

# 6 Thought Leadership Selling Stages & Supporting AI Tools

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Methodology Stage	ChatGPT (LLM)	Poe.com (Multiple LLMs)	Microsoft Designer, Canva, or Dalle3	Microsoft Auto-Creation of Slides from Word Documents	YouTube Summarizer Browser Extension	GPTReader Browser Extension	HeyGen
<b>Research</b>	Load all publicly available data, reports, white papers, interviews, etc. about the prospect and company into ChatGPT. Load information about your company, products, and services as well as information about you into ChatGPT. Give it the following prompt, "Use the information in this thread to give me insights about [Customer Name] that will help me to sell [Company Name] products and services to them. When you provide an answer, please explain the reasoning and assumptions behind your response. If possible, use specific examples or evidence to support your answer of why this approach is the best. Moreover, please address any potential ambiguities or limitations in your answer, in order to provide a more complete and accurate response."	Load all publicly available data, reports, white papers, interviews, etc. about the prospect and company into ChatGPT. Load information about your company, products, and services as well as information about you into ChatGPT. Give it the following prompt, "Use the information in this thread to give me insights about [Customer Name] that will help me to sell [Company Name] products and services to them. When you provide an answer, please explain the reasoning and assumptions behind your response. If possible, use specific examples or evidence to support your answer of why this approach is the best. Moreover, please address any potential ambiguities or limitations in your answer, in order to provide a more complete and accurate response." Also, can use these multiple models to synthesize information gathered from all of the LLMs.	Create visually appealing infographics to represent the research findings such as market trends, prospect's industry position, or competitor analysis. Design visual aids for internal team briefings on the prospect's industry and challenges.	Automatically transform research reports drafted in Word into engaging slide presentations for internal discussions to onboard teammates to the intricacies of the prospect situation. Include summaries from YouTube and GPTReader in the Word document.	Summarize relevant industry talks, webinars, or informational videos that provide insights into the prospect's market or challenges. Summarize testimonials or case studies related to similar solutions or industries.	Summarize long-form content found online such as white papers, industry reports, or blog posts related to the prospect or their industry. Generate a briefing Word document summarizing key findings from the research using LLMs so that slides can be auto-generated.	Create a personalized avatar for engaging video summaries of the research findings, making the data more digestible for your team, your internal champion, leadership, or the prospect. Also, utilize to deliver a personalized video message to the prospect sharing some insightful findings from the research, showcasing your dedication to understanding their challenges.
<b>Relationship &amp; Credibility Building</b>	Use a quiz or a survey to assess the prospect's current situation and challenges and use the results to tailor your message. For example, you can ask ChatGPT to generate a quiz or a survey based on your product or service and send it to the prospect before the call.	Create a summary of a relevant case study or a success story that shows how you helped a similar customer solve their problem or achieve their goal.	Create a graphic that introduces yourself and your company. Or, use a provocative statistic or a fact that reveals an unexpected insight or an opportunity for the prospect and use it to spark their curiosity. For example, you can use Microsoft Designer to create a graphic that displays the statistic or the fact in an eye-catching way and use it as an attention or intrigue tool.	Copy text created in LLMs into Microsoft Word and edit it into a story or an analogy that relates to the prospect's industry, niche or interest. Then, use the auto-creation feature to turn it into a slide deck for use as an engagement or rapport-building tool.	Summarize a YouTube video that relates to the prospect's industry, niche or interest. Or, use a video testimonial from a satisfied customer or an expert endorsement from a trusted authority and use it to establish credibility and trust. For example, you can use YouTube summarizer browser extension to summarize a video testimonial or an endorsement that showcases the value and benefits of your product or service and use it as an evidence or an assurance tool.	Read the prospect's website or social media profiles and generate a summary. Or, use a personalized compliment or appreciation for the prospect's work or achievements and use it to show interest and respect. For example, you can use GPTReader browser extension to read the prospect's website or social media profiles and generate a compliment or appreciation that relates to their work or achievements and use it as an empathy or an alignment tool.	Create your own avatar that matches your persona and voice and introduce yourself and your company in a video. Or, use a humorous remark or a joke that breaks the ice and lightens the mood and use it to show personality and humor. For example, you can use HeyGen to generate a humorous remark or a joke that relates to the prospect's industry, niche or interest and use it as an engagement or a rapport-building tool. Use LLM to write a script for you.
<b>Reframe</b>	Give ChatGPT a well-established framework such as the Gartner Hype Cycle. Feed it your products and services as well as your prospect's assumptions. Then, ask it to suggest a provocative question or statement that challenges the prospect's assumptions.	Use any of the large language models in Poe.com to build creative alternatives to the ideas created by ChatGPT. Feed the chosen model a well-established framework such as the Gartner Hype Cycle. Feed it your products and services as well as your prospect's assumptions. Then, ask it to suggest a provocative question or statement that challenges the prospect's assumptions.	Create a graphic that illustrates the gap between the current state and the desired state of the prospect.	Automatically turn your reframe document created in partnership with LLMs into a slide deck.	Summarize a YouTube video that challenges the prospect's assumptions and introduces a new perspective on their problem or opportunity. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.	Summarize articles or reports that could help reframe the prospect's understanding. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.	Use your avatar to challenge your prospect's assumptions and introduce a new perspective on their problem or opportunity in a video. Use LLM to write a script for you.

