

AI Rx for Independent Distributors

ProLink | Market Anthem | August 11, 2026

Prepared by: MarZeka Consulting

Workshop Agenda

- Guide to Effective Prompting
- Prompt Frameworks for Structured Inputs
- Best Practices for Writing Effective Prompts
- Models at a Glance: How ChatGPT Thinks and Responds
- Sales Growth for Jan-San Distributors
 - Chatbots / Instant Model
 - Reasoning Model
 - Deep Research
 - Reasoning Pro Model

Table of Contents

<i>Guide to Effective Prompting</i>	<i>2</i>
Prompt Frameworks (Examples)	3
Best Practices for Writing Effective Prompts	8
Common Prompt Mistakes and How to Fix Them	8
<i>Models at a Glance: How ChatGPT Thinks and Responds</i>	<i>10</i>
<i>SouthEast LINK Demo Account</i>	<i>13</i>
<i>Chatbots / Instant Model</i>	<i>15</i>
Sales Growth for Jan-San Distributors — Chatbot Prompts	15
<i>AI-Powered Decision Making—Reasoning Model</i>	<i>18</i>
Sales Growth for Jan-San Distributors — Reasoning Prompts	18
<i>Deep Research.....</i>	<i>21</i>
Sales Growth for Jan-San Distributors — Deep Research Prompts	22
<i>Reasoning Pro Model.....</i>	<i>24</i>
Sales Growth for Jan-San Distributors — Reasoning Pro Synthesis Prompt.....	24
<i>Responsible AI Guardrails</i>	<i>26</i>
<i>Sources Used for SouthEast LINK Demo Profile</i>	<i>27</i>

AI Playbook

Guide to Effective Prompting

What Makes a Prompt Effective

- Prompt anatomy: role, goal, context, constraints, examples, output format.
- Strong prompts define what the output will be used for: sales planning, customer communication, service recovery, SOPs, routing, training, or executive decision-making.
- The best prompts ask for a business-ready deliverable such as a table, checklist, email, decision brief, workflow, campaign outline, scorecard, or 30/60/90-day plan.
- When using AI for distributor work, always include the audience, market, product/service category, business goal, and what must be excluded.

Prompt Frameworks (Examples)

RTF (Role – Task – Format)

Definition: Assigns ChatGPT a specific role, a clear task, and the exact format you want back.

When to use it:

- When you need consistent outputs across sales, service, and operations
- When the deliverable must be paste-ready for Word, Excel, or PowerPoint
- When you want a predictable structure every time

Example prompt (copy/paste):

Role: Act as a facility solutions consultant for a janitorial and sanitation distributor serving the Atlanta market.

Task: Draft a prospecting email to a facilities director at a healthcare facility introducing a 15-minute site survey focused on cleaning efficiency, training support, and equipment reliability.

Format: Provide a subject line, a 120-word email body, three short follow-up bullets, and one clear call to action.

TAG (Task – Action – Goal)

Definition: Defines what you want done, how you want it done, and why it matters.

When to use it:

- When you need quick, high-signal outputs
- When you want the AI to prioritize business impact over extra detail
- When you are turning notes into a useful business deliverable

Example prompt (copy/paste):

Task: Create a sales opportunity list for SouthEast LINK.

Action: Use public information and reasonable assumptions to identify high-potential customer segments in the Atlanta market.

Goal: Help the sales team generate more qualified meetings without wasting time on low-fit prospects.

BAF (Before – Action – Format)

Definition: Starts with the situation, then asks for the work to do, then specifies the output format.

When to use it:

- When the situation needs context to avoid generic outputs
- When handling operational or customer issues that require consistency
- When you need a specific deliverable type

Example prompt (copy/paste):

Before: A customer reports that an equipment repair request took too long to resolve and they are frustrated by the lack of updates.

Action: Write a customer service response and an internal escalation checklist.

