling into many top global corporations, including McKinsey, Capgemini, and Apple amongst others. And I help engineers and technical teams do the same - *to accelerate their sales performance and results in an ethical, comfortable and professional manner*, and win work with the clients and customers they want to work with. *The techniques I help my clients learn, work.*

But as my favourite quote of all time says:

There's a way to do it better - find it!

***Thomas Edison***

Time's change fast. And as things shift, a way to do 'it' better nearly always emerges. I'm always on the lookout for that new way. An approach that's easier, more enjoyable, and more effective to help engineers engage and build value with their customers with confidence and more ease. And to ultimately help them to help *their customers* to buy the right solutions. And, let's face it, most engineers did not sign up to 'sell' in their careers, but many have found themselves in customer-facing roles, having to engage customers who do indeed want to buy solutions. (A key question I ask sales-reluctant engineers, is "when you've helped the customer in front of you *so well that they want to buy*, are you really going to stop them?")

It's no surprise then that I'm onto ChatGPT to explore how it can make selling for engineers and technical teams easier, more effective, and more comfortable, whilst also shortcutting the sales cycle. And what I've found, I'm going to share with you in this guide.

There's no doubt ChatGPT is a force-multiplier. The engineer using it correctly in their sales efforts is going to outperform the engineer who isn't.

If it's not you, then assume it'll be your competitor. If not now, then soon. And I'm not talking of them getting a slight edge here. I'm saying that what I've discovered using ChatGPT as my technical sales side-kick is jaw dropping. And I know about this stuff.

Regardless of your present perceptions about ChatGPT and AI, dismissing it as a mere fad or mediocre technology is a mistake. Even in its infancy, it's powerful. I'd say not taking a suitable-enough interest in it and it's impact on your work (and life) is also costly. The bottom line is even in it's current form, when used correctly, intelligently, and creatively, you can get it to do so much heavy 'sales' lifting that using it becomes a no-brainer. I've written this free guide to get you to that stage.

But before we get stuck in, remember that it's not a replacement for strengthening your sales mindset, skills and behaviours that have you winning the right work with the right customers with confidence. You can do all that on [my training programs here](#).

Or, you can [get in touch with me here](#) to discuss how I might help you or your team learn a 'sensible' approach to selling in an intelligent and non-pushy way, that customers respect and find valuable.

But for now, on to you...

## **How to impress yourself**

Let's make some quick initial impact.

I suggest two ways for you to get a taste of where we're going with this guide:

# Skyrocket your technical sales: A technical sales guide to accelerating sales using ChatGPT

1: Think about some of your challenges in your approach to sales. Then browse the headings [in the contents](#), visit the relevant section, and **copy and paste any of the ChatGPT prompts into ChatGPT, modify the text appropriately, and see what it comes up with**

2: Even quicker, to see the potential, download this as a PDF (in the ebook reader is an icon bottom of screen), open ChatGPT and copy and paste either of these into the box, changing the words inside the square brackets to suit:

Using the empathy mapping process define the core buyer personas and segments that make up ideal clients for firms in [your industry]

If I'm going to sell [solution] to [job title] how should I talk about it?

Create a list of 20 concerns a [target client] might express when considering hiring [your industry] - make it emotional and use the first person

Hopefully the cogs are now turning. This tool can help you dig for gold. The rest of this guide helps you point and shoot the tool at various other parts of the selling process.

And of course, it's important to note that we're currently at the baby steps stage of using AI in this way. It's not just about where it's at, it's about where it's going, fast. This crawling baby is about to walk, run and fly. I know this guide will become out of date very quickly. So I intend to update it. And you might want to remain in the loop..

## **Maintain your competitive edge with my updates**

If you want updates I suggest you [subscribe to my occasional blog posts here](#). They're currently hosted on my personal site. That'll keep you in the loop and help you maintain an edge over those who are not embracing the capabilities of this tool in this way.

OK, before we continue, there are some important things to know in order to get this right. That's next..

[Sign up to updates and occasional blog posts here.](#)

## Some important thoughts to get this right

### 1. Delegate don't abdicate

Perhaps my biggest word of warning is for you to not completely outsource things to ChatGPT that you'll share with your customers. It could damage sales.

