



# AI and a Mince Pie

**Tales from Sales, Marketing and Project Management.**

**Richard Brooks**  
Cranfield Key Account Management Forum

## Career Highlights

- Senior Advisor, Slator AG. 2022–current: Developed and delivered executive development training courses, alongside providing consultancy to strategic customers.
- Growth Advisor, Institute of Sales Professionals. 2022–current: Partner with ISP to enhance sales training packages, delivering tailored education to a diverse customer base.
- CEO, K International Ltd. 2012–2022: Managed a diverse range of stakeholder relationships, including partnerships with international blue-chip companies and the UK Government.
- Treasurer, European Language Industry Association. 2019–2022: Played a pivotal role in financial planning and reporting, ensuring the association remained profitable during challenging times.
- Visiting Faculty, Cranfield School of Management. 2018–current: Engaged in both teaching and consultancy roles, demonstrating a blend of academic rigour and practical industry insights.
- Business Consultant. 2018–current: Provided strategic advice and business development services across various industries, including regulatory compliance, stakeholder management, key account management and AI integration.
- Treasurer, Association of Language Companies. 2010–2015: Served in both board and treasurer positions within this US-based trade organisation. Introduced new products, educational programs, and oversaw financial metrics to bolster income-generating events.
- Sales Director, K International Ltd. 2006–2012: Led a sales team focusing on value-based selling to uncover new revenue streams.

## Exec Education

- Postgraduate Certificate Academic Practice (PGCAP), Cranfield University, 2023.
- Non-Executive Directors' Seminar, Cranfield Executive Education, 2022:
- Ready for Net Zero Growth Programme, Cranfield University, 2022.
- Ethics in Sales Exam, Institute of Sales Professionals, 2021.
- Strategic Sales Leadership Programme, Cranfield School of Management, 2017.
- Key Account Management and Strategic Sales, Cranfield School of Management, 2014–Current.
- Business Growth and Development Programme, Cranfield School of Management, 2013–4.
- Role of the Director and the Board, Institute of Directors, 2012.
- MBA, Cranfield School of Management, 2006.
- International Business Management, Kobe University, Japan, 2005.

## Contact Details



**Currently open to opportunities.**

Contact me via:

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# AI and Mince Pies

## Agenda

- What is an LLM/AI/Chat?
- Uses for this technology in the context of sales/account management.
- Prompt engineering workshop.
- Create your own GPT and custom instructions.
- AI related resources and further reading.