Format: Provide a customer email under 140 words, a five-step internal checklist, and a follow-up message for the account manager.

CARE (Context – Action – Results – Example)

Definition: Provides background, requests a clear action, defines the intended result, and anchors the style with an example.

When to use it:

- When the output will be reused
- When you want higher-quality outputs and fewer assumptions
- When consistency and customer trust matter

Example prompt (copy/paste):

Context: SouthEast LINK provides janitorial supplies, green cleaning support, training, and equipment service in the Atlanta market.

Action: Draft a one-page sales brief for a property management prospect.

Results: Help the sales team book a discovery meeting by connecting cleaning outcomes to labor efficiency, equipment uptime, and staff training.

Example: Use a consultative tone, short sections, and a final next-step checklist.

APE (Action – Purpose – Expectation)

Definition: Sets what to do, why you are doing it, and what quality or limits you expect.

When to use it:

- When you need a fast output with clear boundaries
- When creating deliverables for Word, Excel, or PowerPoint
- When you need concise versions for busy teams

Example prompt (copy/paste):

Action: Create a one-page customer experience playbook for service issue follow-up.

Purpose: Improve consistency and protect customer relationships after delays, shorts, or equipment service concerns.

Expectation: Keep it practical, role-based, under one page, and include a checklist that can be used by sales, service, and customer support.

ERA (Expectation – Role – Action)

Definition: Leads with tone and quality expectations, then sets the perspective, then assigns the work.

When to use it:

- When tone is critical
- When you need the output to reflect a specific department perspective
- When you want a clean, final draft with minimal rewriting

Example prompt (copy/paste):

Expectation: Professional, calm, accountable, and customer-first.

Role: Customer experience specialist for a jan/san distributor.

Action: Draft a reply to a customer whose delivery arrived short and whose team needs urgent supplies before the next business day.

RISE (Role – Input – Steps – Expectation)

Definition: Best for procedural work—define who you are, what inputs you have, the steps to follow, and what good output looks like.

When to use it:

- When building SOPs, checklists, or repeatable processes
- When analyzing recurring reports and needing consistent commentary
- When training teams on standard workflows

Example prompt (copy/paste):

Role: Operations improvement lead for a janitorial supply distributor.

Input: A recurring workflow where customer service, sales, and equipment service hand off urgent requests inconsistently.

Steps: Identify the failure points, create a standard intake checklist, define escalation rules, and recommend a weekly review cadence.

Expectation: Output a one-page SOP with owner roles, handoff steps, metrics, and a short quality-control checklist.

RACE (Role – Action – Context – Expectation)

Definition: Anchors outputs for planning and executive communication by setting perspective, task, background, and deliverable expectations.

When to use it:

- When preparing decision briefs, plans, and executive summaries
- When coordinating cross-functional priorities and tradeoffs
- When you need an output leaders can act on immediately

Example prompt (copy/paste):

Role: B2B growth strategist for a janitorial and sanitation distributor.

Action: Build a 30-day sales growth plan.

Context: The distributor serves the Atlanta market and offers product categories, training, green cleaning support, and equipment service.

Expectation: Include target segments, outreach angles, a three-touch cadence, metrics, risks, and next steps.

Best Practices for Writing Effective Prompts

- Start with the business outcome you want: meeting booked, customer issue resolved, process standardized, plan created, or decision made.
 - Define the audience: owner, sales rep, facility manager, purchasing manager, customer service team, warehouse lead, service technician, or executive.
 - Give enough context: market, customer segment, product/service category, current challenge, and what good looks like.
 - State constraints: tone, length, reading level, table columns, timeframe, what to include, and what to avoid.
 - Ask for a structure that matches the job: email, checklist, decision memo, 30-day plan, one-page SOP, scorecard, or table.
 - Ask for assumptions to be listed before recommendations when details are missing.
 - Ask the model to mark unsupported claims as [VERIFY] instead of inventing facts.
 - Use iteration: first draft → critique → revise → finalize.
 - Keep sensitive information out of prompts: customer names, employee records, payroll data, account numbers, confidential pricing, vendor terms, or credentials.
 - Use a human review step before sending anything externally.
-

Common Prompt Mistakes and How to Fix Them

Mistake: Too vague

Bad prompt: Write a sales email.