Remember that people buy from people (still), so you must humanise what ChatGPT throws out at you. That will give you an edge over your competitor who fails to do so. Aim to enhance 'value' and 'fit' above all else. Use ChatGPT to enrich your writing and ideas, but improve it for your unique customers. The old adage "delegate but don't abdicate" is perfect for using ChatGPT.

### 2. Extract what's relevant from this guide

The engineers, sales engineers and technical sales people reading this guide will have varied roles and responsibilities. Some will focus only on technical sales while others manage the entire sales process. So I have two tips:

1. Go straight to the sections relevant to you and explore how ChatGPT can help
2. Think again. Think as an entrepreneur within your business. How could you use the other ideas in the guide to fully take responsibility for your own personal marketing and sales? (Even the section on strategic planning can be really useful to tackle applying it to yourself in your career). Even if your marketing department bring you warm leads, how could you use LinkedIn to drive more of your own? Doing this will set you apart from those who do not, and growing your network will likely pay off later in your career in ways that you won't yet even be thinking of.

### **3. A bad worker blames their tools: a crash course on prompts**



A word on instructing ChatGPT: don't use the Google mentality of using 'one shot' to get it to do something. You usually need to 'talk' to it with multiple inputs to steer it towards what you want. Tell it where it's got things right, and where it hasn't, and add more detail in your prompts. You can copy and paste the prompts I've provided you from this guide (that's the point - to make it easy for you) however, you might like a crash course on the top 5 tips for engaging ChatGPT too:

**Be precise:** Be explicit and specific in your instructions

**Provide context:** Where possible, add context. ChatGPT can build upon what's taken place in the current conversation you're in. But it won't use information from other conversations you've had with it

**Refine:** If the response isn't right, try re-wording. Think what it needs from you in order to deliver.

**Specify format:** Tell it if you want a list, bullets, markdown formatted text, a table, more or less detail, more casual or more exciting language etc.

**Take multiple shots:** Steer it. If the response isn't right, tell it why. Provide more detail. This is the best way to learn what it needs from you when writing prompts.

Overall, I suggest taking ownership for the quality of the output that ChatGPT provides you. You can wave your fist at it if you like, or you can sharpen up how you instruct it.

## How to use this guide

## Skyrocket your technical sales: A technical sales guide to accelerating sales using ChatGPT

We're about to get stuck into things. Just keep in mind that this guide is designed to shortcut a number of areas of the sales process that you may be responsible for. But it's no substitute for you developing the mindset, skills and behaviours that will have you selling more easily, enjoyably and more effectively.

These are learnable.

If your experience and results when engaging customers are not where you want them to be, you can learn how to get them there.

If you face challenges or roadblocks, someone else has almost certainly solved similar problems, and you can learn how too.

Want a more comfortable way to talk to a client? Learn a more comfortable way.

I make it my mission to help technical teams to find workarounds to their challenges and to significantly improve their sales approach and results by learning a way that works for them. And my programs are tailored fully to your unique business and situation. For more on my programs, [my site is here](#).

And you can [get in touch with me here](#) to ask how I might help.

The rest of this guide is broken down into eight areas that make up the sales process for most businesses. For each, I detail the problem, solution, some prompts and ideas to get you started (using ChatGPT) and some ideas to take it to the next level. I hope they help.

## Strategic sales planning

### Problem:

What customers should we/I target? Who should we be talking to? Who are our ideal customers who it would make most sense, mutually, to partner with?

### Solution:

It's important that you understand the thinking behind your strategic planning. Without that, you won't be in the best position to execute on it. Perhaps best of all is that you work through the process yourself, step by step, so that you own it (or at least your contribution to any broader strategic plan). Once you do, you can use ChatGPT or other AI to efficiently get insights on any of the following:

- Future trends for your industry or solutions
- Opportunities and threats
- How to find hot markets and customer preferences
- Competitor analysis
- Defining USP's or determining what yours might be
- Lists of industries and companies to explore
- Language - keywords, how your ideal customers see the situation so that you can connect and win them over in your messaging
- Market research (and summarising existing)
- Creating buyer personas and empathy maps
- Processing and analysing sales data
- Buyers journey and aligning to it

The patterns, insights, language, and data are all out there for each of these. And ChatGPT can be directed to help you 'surgically' extract what you need. Once you know how.