Greedy robot created with DALL·E 3





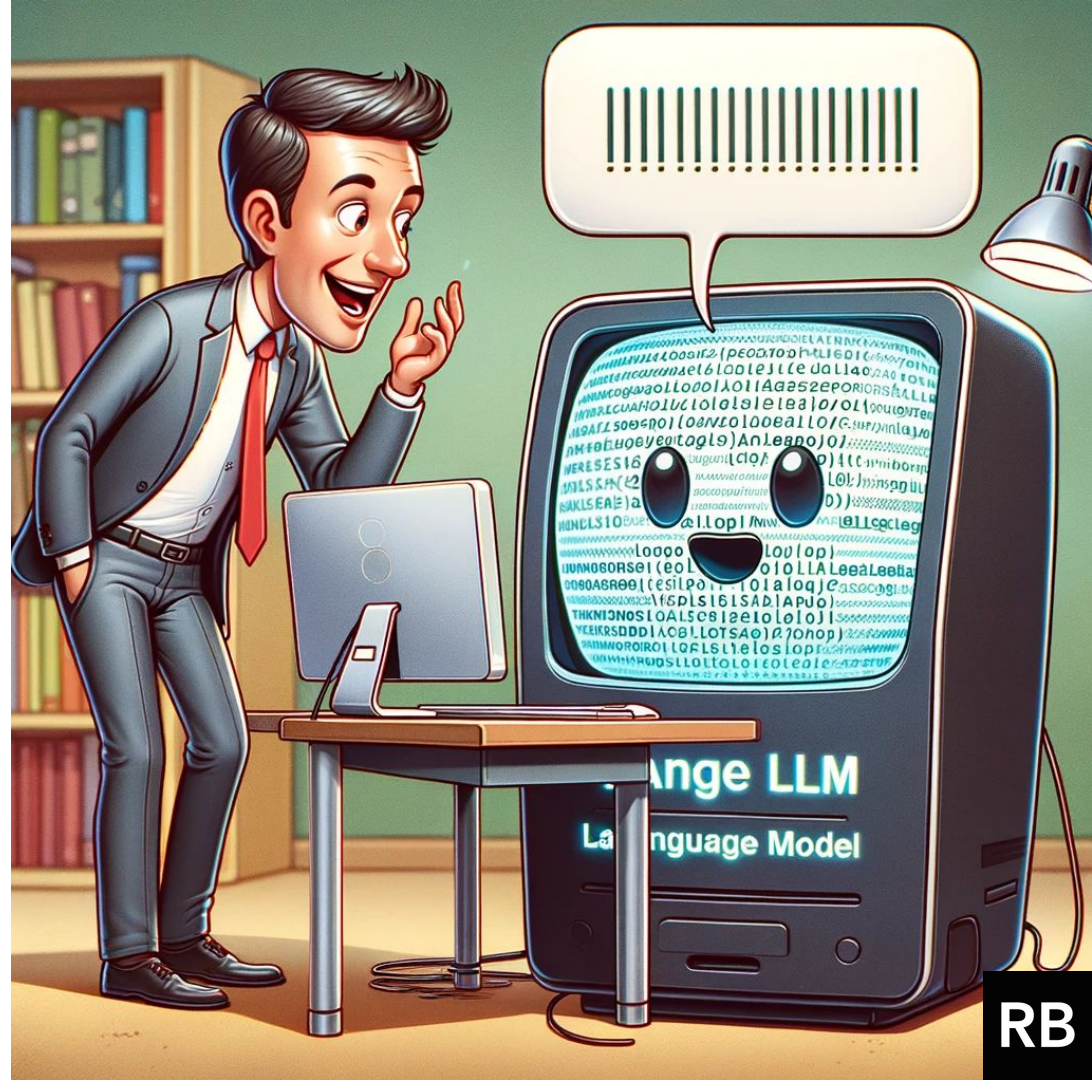
# LLMs

An LLM, or Large Language Model, is a type of AI that processes and generates human-like text. It's trained on vast datasets to understand and respond in natural language, making it useful for applications like conversation, content creation, and answering queries.

These models, through their deep learning capabilities, can provide contextually relevant and often insightful responses, mimicking human-like understanding.

The most famous one of these is ChatGPT.

Some of these are specific... some are general.



# Prompt Frameworks

Prompting is the art of giving clear, specific instructions to an AI to get the best possible response or output.

A good prompt should be:

- **Direct:** Clearly states what you want.
- **Detailed:** Provides enough context and specifics without being overly complex.
- **Purposeful:** Aimed at a clear goal or outcome.

Understanding how to prompt effectively is crucial because the quality of the AI's output heavily depends on the input it receives. It's a skill particularly useful in generating content, coding, data analysis, and problem-solving with AI.

## Using the RTF method

```
"Act like a [insert the Role you  
want AI to take]. Give me a  
[insert Task] in [insert Format]  
format."
```

