# 11 ChotGPT prompts to target the right prospects





In sales, **targeting is the first and most important task.** 

Not only untargeted messages are annoying, but they also hurt the sender's reputation.

Here are 11 prompts to help you **target the right prospects** 





## 1 – Definition of ICP

"Considering the intricacies of [industry\_name], detail the advanced characteristics that should define an Ideal Customer Profile (ICP) for a product like [product/service\_description]."

#### **Expected Output:**

A comprehensive overview with nuanced factors specific to your environment and what you're selling.





## 2 – Key decision makers

"Within the realm of [industry\_name], who are the key decision-makers, influencers, or champions when evaluating offerings similar to [product/service\_description]?"

#### **Expected Output:**

Detailed roles and possibly psychographic profiles of decision-makers and influencers.





## 3 – Behavioral insights

"Analyze the complex purchasing behaviors, decisionmaking hierarchies, and vendor evaluation processes companies in [industry\_name] might have when considering [product/service\_description]."

**Expected Output:** 

Insights into purchasing behaviors for your specific industry.





## 4 – Marketing insights

"Given a nuanced ICP in the [industry\_name] domain, how should marketing and outreach messages be intricately tailored to resonate with prospects for [product/service\_description]?"

#### **Expected Output:**

Deep insights on effective communication with a selected ICP.





### 5 – Feedback mechanism

"Given an advanced draft ICP for [industry\_name], suggest iterative mechanisms or feedback loops that can be implemented to constantly refine it in light of [product/ service\_description]'s evolution."

#### **Expected Output:**

Strategies for iterative refinement and alignment with product evolution.







## 6 – ICP characteristics

"Given the broader industry of [industry\_name], what niche segments and specific company characteristics might be most aligned with a product offering like [product/ service\_description]?"

#### **Expected Output:**

Detailed niche segments within the specified industry that match the product/service.





## 7 – Predictive indicators

"What predictive indicators or early signals might suggest that a company within [industry\_name] is becoming a strong candidate for [product/ service\_description]?"

#### **Expected Output:**

Indicators that can be tracked to identify potential ideal customers.





## 8 – Expansion within existing ICP

"For companies that already align with [product/ service\_description], how can one identify opportunities for deeper penetration or upselling within the [industry\_name] domain?"

#### **Expected Output:**

Strategies and indicators for upselling and deepening relationships.







## 9 – ICP evolution

"How might the Ideal Customer Profile for a product like [product/service\_description] evolve over a span of 5 years, especially considering the dynamics of [industry\_name]?"

#### **Expected Output:**

Projections and speculations on the changing nature of the ICP.





## 10 — Motivations and aspirations

"Delve into the motivations, goals, and aspirations of personas in [industry\_name] when they are seeking solutions like [product/ service\_description]. What drives them?"

#### **Expected Output:**

Insights into what motivates and drives the target personas in their decision-making.



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## 11 – External factors

"What external economic, political, or technological factors might influence the ICP for [product/ service\_description] within the [industry\_name] sector in the coming years?"

**Expected Output:** 

External factors that can reshape your ICP.







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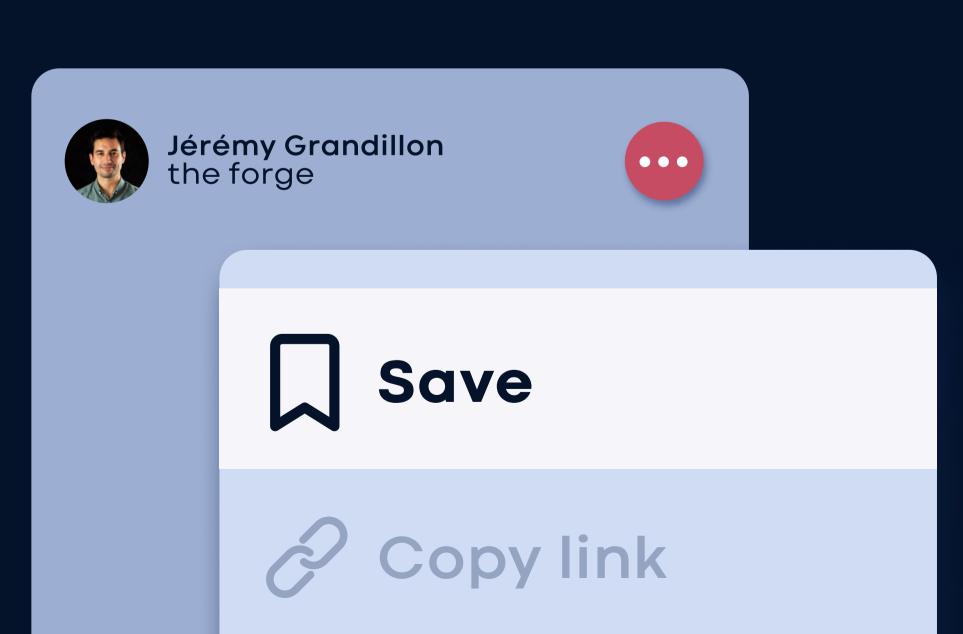
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