

AN INTRODUCTORY PERSPECTIVE


PROMPT ENGINEERING SERIES



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INNOVATION  LAB

EXPLORING THE POWER OF PROMPTING.



In today's fast-paced business landscape, staying ahead of the competition requires efficient handling of information and strategic decision-making. Large Language Models (LLMs), have emerged as invaluable tools in tackling a range of tasks that enhance productivity.

Enjoy these introductory tips and considerations for utilizing LLMs!

WHAT ARE SOME BASIC THINGS AN LLM DOES WELL?

SUMMARIZE AND EXPLAIN

LLMs can help their collaborators break down larger blocks of text and topics, and be prompted to focus on designing actionable recommendations for guiding your organization in their decision making processes. Would it be more effective if presented as a checklist or in '300-words or less'? Digestible and even skimmable content is not always simple to create, so LLMs are extremely helpful for generating very specific outputs.

REPURPOSE EXISTING INFORMATION IN NEW FORMATS

Marketing materials can be repurposed into engaging emails or persuasive sales scripts. Priorities can be converted into efficient checklists, while requested information can be visualized through charts and graphs. Furthermore, LLMs are adept at grammar checks, ensuring that the communication is error-free and professional. Generating content is a time-consuming task and can be expedited quicker when the capabilities of a LLM is leaned upon for re-writing and repurposing existing content.

SOLVE PROBLEMS

LLMs offer a toolkit of methodologies. They can delve into SWOT analyses and the 'Five Whys' technique. They can also simulate conversations with personas like CEOs, CIOs, or even legendary figures like Steve Jobs to obtain diverse perspectives and advice on tackling challenges. Asking the LLM to challenge your proposed sales approach and make recommendations on developing a more effective pitch or outreach method will aid in optimizing those first impressions your target audience and prospects receive.

IDEATE

Writers block is not limited to writers! LLMs can assist with generating new approaches or methods to test, when asked the proper line of questions and prompts. Try using ChatGPT to spark ideas based on your current needs.

5-STEP FORMULA

While starting with any question will generate results of some kind from LLMs, our recommendation for structuring those questions or prompts typically follows this 5-step formula:

1. PROVIDE CONTEXT:

“I am an experienced sales account manager with high levels of experience and authority within the tech industry”

2. SHARE THE TASK:

“Your task is to write an email encouraging a prospect to engage and inquire more about your digital transformation and cybersecurity services.”

3. GIVE INSTRUCTIONS:

“I will provide you with a topic related to our services and you will produce an engaging email outline for this topic.”

4. CLARIFY:

“Do you understand? Ask questions about anything that isn’t clear.”

5. REFINE:

“Rewrite using more natural, expressive language and include some examples to accompany this information.”

LET'S ASK FOR A SUMMARY

"I am attempting to learn more about the Sandler Selling System. As a sales expert, I would like you to provide a summary of the Sandler Selling System. Please include information about the system's pros and cons, key scenarios where this system works best, and use cases that highlight the benefits of the system. I will be wanting to use this system, but for now I am just attempting to learn about it."

In this prompt we are specifying the LLM's role, our role, and stating the objective. We are providing specific detail and the prompt engineering will be able to give a summary of what the Sandler Selling System is, along with an overview, pros and cons, and some key scenarios in which cases it would be useful.

We have used steps 1, 2 & 3 in this initial prompt: We have provided context, we have shared the task, and provided specific instructions.

CONTINUE TO FILTER IMPORTANT POINTS:

"What are the most critical aspects of the Sandler Selling System to keep in mind?"

Here we are asking the LLM to filter down the most critical aspects of the selected system. This is a handy way to condense a broad topic that the LLM has already summarized.

"I'd like your help in preparing for a client meeting. I would like you to simulate a conversation between a client and the salesperson, utilizing the Sandler Selling System. The client is interested, but on the fence about proceeding. At this point, they are likely just collecting information about our services."

“*The description of my company's service offering is as follows: [Our Company]'s [our software platform] delivers exceptional user experiences for modern digital products and real value for your business. Web, mobile, IoT, and beyond. We do cloud native development and look at designing the best experience from a customer or employee first experience. We have the best UX architects, designers, developers, and a team that can help us target the right product for the right audience for you. Imagine your boldest vision and achieve it.*

Using the Sandler Selling System, help me craft an effective sales script for my offering for our software platform at Our Company."

This approach can make the sales team more prepared and provide other dimensions to the conversation. Both client and salesperson descriptions can be adjusted to reflect a more realistic real-world scenario. This can help by playing out a variety of scenarios, plan out an agenda, or muscle through some challenging scenarios.

A script will be produced that follows the Sandler Selling System's principle of having an upfront contract, understanding the pain, budget, and decision-making process before diving into the presentation. The idea is to build rapport, qualify the prospect, and only then proceed with demonstrating the value of the product.

CONTINUE WITH DIFFERENT SCENARIOS

“Okay, let’s simulate another conversation – same approach, same client. However, this time, the client should be a little bit “difficult”. How would the salesperson handle that scenario?”

Now, we are asking the LLM to not only role play but adopt a certain persona of the client. Remember, these scenarios are intended to show how the Sandler System can work even with more challenging interactions. The focus remains on qualifying the prospect, understanding their pain, budget, and decision-making process, and maintaining control of the conversation. A non-confrontational, consultative approach and open-ended questions can often help turn difficult conversations around.

“One more time... but this time around I would like to practice as the salesperson. Could you play the role of the client? In your role, you should be interested, but also cautious about whether this unfamiliar vendor can deliver. I’ll start.”

Continue the exercise and watch as you land a new client! You don’t need the LLM to play out an entire conversation, you can assign it a role and you can practice your own response through a roleplay.



Once you've determined an output format that you like, you can simply replace the topic, and the format will remain consistent. This makes it easy to review specific topics. You can apply this technique to many subjects you wish to become more familiar with. When exploring multiple or similar topics, you can use LLMs to compare and contrast.

Utilizing simulated conversations across a variety of scenarios can aid in preparing for upcoming discussions. The LLM can continue to assist in practicing these diverse scenarios. Try inputting notable figures such as Jeff Bezos or Mother Teresa, and observe how the LLM switches between its recommended approach. This can help you interact with various profiles.

DON'T FORGET ABOUT SECURITY

As you start your prompt engineering journey, it's important to not forget about security. Remember these key points:

- PROTECTING CLIENT DATA IS PARAMOUNT.
- LLMS HAVE ACCESS TO SENSITIVE CLIENT INFORMATION.
- SECURITY BREACHES CAN LEAD TO SEVERE CONSEQUENCES.
- YOU MUST PRIORITIZE PRIVACY AND CONFIDENTIALITY.

For more information about Prompt Engineering, contact Online today!