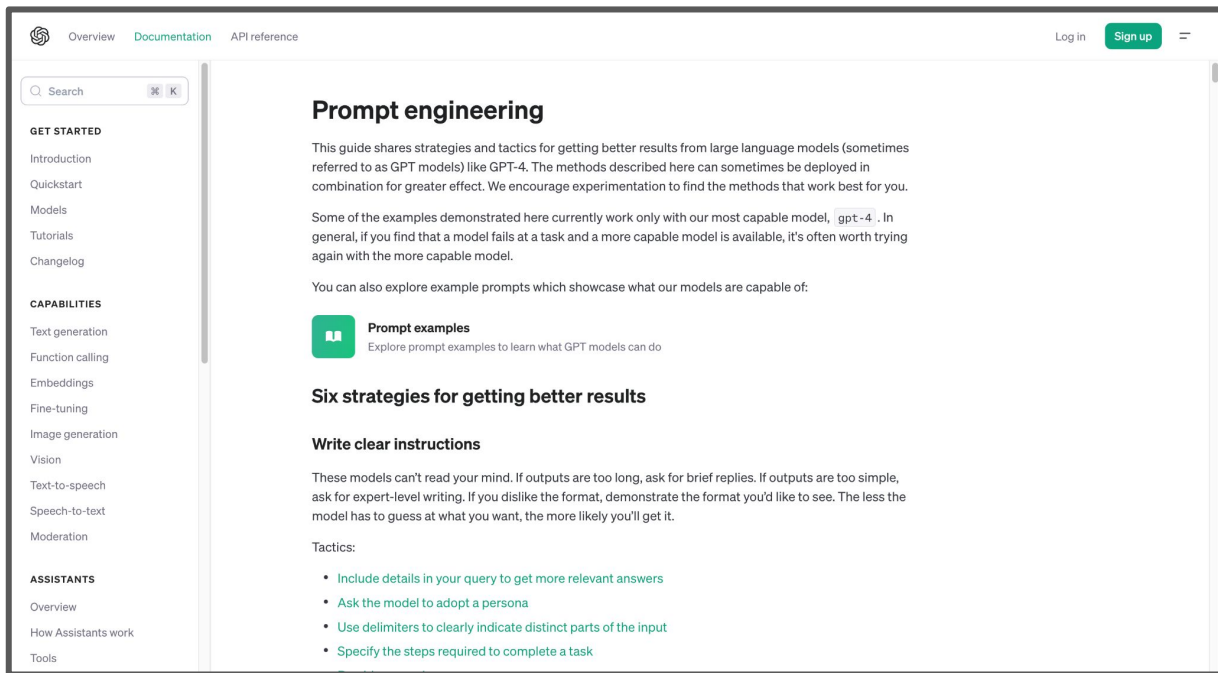
## In our context

```
Act like an L&D Manager. Give me  
a list of benefits are you  
looking for in executive  
education in bulleted format.
```

# Open AI Prompt Engineering Guide

link:

<https://platform.openai.com/docs/guides/prompt-engineering>



**ChatGPT4:** As an L&D (Learning and Development) Manager, when considering executive education programs, the benefits I'd look for include:

- **Alignment with Business Goals:** The program should align with the strategic objectives and specific needs of the organization. It should address relevant challenges and opportunities, and contribute to achieving long-term business goals.
- **Leadership Development:** A crucial aspect is the development of leadership skills. Programs should enhance participants' ability to lead teams, drive organizational change, and foster a positive and productive work culture.
- **Practical and Applicable Learning:** The curriculum should not only be theoretical but also provide practical knowledge and tools that can be directly applied to real-world business scenarios. Case studies, simulations, and project work that mirror actual business challenges are valuable.
- **Customization and Flexibility:** Programs that offer customization to address specific organizational contexts or allow flexibility in terms of learning modules, duration, and delivery methods (online, in-person, hybrid) can be more effective.
- **Quality of Faculty and Resources:** The expertise and experience of faculty members are crucial. Instructors should not only be academically qualified but also have substantial industry experience. Additionally, access to quality resources and research can enrich the learning experience.
- **Networking Opportunities:** Opportunities for networking with peers from different industries and backgrounds can provide valuable insights and potential business opportunities.
- **Return on Investment (ROI):** Assessing the potential ROI is important. This includes improvements in performance, productivity, and the ability to implement new strategies or solutions derived from the program.
- **Focus on Innovation and Future Trends:** Programs should incorporate the latest trends, technologies, and business practices, ensuring that leaders are prepared to navigate future challenges and opportunities.
- **Cultural and Ethical Competence:** As businesses operate in increasingly global and diverse environments, programs should also focus on developing cultural and ethical competence.
- **Support for Continuous Learning:** The program should encourage a culture of continuous learning and development, providing avenues for ongoing education and growth.

For an L&D manager, ensuring that executive education programs provide these benefits is key to fostering leadership that can drive the organization forward effectively and sustainably.