## Some prompts and ideas to get you started:

There's a lot of potential to cover here, and we can take that as far as you need on our training programs. For now, here are some prompts to get you started:

1. What are the top 10 future trends in the [insert industry here] industry as of the current year?
2. How does [job title] measure success in their role?
3. If I'm going to sell [solution] to [job title] how should I talk about it?
4. Act as an industry expert and create a list of the top threats facing firms in the [your industry]
5. Compile a list of the strengths and weaknesses of the following [your industry + location] [add 3 or 4 competitors by name] and list them by firm
6. Using the empathy mapping process define the core buyer personas and segments that make up ideal clients for firms in [your industry]
7. Create a list of 20 concerns a [target client] might express when considering hiring [your industry] - make it emotional and use the first person
8. What are the top three things [job title] cares about?
9. What companies are the top players in [industry]?

## Taking this to the next level:

These prompts hopefully give you some ideas to play around with. You'll see the potential is significant. And we can go much deeper and more refined on any of the above, and more.

If you want your customer-facing engineering team walked through how to use ChatGPT combined with their collective human input (which is vital!) to create and walk away with your own tailored strategic sales plans, then [get in touch](#).

## Marketing and social media

### Problem:

I need to know what I should put out there to be helpful and get noticed by the right customers. And how I can quickly create valuable posts and content.

### Solution:

ChatGPT can help you generate marketing ideas, a marketing plan, a lead generation plan, a social media editorial calendar, whatever you need, based on existing things that work.

You might use it to:

- Generate relevant ideas for your industry and customers
- Leverage any of your strategic planning ideas to generate content
- Determine strong channels and platforms to use
- Create a lead generation plan
- Write initial drafts of blog posts, white papers etc
- Create a social media editorial calendar
- Generate LinkedIn post ideas based on customer interests and pain points
- Generate scripts, webinar or video wording

### Some prompts and ideas to get you started:

1. Act as a marketing consultant and create a lead generation plan for [your industry] - include specific tactics for each channel recommended
2. Act as a marketing consultant and create a detailed list of marketing tactics for [your industry] covering these stages in the marketing process - Know, Like, Trust, Try, Buy, Repeat, and Refer
3. Act as a content marketer for [your industry] and create a detailed outline with descriptions for each element for a 90-day editorial calendar, including possible blog posts, social posts on LinkedIn and Twitter and useful videos

## **Taking this to the next level:**

The possibilities are endless, but the key is focus and relevance. You'll need some understanding of your own personal contribution to how you market whatever you need to put out there (your personal brand if that's of interest, your own unique work, and insights, tools and news of interest for your customers.) Once you're clear, you need to prompt ChatGPT accurately to deliver useful information to you. And you still need to refine and organise it, and then add your unique human touch to it, so that it stands out against the increasing amount of noise out there.

We can work together in our training programs on this, so that you and your team can collaborate and create strong marketing and social media content that works, where required.

[Get in touch](#) to discuss how I might help your team.

## Reaching out

### Problem:

I don't know how to best reach out to the right person and what I should say.

### Solution:

You can use ChatGPT to:

- Find pain points and opportunities
- Know customer personas
- Write emails in a style that you define (or train it in your own voice/style)
- Limit the words to keep it succinct
- Create different emails for different stages of your buyers journey, or for different decision makers
- Ensure you personalise and refine to suit
- Create relevant useful content to send

### Some prompts and ideas to get you started:

1. What roles in [insert type of customer business] tend to be responsible for buying [your solution]?
2. What are some common pain points that prospects in [insert industry here] face?
3. What are some common personality traits of [job title]?
4. Using the empathy mapping process define the core buyer personas and segments that make up ideal clients for firms in [your industry]
5. Can you act as a [insert job title here] of a [insert company size here] and tell me how to communicate best with you?
6. How can I effectively use data and insights to tailor my sales approach to the specific needs and preferences of [insert target audience or buyer persona here]?

## **Taking this to the next level:**

Reaching out and getting a positive response is an art and science in itself. People often insist it's a numbers game. So's everything, in hindsight. (I've heard that 2417 times). But I've seen some pretty terrible numbers in this game for a lot of organisations out there.

The fact is, your numbers can be improved. You don't have to settle for a return of 25% when you can learn how to ramp that up to 40%. Less effort, better results. You can change that conversion significantly. If you're smart you can do that. If you're smart and you're using ChatGPT, you can do it better still! And if you get training on how to do that, you get to the finish line even faster again.