<p><b>Rational Drowning</b></p> <p>Use ChatGPT to summarize the key data and insights that support your argument and create urgency. Using historical references of well-known frameworks is a powerful way to craft unique insights in partnership with LLM tools such as ChatGPT.</p>	<p>Use any of the large language models in Poe.com to build creative alternatives to the ideas created by ChatGPT. Use the chosen LLM to summarize the key data and insights that support your argument and create urgency. Using historical references of well-known frameworks is a powerful way to craft unique insights in partnership with LLMs.</p>	<p>Create a graphic that visualizes the data and insights that support your argument.</p>	<p>Automatically turn your rational drowning document created in partnership with LLMs into a slide deck.</p>	<p>Summarize a YouTube video that quantifies the impact of the problem or opportunity and creates urgency for action. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Read the web pages that contain data and insights that support your argument and generate a summary. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your custom avatar to share data and insights that support your argument and quantify the impact of the problem or opportunity and create urgency in a video. Use LLM to write a script for you.</p>
<p><b>Emotional Impact</b></p> <p>Craft a personalized message that connects the problem or opportunity to the prospect's goals and values by feeding ChatGPT your prospect's information and your products/services and asking it to use well-established emotional frameworks as the basis for the message.</p>	<p>Ask the chosen LLM to use one of the well-established frameworks for their situation to craft a personalized message for your prospect. Feed information about your prospect. For example, use the SRs of Culture Change and the LinkedIn profile and social posts from your prospect as the basis for the LLM to craft a message that fits the emotions and values associated with the problem or opportunity.</p>	<p>Create a graphic that depicts the emotions and values associated with the problem or opportunity.</p>	<p>Automatically turn your emotional impact document created in partnership with LLMs into a slide deck.</p>	<p>Summarize a YouTube video that connects the problem or opportunity to the prospect's personal or professional goals and values. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Read the web pages that contain information about the prospect's personal or professional goals and values, or someone similar to them who provided an interview or case study, and generate a summary. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your avatar to match the emotions and values associated with the problem or opportunity and connect with the prospect's personal or professional goals in a video. Use LLM to write a script for you.</p>
<p><b>Your Solution</b></p> <p>Build a solution that aligns with the prospect's needs and goals and differentiates from the competition. Do this by using the "Share" function on ChatGPT to collaborate with your team members and the LLM to build a unique solution. Frameworks and historical lessons learned are powerful insights for ChatGPT to use to build unique insights in partnership with your team.</p>	<p>Build a solution that aligns with the prospect's needs and goals and differentiates from the competition. Do this by choosing a different LLM (or multiple) to undertake the same exercise used with ChatGPT to collaborate with your team members and the LLM to build a unique solution. Frameworks and historical lessons learned are powerful insights for LLMs to use to build unique insights in partnership with your team.</p>	<p>Create a graphic that demonstrates how your product or service delivers the solution and addresses the objections. Remember that buying is an emotional process so invoke emotion with graphics whenever possible.</p>	<p>Automatically turn your new way document created in partnership with LLMs into a slide deck.</p>	<p>Summarize customer testimonial videos relating to your solution that demonstrate how your product or service delivers the solution and addresses the objections. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Read the web pages that contain success stories or case studies showcasing your solution and how it addresses objections and generate a summary. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your custom avatar to explain your solution, address objections, and demonstrate the value proposition that aligns with your prospect's needs and goals and the competitive advantage of your product or service in a video. This will allow the prospect to easily share your video insights with others as they internally advance through their decision process.</p>
<p><b>Coaching &amp; Closure</b></p> <p>Develop custom scripts or talking points for sellers to handle objections and articulate value. Generate follow-up emails summarizing discussions, addressing concerns, and outlining next steps. Generate concise summaries of lengthy proposal documents or contracts for easier consumption by the prospect.</p>	<p>Utilize multiple language models to draft compelling narratives that address prospect hesitations and underscore benefits. Create engaging summaries of the proposal or solution, ensuring clarity and appeal. Generate concise summaries of lengthy proposal documents or contracts for easier consumption by the prospect.</p>	<p>Design persuasive visuals showcasing the solution's benefits, testimonials, or comparisons to reinforce the value proposition. Create compelling charts or graphics illustrating ROI or other key metrics.</p>	<p>Automatically convert proposal documents into compelling slide presentations for a structured and engaging walkthrough of the offer. Automate the creation of slides for objection handling, illustrating responses to common concerns with data.</p>	<p>Summarize relevant video testimonials or case studies to share with the prospect. Summarize educational videos that can be shared with the prospect to bolster understanding and confidence in the solution.</p>	<p>Summarize relevant industry reports or case studies to reinforce the benefits and viability of your solution. Include the summary and a link to the video in an email or verbalize it using your HeyGen avatar.</p>	<p>Use your personalized avatar for engaging video messages summarizing key proposal points or addressing prospect concerns as they arise throughout negotiations. Use a unique avatar for each seller to interact via video correspondence, adding a personal yet digital touch to the closure process and helping to overcome time delays by allowing for full senses engaging communication asynchronously. This helps to overcome misunderstandings that occur via written correspondence.</p>

Last Updated 10/16/23