ChatGPT4: As an L&D (Learning and Development) Manager, when considering executive education programs, the benefits I'd look for include:

- **Alignment with Business Goals:** The program should align with the strategic objectives and specific needs of the organization. It should address relevant challenges and opportunities, and contribute to achieving long-term business goals.
- **Leadership Development:** The program should provide opportunities for participants to develop leadership skills, such as the ability to lead teams, drive change, and make strategic decisions.
- **Practical and Relevant Content:** The program should focus on practical, actionable insights and tools that can be directly applied to the challenges and opportunities faced by the organization.
- **Customization and Flexibility:** The program should be customizable to meet the specific needs of the organization, including the ability to tailor content, duration, and format.
- **Quality of Faculty:** The program should feature high-quality faculty members who are academically and professionally credible, and can enrich the learning experience.
- **Networking Opportunities:** The program should provide opportunities for participants to connect with peers, industry experts, and potential mentors, creating a valuable network.
- **Return on Investment:** The program should demonstrate a clear return on investment, such as the ability to improve productivity, reduce costs, and drive innovation.
- **Focus on Innovation:** The program should focus on fostering innovation and creativity, ensuring that participants are equipped with the skills and mindset to drive change.
- **Cultural and Organizational Fit:** The program should align with the organization's culture and values, ensuring that the content and format are relevant and engaging.
- **Support for Continuous Learning:** The program should provide ongoing support and resources for participants, such as access to a learning management system, mentorship, and ongoing training opportunities.

Act like a

Marketing Director who understands completely about L&D Managers and the benefits of executive education (listed above).

Give me

Titles and outlines for inbound marketing collateral for each benefit for the Awareness, Consideration and Decision stages.

In table format.

For an L&D manager, ensuring that executive education programs provide these benefits is key to fostering leadership that can drive the organization forward effectively and sustainably.



# Output formatted as csv

| 1 | Benefit                           | Awareness Stage  | Consideration Stage  | Decision Stage  |  |
|---|-----------------------------------|--|--|---|--|
| 2 | Leadership Skills Enhancement     | Title: "Evolving Leadership: Trends and Challenges" <br> Outline: Introduce current leadership challenges and the need for continuous skill development.             | Title: "Mastering Leadership: Strategies for Success" <br> Outline: Discuss specific leadership skills enhancement offered in the program and their real-world applications. | Title: "Lead the Future: Choose the Right Program" <br> Outline: Compare program offerings and their direct impact on leadership skills.                        |  |
| 3 | Strategic Thinking and Innovation | Title: "Innovative Thinking in the Modern Business World" <br> Outline: Highlight the importance of innovation and strategic thinking in today's business landscape. | Title: "Strategies for Business Innovation: A Deeper Dive" <br> Outline: Explore course modules focused on strategic thinking and innovation.                                | Title: "Transform Your Strategy: Selecting the Right Course" <br> Outline: Guide on choosing a program that best fits strategic and innovative thinking needs.  |  |
| 4 | Networking Opportunities          | Title: "The Power of Professional Networks" <br> Outline: Emphasize the importance of networking in executive growth and development.                                | Title: "Expanding Your Network through Executive Education" <br> Outline: Detail networking opportunities available in the program, including alumni networks.               | Title: "Networking for Success: Making the Final Decision" <br> Outline: Case studies or testimonials highlighting networking success stories from the program. |  |
| 5 | Global Business Perspective       | Title: "Navigating the Global Business Landscape" <br> Outline: Introduce the complexities of global business and the need for a global perspective.                 | Title: "Global Strategies for Executives: A Closer Look" <br> Outline: Explain how the program provides insights into global business practices.                             | Title: "Global Leader: Choosing a Program with a Worldview" <br> Outline: How to pick a program that best offers global business insights and applications.     |  |
| 6 | Practical, Real-World Application | Title: "Bridging Theory and Practice in Executive Education" <br> Outline: Stress the importance of practical application of learned concepts.                       | Title: "From Classroom to Boardroom: Applying What You Learn" <br> Outline: Showcase program elements that offer practical, real-world application.                          | Title: "Real-World Ready: Evaluating Program Practicality" <br> Outline: Help the reader assess how different programs translate education into action.         |  |
| 7 |                                   |  |  |   |  |
| 8 |                                   |  |  |   |  |