Improved prompt: Draft a 120-word prospecting email from a janitorial supply distributor to a facilities director at a healthcare facility in Atlanta. Focus on reducing cleaning-team friction through training, equipment reliability, and product support. Include a subject line and one CTA to schedule a 15-minute discovery call.

Mistake: No audience or tone

Bad prompt: Write a customer service response.

Improved prompt: Write a customer-facing email for a facilities manager who received a short shipment. Use an empathetic, accountable, professional tone. Confirm the issue, explain next steps, avoid blame, and include a follow-up timeline.

Mistake: Missing context

Bad prompt: Build a growth plan.

Improved prompt: Build a 30-day sales growth plan for SouthEast LINK, a janitorial supplies and cleaning products distributor in Atlanta. Use public information and reasonable assumptions. Prioritize healthcare, education, property management, and BSC opportunities. Include target segments, outreach angles, cadence, metrics, and risks.

Mistake: No output format requested

Bad prompt: Summarize these ideas.

Improved prompt: Convert these notes into an executive-ready decision brief with: Executive Summary, Options, Impact/Effort/Risk table, Recommendation, 10 next actions, and success metrics.

Mistake: Asking for facts without verification

Bad prompt: Tell me which customers we should call next.

Improved prompt: Identify potential customer segments and account types we should research next. Do not invent specific customer relationships. Label assumptions clearly and include what should be verified before outreach.

Mistake: Treating a first draft as final

Bad prompt: Make this better.

Improved prompt: Review the draft for clarity, accuracy risk, customer tone, missing steps, and actionability. Then rewrite it in a final paste-ready version under 180 words.

Models at a Glance: How ChatGPT Thinks and Responds

Chatbots / Instant Model

What it's best for

- Drafting everyday emails, memos, call scripts, campaign ideas, checklists, and quick summaries
- Rewriting text to be clearer, shorter, more professional, or more customer-ready
- Generating first drafts of sales messages, customer responses, SOPs, training notes, and meeting agendas

What it's not best for

- High-stakes decisions that require careful tradeoffs
- Deep research that requires external sources and citations
- Complex planning across multiple departments without a reasoning pass

Example prompt

Draft a 120-word prospecting email for SouthEast LINK to a property management facilities director in Atlanta. Focus on cleaning support, training, and equipment reliability. Include a subject line and one CTA.

Reasoning Model

What it's best for

- Solving business problems with tradeoffs, constraints, and competing priorities
- Prioritizing use cases by impact, effort, risk, and time-to-value
- Designing repeatable workflows, escalation paths, and decision briefs

What it's not best for

- Very simple drafting where speed matters more than structure
- Research tasks that require new external information and citations
- Final executive synthesis that needs rigorous cross-functional planning

Example prompt

Prioritize five possible AI use cases for a jan/san distributor by impact, effort, risk, and time-to-value. Recommend the top three to pilot in the next 30 days.

Reasoning Pro Model

What it's best for

- High-stakes planning, robust synthesis, and executive-ready strategies
- Combining outputs from chatbots, reasoning, and Deep Research into a comprehensive plan
- Building 30/60/90-day plans with risks, metrics, owners, sequencing, and governance

What it's not best for

- Simple emails or quick content drafts
- Tasks where you need new external sources first—use Deep Research before synthesis
- Casual brainstorming when rigor is not needed

Example prompt

Using the outputs from our Chatbot, Reasoning, and Deep Research steps, build a 30/60/90-day Sales Growth Plan for SouthEast LINK. Include target segments, outreach cadence, metrics, assumptions, risks, and first-week actions.