[Get in touch](#) if you would like your team trained or support to do this.

And if you're cold calling, it no longer needs to be cold. You can use ChatGPT to warm it up. And in the next section we'll look at improving conversations with customers, which can help improve how you reach out by phone too.



## Value-building sales conversations

### Problem:

I need to plan for and carry out effective sales conversations that ultimately get 'yesses'.

### Solution:

ChatGPT is great for planning conversations, but how do you improve *conversational skills* with ChatGPT?

One way is to use it to role play conversations. You can prompt it to be your customer, provide it with parameters and information to conversationally navigate. And you can instruct it to be more challenging to you too. It's not a substitution for doing the real thing verbally face to face (it's the difference between learning to swim from the edge of the pool vs in the pool) but it helps close the gap. You'll get more on this on the section on "Improving Sales Performance" towards the end of the document.

Here are some ideas for using ChatGPT for conversations:

- Generate ideas to open up a sales conversation
- Generate the right questions that build value and sell
- Simplifying info to get to the point
- Analogies and putting complex engineering concepts across to non-technical customers in an easily understandable manner
- Conversational stories
- Removing 'salesy' language
- Adding more facts and data, or emotion to your communication
- Finding more comfortable ways of saying things that feel awkward
- Ideas for working around objections

## Some prompts and ideas to get you started:

1. What would [add decision maker role] value and how can I build it into my conversation?
2. How can I effectively address [insert pain points here] in my sales conversations?
3. Write the following information in quotes again, but make it more emotionally charged and exciting to read: "[add text]"
4. Please remove any 'salesy' or hyped up language from the following text in quotations, and replace it with a more sensible, calm, business-like tone: "[add text here]"

## Taking this to the next level:

It's all very well getting this valuable information in writing. But it needs to be learned and embedded and accessed at the point of need during your conversations. ***This takes learning and practice***. And a great way to build this muscle is through our [tailored training](#). We can help you learn what you need using accelerated learning techniques, and train your team to have these soundbites at the forefront of their mind, accessible, when needed.

As a top sales person I once worked with said to me, "Mark, I have learned a lot of valuable phrases and answers to questions that simply make me a lot of money!"

And following out training we can also provide ongoing one to one coaching support to challenge you to try these conversations out on live customers, then feeding back, reflecting and improving with us. [Get in touch](#) and we can create an effective solution for you and your team, and also share some even more powerful prompts that can take all of the guess work out of building conversations that sell.

## Proposals, presentations and demo's

### Problem:

I need to create better proposals and presentations more easily and effectively, that sell.

### Solution:

Proposals can be easily improved using ChatGPT. The design of presentations can too, but of course the delivery comes down to a learnable and practiced skill. We cover [presentations skills training](#) designed specifically for engineers. It's a well received and impactful workshop that engineers leave feeling strong and confident in an area they often find challenging. Get in touch for more info.

ChatGPT can help with the following ideas:

- Generate a strong structure for proposals for your specific unique use
- Generate initial proposals using specified parameters for human editing later
- Refine existing proposals
- Improve solution/product/service descriptions and tailor them more to the customer
- Product recommendations: database, customer requirements and recommendations
- Designing the structure and flow of a strong presentation
- Generating ideas for high-impact points to include
- Generate stories or examples to include
- Polish case studies
- Provide ideas to increase engagement
- Provide tips on presenting
- Write scripting for demo's
- Help you find wording for the right level of your audience

## Some prompts and ideas to get you started:

1. You write sales proposals for the [add industry here]. Your proposals are high-impact, to the point, succinct and motivating. They are well formatted, using markdown, with clear headings and a strong flow that makes sense to customers. Write me the outline of a full proposal that sells [my solution] to [my buyer] in a style that would appeal, engage, and motivate this buyer, based on their likely style. Keep the outline clear, and include all the sections I might need to complete that give the buyer all they need to make a confident buying decision.
2. Now add some detail to each section, providing me some more ideas of bullets and points that I should include, or subheadings I should add information to.

## Taking this to the next level:

You can see, if you use these prompts, that a lot of the work is taken out of this process. But don't let the AI run away with itself! You need the human touch to keep everything fully relevant to your buyer and on target. Fit and value are everything, and it depends on their situation and the information they have shared with you.