# Output formatted as csv

| 1 | Benefit                           | Awareness Stage   | Consideration Stage | Decision Stage |
|---|-----------------------------------|---|---------------------|----------------|
| 2 | Leadership Skills Enhancement     | <p>Act like a Sales guru.</p> <p>Give me A list of ideas to help me sell more executive education.</p> <p>In list format.</p> |                     |                |
| 3 | Strategic Thinking Innovation     |   |                     |                |
| 4 | Networking Opportunities          |   |                     |                |
| 5 | Global Business Perspective       |   |                     |                |
| 6 | Practical, Real-World Application |   |                     |                |
| 7 |                                   |   |                     |                |
| 8 |                                   |   |                     |                |

# A list of ideas to help me sell more

1. **Understand Your Target Audience:** Research and understand the specific needs and challenges of your potential clients. Tailor your pitch to address how your executive education programs can solve their unique problems.
2. **Leverage Testimonials and Case Studies:** Use success stories and testimonials from past participants who have benefited from your programs. This provides social proof and demonstrates the value of your offerings.
3. **Offer Customized Solutions:** Develop customized training modules that align with the specific goals and challenges of each client. Personalization is key in making your offering more appealing.
4. **Utilize Digital Marketing:** Implement a strong digital marketing strategy that includes SEO, content marketing, and social media to reach a broader audience and generate leads.
5. **Networking and Relationship Building:** Build strong relationships with industry leaders and decision-makers. Attend relevant conferences, workshops, and networking events to connect with potential clients.
6. **Create Strategic Partnerships:** Partner with other businesses, professional associations, or academic institutions to expand your reach and credibility.
7. **Provide Demonstrations or Free Workshops:** Offer free seminars or workshops that showcase the quality and style of your executive education programs. This can serve as a powerful tool for engaging potential clients.
8. **Highlight ROI and Business Impact:** Focus on the return on investment (ROI) and the tangible impact your programs can have on an organization's performance and leadership development.
9. **Utilize Referral Programs:** Encourage referrals by offering incentives to past clients or participants who refer new clients to your programs.
10. **Follow-Up Strategies:** Implement effective follow-up strategies to keep leads engaged. Regular follow-ups through emails, newsletters, or personal calls can keep your programs top-of-mind.
11. **Incorporate Feedback and Adapt:** Regularly collect and analyze feedback from clients and adapt your programs accordingly. This shows commitment to continuous improvement and client satisfaction.
12. **Offer Flexible Scheduling and Formats:** Cater to the busy schedules of executives by offering flexible program schedules, including online, weekend, or evening classes.

# Give me a sales process

## 1. Prospecting and Lead Generation

- a. Identify potential clients through various channels like LinkedIn, industry events, alumni networks, and referrals.
- b. Use targeted digital marketing to attract leads.

## 2. Qualifying Leads

- a. Evaluate the potential of leads based on their decision-making authority, budget, and need for executive education.
- b. Use CRM tools to track and manage leads effectively.

## 3. Needs Analysis

- a. Conduct in-depth discussions or surveys to understand the specific needs, challenges, and goals of the prospective client.
- b. Focus on the organizational and personal development objectives of the potential participants.

## 4. Developing a Customized Proposal

- a. Tailor your executive education offerings based on the needs analysis.
- b. Highlight how your program addresses their specific challenges and contributes to their strategic goals.

## 5. Presentation and Demonstration

- a. Present your proposal through a well-structured presentation, potentially including a demo session or workshop.
- b. Involve experienced faculty or past participants to add credibility and insights.

## 6. Handling Objections

- a. Prepare for and address common objections such as cost, time commitment, or perceived value.
- b. Emphasize ROI, flexibility, and long-term benefits.

## 7. Negotiation

- a. Discuss terms and conditions, customizations, and pricing.
- b. Be open to negotiation while maintaining the value proposition of your program.

## 8. Closing the Sale

- a. Gain agreement on the final proposal.
- b. Use clear and effective closing techniques, summarizing the value and benefits of the program.

## 9. Post-Sale Follow-Up

- a. Maintain contact with the client to ensure satisfaction and address any post-sale questions or concerns.
- b. Request feedback to improve future offerings and sales processes.