Deep Research

What it's best for

- Investigating complex questions that require current external sources
- Building market scans, customer segment briefs, competitor/industry context, and best-practice summaries
- Producing sourced recommendations with citations and limitations

What it's not best for

- Quick drafting, rewriting, or first-pass brainstorming
- Internal-only questions where you already have the facts
- Tasks where speed matters more than evidence

Example prompt

Research high-potential commercial facility segments in the Atlanta market for a janitorial supply distributor. Focus on healthcare, education, property management, and BSCs. Provide a sourced brief with target priorities, buyer roles, likely pains, outreach angles, and limitations.

Quick Selection Guide

Task Type	Best Mode	Why	Typical Output
Draft an email, memo, or first-pass checklist	Chatbot / Instant	Fast, clear first drafts with light constraints	Email, memo, checklist
Create a sales message or service response	Chatbot / Instant	Good for paste-ready drafts and tone adjustments	Subject + body + CTA
Prioritize workflows or solve process issues	Reasoning	Better tradeoff analysis and structured recommendations	Decision brief + scorecard
Build a 30-day implementation plan	Reasoning	Strong sequencing, risk, and ownership logic	30-day plan + metrics
Research a market or best practices	Deep Research	Gathers and synthesizes external sources	Sourced brief + recommendations
Combine all outputs into an executive plan	Reasoning Pro	Best for synthesis, governance, risks, metrics, and next steps	30/60/90-day plan

SouthEast LINK Demo Account

SouthEast LINK will be used as the live demo account for this workshop. The demo profile below is based on public information from SouthEast LINK's website and other public sources, with assumptions clearly labeled for workshop use.

Public Profile

- SouthEast LINK is an Atlanta-based janitorial supplies and cleaning products distributor.
- SouthEast LINK states that it has been a leader in the janitorial supplies and cleaning products industry since 1946.
- The company emphasizes Green Cleaning and Sustainability within its service offering.
- Public website content highlights dedicated sales, service, and training consultants.
- SouthEast LINK's public catalog includes categories such as janitorial supplies, chemicals, cleaning equipment, cleaning supplies, liners, matting, paper, receptacles/trash, restroom, facilities and grounds, office, and skin care.
- Cleaner University offers Cleaning Management Institute (CMI) classes and certification in commercial cleaning and janitorial sanitation.
- SouthEast LINK publicly describes support services such as planned maintenance programs, equipment repair, customer education, onsite audits, employee training/certification, and service on machines and dispensing systems.
- Public reporting notes Ailene Grego became president and CEO and purchased SouthEast LINK and American Formula in 2016.

Workshop Assumptions

- Assumption: SouthEast LINK wants to increase qualified sales opportunities in the Atlanta metro market.
- Assumption: Priority customer segments may include healthcare facilities, education, property management, hospitality, commercial facilities, and building service contractors.
- Assumption: The company wants to position around service quality, product support, green cleaning expertise, training, equipment uptime, and responsive customer care.
- Assumption: The team would benefit from more standardized workflows for prospecting, customer issue handling, and cross-functional operational handoffs.
- Assumption: For the workshop, no confidential customer, vendor, pricing, employee, or financial data will be used.

SouthEast LINK Demo Data Pack

Item

Company

Market

Business Type

Public Strengths

Workshop Goal

Data Boundary

Workshop Input

SouthEast LINK

Atlanta, Georgia and surrounding metro area

Janitorial supplies and cleaning products distributor

Green cleaning/sustainability, product support, sales/service/training consultants, Cleaner University, equipment service and repair

Use AI to create a business-ready plan for one selected challenge

Use public information and clearly labeled assumptions only

Chatbots / Instant Model

How to Use This Library

- Use Chatbots for fast first drafts, ideation, message creation, summaries, and templates.
 - Run the prompt once, then improve it with one follow-up instruction such as: shorter, clearer, more executive-ready, more customer-friendly, or convert to a table.
 - Do not rely on Chatbots for final strategy decisions without a reasoning or verification step.
 - Before using externally, verify any claim, statistic, customer reference, or product claim.
-