As for presentations, there is no substitute for getting up there live in front of an audience and practicing. We run [presentations training for engineers](#), with a relaxed but impactful delivery in small groups (we recommend 5 or 6 people in the room for a one day session) which gives each person a chance to design and deliver two short presentations to the room focusing on improving the one thing that would lift their presentation the most. Participants value this course highly, and leave feeling much stronger and more competent at presenting with impact. [Get in touch for more.](#)

## Following up with prospective customers

### Problem:

I don't know when or how to best follow up with new prospective customers.

### Solution:

ChatGPT can help you consider where customers are at based on the buyers journey, which you should pull together at your strategic sales planning stage. Then you may get ideas to help move them along the pipeline, building value as you go.

You can use ChatGPT to:

- Generate ideas for follow up conversations with buyers
- Generate ideas to add value via content that's relevant to your specific buyers challenges
- Write them a short article, with some human tweaks, that get them off a spot they're stuck on
- Create an entire follow up plan of attack
- Find the right wording to create succinct, professional follow up messaging
- Create a customer support bot to handle customer follow up questions and FAQ's (although beware of removing the human element that they might value!)

## Some prompts and ideas to get you started:

1. What are some unique and thoughtful ways to follow up with prospective clients who haven't made a purchase yet? I sell [solutions] to [ideal buyers].
2. What are some effective strategies for re-engaging prospects who have gone silent?
3. Can you provide examples of how to follow up with prospective clients without seeming pushy or intrusive?
4. What are some creative email follow-up templates I could use for prospective clients who have not yet purchased? Write them to suit my buyers who are [add role here] in [industry] and who are [add some info about their style of communication here].
5. How can I leverage social media to follow up with prospective clients?
6. What kind of value-added content could I share with my prospective clients to keep them engaged?
7. How can I use feedback or survey methods to re-engage prospective clients who haven't bought yet?

## Taking this to the next level:

It's useful to share learning on this sort of thing with your team. Get their ideas, as they have learned from being in the trenches. And between you, you could create a simple follow up process that works. Don't forget that the actual engagement and communication has an element of skill which you can only get from practice, especially on live jobs. You might find our [one to one \(or group\) coaching sessions](#) useful. These are short, sweet and light, and provide a chance for the team to share where they are at, and get ideas for moving opportunities forwards. [Get in touch here](#) for more.

## Negotiating and closing business - getting a 'yes'

### Problem:

I need to negotiate confidently and effectively, close the deal and win the business!

### Solution:

Who jumped straight to this? In my 20+ years of working with technical sales people, the number one thing I get asked is, "how do I close the deal?" That's like a footballer just asking how to score the goal. My answer then is, "get everything else right before that moment." It's very hard to close a square peg into a round hole. But when you get the 'fit' and 'value' right, and it's a round peg, round hole, the customer tends to want to close the deal for you!

**The aim is to get yourselves into that position.** You do it by building value and tightening the fit. And you increase your chances by doing everything else in this guide, and more. And by more, I mean upskilling yourself in the area of sales skills. ChatGPT is a springboard, and can help you get alignment. But you'll still need 'good enough' sales skills, mindset and behaviours that you know how to put on repeat, almost effortlessly, if you want to become top of your game in technical sales.

So, one solution for this stage is to [get in touch with me](#). **Ask how I can tailor a program, cost-effectively, to your unique team.**

I have a methodical approach to diagnosing your team, and working out what we need to tweak to make most impact. And I'm big on making it practical and applicable at the point of need, rather than just discussing theory. [Get in touch for more](#).

## Improving sales performance and results

### Problem:

I want to improve how I sell as an engineer. I want to learn techniques that help me sell more easily, effectively, and enjoyably, and with more certainty.

### Solution:

ChatGPT can help you in part here. But actual learning - the sort that's required, that matters, that gets translated in to actions and results, has to somehow take place within you!

People still buy from people. And they pick up on all sorts of clues and behaviours that we exhibit, whether consciously or subconsciously. We're talking sales skills and soft skills here. And soft skills can't easily be learned using ChatGPT.

The key to learning to improve is to find an efficient approach to *continuously learn*, and continuously apply what you learn to the job at the right time and in the right ways. Which is exactly what our training programs do.

They are not traditional 'training'. The focus is on application and results. There is a lot that you don't need to *learn* when selling (which you can simply access at the point of need). And a lot you don't need to *learn* because it gets explored and applied at the planning stage (which is way more than half the battle). But there are some things where you need to build muscle. And you don't go down the gym just once hoping to build muscle! You go again and again, and you focus on continuous and iterative improvement.