## 10. Referral and Repeat Business

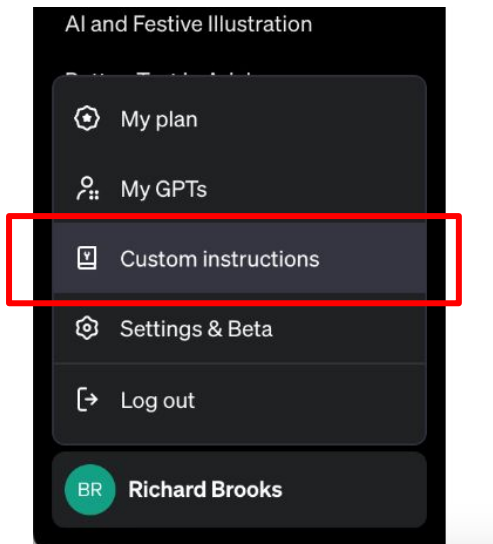
- a. Encourage satisfied clients to refer others.
- b. Keep them informed about other programs and offerings for potential repeat business.

This sales process is dynamic and should be continuously refined based on feedback and sales performance data. Keeping the client's needs and expectations at the forefront is crucial for long-term success in selling executive education programs.

# Custom Instructions

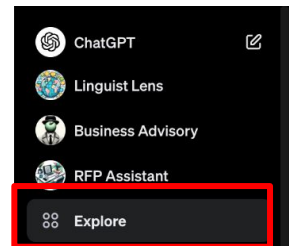
These instructions are unique to you and shape how ChatGPT responds to your queries.

They include directives like using your name (Richard), avoiding any mention of being an AI, refraining from using language that expresses remorse, and focusing on the key points of your questions. Additionally, they guide to provide clear, concise, and well-reasoned responses, offer multiple perspectives, and follow up with thought-provoking questions, while avoiding repetition and external references. This tailored approach ensures that the responses you receive are closely aligned with your preferences and communication style.

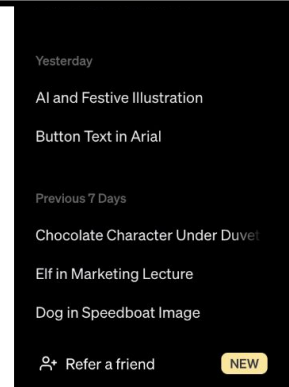




# Make your own GPTs



Step 1: Click here



Step 2: Click here

My GPTs



Create a GPT Beta  
Customize a version of ChatGPT for a specific purpose



Translation Times  
Professional, insightful analysis on language and translation news.



Step 3: Answer a series of questions and OpenAI will create your own GPT (it even creates a logo). This can then be shared or kept private.

Weekly linguistics and translation news round-up.

# AI Ethics to consider

It makes things up. Only ever use it to assist you.

Privacy and Data Security. If it's not your LLM you'll probably be training someone else's.

Ownership... who owns a piece of work an AI creates?

Governments might try and regulate it.



**European Union**

## EU agrees 'historic' deal with world's first laws to regulate AI

Agreement between European Parliament and member states will govern artificial intelligence, social media and search engines

**Lisa O'Carroll** in Brussels

[@lisaocarroll](#)

Sat 9 Dec 2023 00:48 GMT

# AI Related Resources

Chronological list of AI related news from Matt Wolfe > <https://www.futuretools.io/news>

Subreddit specially about LLM technology > <https://www.reddit.com/r/LocalLLaMA/>

Social news website focusing on computer science and entrepreneurship > <https://news.ycombinator.com/>

Jason Brownlee's blog > <https://machinelearningmastery.com/blog/>

Google AI blog > <https://blog.research.google/>

MIT AI Blog > <https://news.mit.edu/topic/artificial-intelligence2>

AWS Machine Learning blog > <https://aws.amazon.com/blogs/machine-learning/>

AI community Hugging Face > <https://huggingface.co/>

Countdown to AGI > <https://lifearchitected.ai/agi/>

[ChatGPT](#) Alternatives (hyperlinked). [Google Bard](#). [Claude](#). [Github copilot](#). [Jasper.ai](#). [Grok](#). [Bing Chat](#).

And... me... I'm always happy to chat about this technology. [R.Brooks@Cranfield.ac.uk](mailto:R.Brooks@Cranfield.ac.uk).