Sales Growth for Jan-San Distributors — Chatbot Prompts

1. Sales Growth Opportunity Brainstorm

Output Format: Table

Act as a B2B sales strategist for SouthEast LINK, an Atlanta-based janitorial supplies and cleaning products distributor. Using only public information and clearly labeled assumptions, brainstorm 10 sales growth opportunities in the Atlanta metro market. Focus on customer segments, buyer roles, pain points, and outreach angles. Format as a table with Segment, Buyer Role, Pain Point, Outreach Angle, and Why It Fits SouthEast LINK.

Guardrails: Do not invent customer relationships, pricing, or performance claims. Label assumptions clearly. Verify before external use.

2. Target Segment Messaging

Output Format: Table

Act as a facility solutions copywriter. Draft three short messaging angles SouthEast LINK could use when approaching healthcare facilities, education facilities, property management companies, and building service contractors. Keep each angle under 45 words and focus on training support, cleaning consistency, equipment reliability, and service responsiveness.

Guardrails: Do not invent customer relationships, pricing, or performance claims. Label assumptions clearly. Verify before external use.

3. Prospecting Email Draft

Output Format: Email

Act as a sales enablement writer for SouthEast LINK. Draft a prospecting email to a facilities director at a healthcare facility in Atlanta. The email should introduce SouthEast LINK, reference public strengths such as janitorial supplies, green cleaning support, training, and equipment service, and invite a 15-minute discovery call. Keep it under 140 words.

Guardrails: Do not invent customer relationships, pricing, or performance claims. Label assumptions clearly. Verify before external use.

4. Discovery Call Script

Output Format: Script

Act as a facility solutions consultant. Create a 10-minute discovery call script for a SouthEast LINK sales representative speaking with a facilities manager. Include opening, rapport question, 8 discovery questions, value transition, and next-step close.

Guardrails: Do not invent customer relationships, pricing, or performance claims. Label assumptions clearly. Verify before external use.

5. Three-Touch Outreach Sequence

Output Format: Sequence

Act as a B2B sales development representative. Build a three-touch outreach sequence for SouthEast LINK targeting property management facility leaders in Atlanta. Include one email, one voicemail script, and one LinkedIn message. Keep each concise and professional.

Guardrails: Do not invent customer relationships, pricing, or performance claims. Label assumptions clearly. Verify before external use.

6. Sales Meeting Prep Brief

Output Format: Brief

Act as an account planning assistant. Create a one-page meeting prep brief for a sales rep calling on a commercial facility prospect. Include likely priorities, discovery questions, potential objections, proof points to verify, and recommended next step.

Guardrails: Do not invent customer relationships, pricing, or performance claims. Label assumptions clearly. Verify before external use.

AI-Powered Decision Making—Reasoning Model

How to Use This Library

- Use Reasoning when you need prioritization, tradeoff analysis, planning, workflows, or decision-ready outputs.
 - Ask for assumptions first so the model does not hide guesses inside recommendations.
 - Force tradeoffs by asking for options and scoring criteria such as Impact, Effort, Risk, Time-to-Value, and Repeatability.
 - End with a practical output: decision brief, plan, scorecard, checklist, or operating cadence.
-

Sales Growth for Jan-San Distributors — Reasoning Prompts

1. Segment Prioritization

Output Format: Decision table + recommendation

Act as a B2B growth strategist for SouthEast LINK. Using public information and clearly labeled assumptions, prioritize four potential target segments in the Atlanta market: healthcare facilities, education facilities, property management, and building service contractors. Score each by fit, urgency, ease of outreach, expected value, and time-to-meeting. Recommend the top two segments for a 30-day sales sprint.