That's how real learning of sales skills is done.



## Skyrocket your technical sales: A technical sales guide to accelerating sales using ChatGPT

You can use ChatGPT in the ways mentioned in this document, and it will help you learn some useful things to improve how you sell.

And you can use it to role play and practice conversations with an AI version of your customers, if you provide it with the right prompts. ([Get in touch](#) if you want ideas on getting this right.)

But it will still come with some limitations. It won't know exactly how the customers you're genuinely about to meet will behave. Humans are complex. And you're likely sharing complex engineering concepts with complex human beings. This requires developing 'good enough' empathy, listening, conversational problem-solving (which is different to how most engineers think when not in front of a client) and emotional intelligence skills. And understand the psychology of buying, and developing behaviours to ride those waves skilfully.

Our best advice for improving how you sell, is to [get in touch for an informal conversation](#). We work hard to understand your unique business situation, and partner with you to map out a sensible program that will measurably improve sales performance of your engineers (or any other teams you're interested in supporting too.)

You also might like our just-in-time (learn it and apply it at the point of need) [online 'sales training for engineers'](#) solution: [Engineers Can Sell. That's here.](#)

And we have a [free 10 day email e-course if that's of interest here.](#)

Finally, note that I set up an 'accelerated learning' consultancy some years back, and took accelerated learning techniques to large organisations helping them to shortcut the time it takes to learn new skills and behaviours. I still use those techniques in my training today. It's why my offering aims *to train engineers to sell in the fastest way possible*. And ChatGPT has just helped accelerate that further.

### **Some prompts and ideas to get you started:**

There's no replacement for a co-ordinated well designed performance/training program tailored to your engineers to help them improve efficiently. ChatGPT won't nail that (yet).

But here are some general prompts that might help you learn to improve:

1. Explain [insert what you're trying to learn or explain to clients here] like I'm a 10 year old.
2. How else can I effectively leverage AI technologies like ChatGPT, to improve my sales efficiency as an engineer?
3. What are some ideas to increase sales as an engineer more easily, and more enjoyably?
4. Create me a daily training program to improve at selling as an engineer

### **Taking this to the next level:**

Improving the sales performance of your engineers is a hugely worthwhile investment. Like compound interest, the learning and application of the right skills compounds in terms of results over time. The improvement can be exponential.

Rather than putting your people on a generic sales training course, it's useful to have one designed and delivered by an ex-engineer turned business owner and successful sales person. Not only that, the approach to the learning of sales itself is highly efficient. One approach amongst many is we find the 'weakest link in the chain' of each participant. That weakest link determines the strength or performance of that individual on the job. It's the critical constraint. And we work methodically to strengthen it until it is no longer the weakest link. Then we repeat. It's the most effective way to get uplift.

[Get in touch](#) if you want to use this approach.

## Shortcuts

### Problem:

I want faster and easier ways to achieve my sales results.

### Solution:

They're out there. Remember the Thomas Edison quote:

There's a way to do it better - find it!

***Thomas Edison***

This idea has driven my own approach for years. I used to run an 'accelerated learning' consultancy where I used to go into large organisations and help teams shortcut the time it took to learn new skills, knowledge, and behaviours. The time and effort savings were significant.

Now I use similar techniques to help engineers and technical people learn to sell. Below are a few initial ideas to consider for shortcutting your approach, but you'll get a whole lot more on my training programs.

1. Eliminate wasted time, effort, rejection and sales failure, by getting focus. Work hard to find your ideal customers who are likely to say yes. Get the strategic planning right.
2. Stay up to date with new ideas. [Sign up to my emails and occasional posts here](#)
3. Don't reinvent the wheel. Don't duplicate efforts with your colleagues. Leverage each others knowledge, contacts, and succesful ChatGPT prompts!
4. Add your human touch over ChatGPT. Without that, it could damage your sales. ***Making it human and unique is the shortcut***

Please feel free to share this guide with your network and on social media

Get in Touch Here.

**Your work will change the world.  
But only if your clients buy it.**

Training programs

Sales training for engineers

Technical presentation skills

FREE Online sales for engineers

Online sales training for engineers

Sales skills for sales engineers (SE's) and pre-sales

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