Guardrails: State assumptions before conclusions. Do not claim specific customer demand or relationship status unless sourced. Mark data gaps as [VERIFY].

2. 30-Day Prospecting Plan

Output Format: 30-day plan

Act as a sales operations leader. Build a 30-day prospecting plan for SouthEast LINK to generate qualified meetings in the Atlanta market. Include target segments, buyer roles, outreach cadence, daily activity targets, sample messaging, CRM tracking fields, assumptions, and weekly success metrics.

Guardrails: State assumptions before conclusions. Do not claim specific customer demand or relationship status unless sourced. Mark data gaps as [VERIFY].

3. Outreach Channel Tradeoff

Output Format: Options scorecard

Act as a sales strategy analyst. Compare email, phone, LinkedIn, referrals, and in-person drop-ins for a jan/san distributor targeting facilities buyers. Score each channel by expected effectiveness, effort, cost, risk, and fit for SouthEast LINK. Recommend the best mix for the next 30 days.

Guardrails: State assumptions before conclusions. Do not claim specific customer demand or relationship status unless sourced. Mark data gaps as [VERIFY].

4. Objection Handling Framework

Output Format: Battlecard

Act as a sales enablement strategist. Identify the likely objections SouthEast LINK may hear from facility managers and BSC owners. Create a structured objection-handling guide that separates price concerns, switching effort, product trust, vendor reliability, training needs, and service expectations.

Guardrails: State assumptions before conclusions. Do not claim specific customer demand or relationship status unless sourced. Mark data gaps as [VERIFY].

5. Sales Growth Metrics

Output Format: Scorecard

Act as a revenue operations advisor. Define a simple scorecard SouthEast LINK can use to manage a 30-day sales growth sprint. Include activity metrics, conversion metrics, customer quality metrics, and review cadence. Explain what each metric means and how to use it.

Guardrails: State assumptions before conclusions. Do not claim specific customer demand or relationship status unless sourced. Mark data gaps as [VERIFY].

Deep Research

What Deep Research Is (Plain Language)

- Deep Research is used when you need external sources, current context, and a sourced synthesis—not just a quick draft.
- It is useful for market scans, target segment research, best-practice briefs, competitor context, regulatory topics, and technology/vendor comparisons.
- Deep Research should produce citations, limitations, and a clear recommendation tied to evidence.
- Use Deep Research before Reasoning Pro when your final plan needs external support.

When to Use Deep Research

- Researching target industries or local markets before sales outreach.
- Creating a sourced brief on customer pains and buying triggers.
- Comparing best practices for customer experience, service operations, or distribution efficiency.
- Building an evidence-backed executive plan.
- Validating claims before they are used in external messaging.

The Deep Research Workflow (Simple Steps)

1. Clarify the research question and decision the research will inform.
2. Define geography, industry, timeframe, and source expectations.
3. Ask for a concise research plan before the final answer.
4. Require citations and separate facts from assumptions.
5. Ask for recommendations, risks, limitations, and next questions.
6. Use the final research output as input for a Reasoning Pro synthesis.

Deep Research Request Recipe

Research [topic] for [company/context] in [market/geography]. Focus on [segments/questions]. Use credible sources and cite them. Produce [output type] with: executive summary, findings, implications, recommendations, limitations, and next steps. Clearly separate sourced facts from assumptions.

Sales Growth for Jan-San Distributors — Deep Research Prompts

1. Atlanta Market Segment Scan

Output Format: Sourced brief + target segment table

Research high-potential customer segments in the Atlanta metro market for SouthEast LINK, a janitorial supplies and cleaning products distributor. Focus on healthcare facilities, education facilities, property management companies, hospitality, commercial offices, and building service contractors. Provide a sourced brief with buyer roles, likely facility challenges, timing triggers, outreach angles, and limitations.

Guardrails: Use credible sources and cite them. Do not invent specific account relationships. Mark assumptions and data gaps as [VERIFY].

2. Healthcare Facilities Buyer Brief

Output Format: Buyer brief

Research common cleaning, facility maintenance, training, sustainability, and equipment reliability priorities for healthcare facilities and medical office environments. Translate the findings into outreach angles SouthEast LINK could use in a consultative sales approach. Include citations and note what must be verified locally.

Guardrails: Use credible sources and cite them. Do not invent specific account relationships. Mark assumptions and data gaps as [VERIFY].

3. Property Management Opportunity Brief

Output Format: Opportunity brief



Research facility cleaning and maintenance priorities for property management and commercial real estate operators in the Atlanta market. Identify likely buyer roles, pains, service expectations, and discovery questions for a jan/san distributor. Include citations and practical recommendations.

Guardrails: Use credible sources and cite them. Do not invent specific account relationships. Mark assumptions and data gaps as [VERIFY].

Reasoning Pro Model

How to Use Reasoning Pro for Final Synthesis

- Use Reasoning Pro after you have created draft outputs with Chatbots, prioritized actions with Reasoning, and gathered external context with Deep Research.
 - Paste or summarize the outputs from each step and ask the model to combine them into one comprehensive plan.
 - Require assumptions, risks, metrics, owners by role, sequencing, and a first-week action plan.
 - Ask for a final executive-ready version plus an implementation checklist.
-

Sales Growth for Jan-San Distributors — Reasoning Pro Synthesis Prompt

Use this prompt after completing the Chatbot, Reasoning, and Deep Research prompts for the selected challenge.

Act as a senior B2B growth strategist and sales operations advisor for SouthEast LINK. I am going to provide three inputs: (1) Chatbot outputs with draft messaging and outreach ideas, (2) Reasoning outputs with prioritized target segments, channel tradeoffs, and sales sprint structure, and (3) Deep Research outputs with sourced market and buyer insights.

Synthesize all inputs into a comprehensive 30/60/90-day Sales Growth Plan for SouthEast LINK. Include:

1. Executive summary
2. Target segment priorities
3. Ideal buyer roles
4. Core pains and outreach angles
5. Three-touch outreach cadence
6. Discovery call structure
7. Metrics and weekly review cadence
8. Assumptions and data gaps
9. Risks and mitigations
10. First-week action checklist

Format the plan in a clean, participant-ready structure with headings, tables where helpful, and

no extra commentary. Clearly separate sourced findings from assumptions and mark unsupported items as [VERIFY].

Responsible AI Guardrails

- Do not enter customer personal information, employee records, payroll data, medical information, account numbers, confidential pricing, vendor contracts, credentials, API keys, or private business terms into public AI tools.
 - Use placeholders such as [CUSTOMER], [VENDOR], [ACCOUNT], [PRICE], and [CONTACT] when working with sensitive scenarios.
 - Verify any factual claim before using it externally.
 - Do not make health, safety, efficacy, compliance, or performance guarantees unless approved and supported.
 - Use AI as a drafting, reasoning, and research assistant—not as the final decision-maker.
 - Keep a human review step for external communications, customer service commitments, pricing, policies, and strategic decisions.
 - Document assumptions and mark uncertainty clearly.
-

Sources Used for SouthEast LINK Demo Profile

- SouthEast LINK website — company overview, customer service, product catalog, green cleaning/sustainability, parts and service, and contact information.
- SouthEast LINK About Us page — green cleaning, sustainable cleaning, training, support, and onsite assessment information.
- SouthEast LINK Cleaner University page — CMI classes and certification information.
- SouthEast LINK What We Offer page — products, support services, planned maintenance, equipment repair, and customer education.
- SouthEast LINK New Cleaning Equipment page — equipment manufacturers, onsite audits, training/certification, and machine/dispensing system service.
- CleanLink article: Ailene Grego Returns To Lead SouthEast LINK — public leadership history.
- CleanLink article: SouthEast LINK Offers As Many Services To Clients As Possible — public service model description.