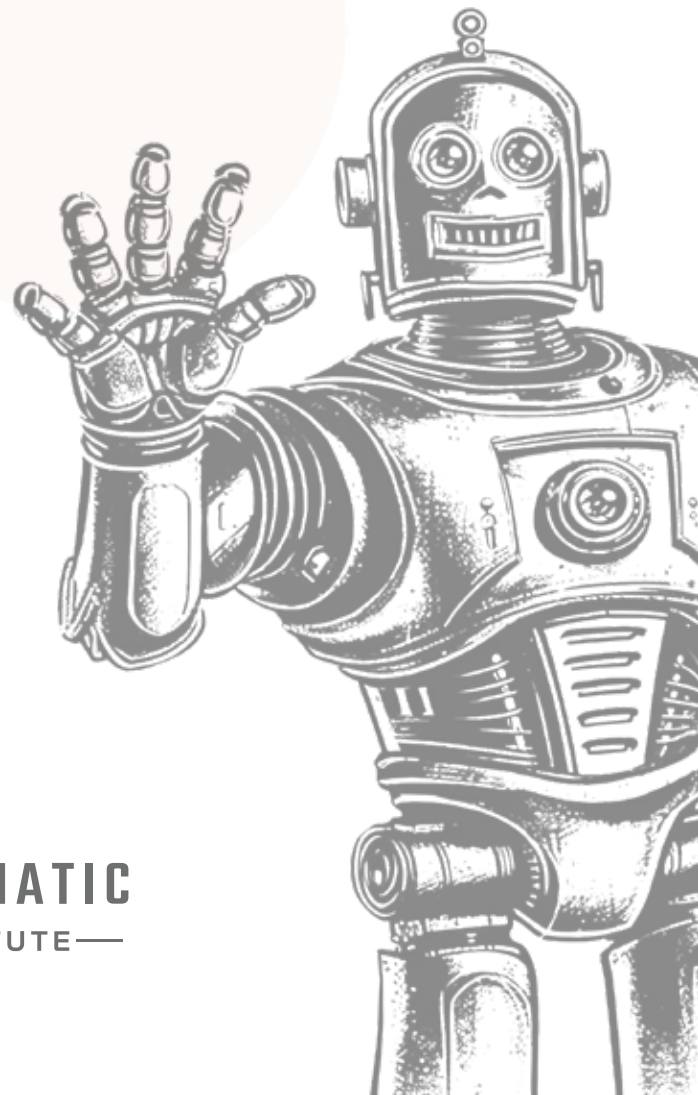


64 AI Prompts for Product Managers

And How to Connect Generative AI
to Business Objectives



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If you're reading this, chances are you've felt the ripple effects of the rapid growth of AI.

THE PRESSURE TO INNOVATE, the hunger to lead the market, the burning desire to create unforgettable customer experiences. But with so many expectations and aspirations, how do we harness the untapped power of AI, not as a fleeting trend, but as an ally in our journey toward growth?

The allure of AI, especially generative AI and large language models (LLMs) like ChatGPT, is undeniable. Still, the path to its effective implementation remains uncertain for many. Merely parading capabilities isn't enough. It's imperative to align its prowess with the heartbeat of an organization—its core objectives.

Rather than focusing on theoretical potential, frame the value of LLMs and generative AI in tangible terms tied to the goals stakeholders care about most—increasing revenue, improving efficiency, reducing costs or gaining market share.

In this ebook, we'll provide examples of prompts tailored to help you leverage generative AI to achieve key business goals. With these customized prompts, you'll be equipped to showcase AI's concrete value and get stakeholders on board.





Embracing the Conversational Nature of AI

You might think you need the 'perfect' prompt to get the most out of AI. But often, the real insights emerge as you keep the conversation going. Just as in chats with friends or colleagues, where understanding deepens with each exchange, your dialogue with AI benefits from this iterative approach.

START BY ESTABLISHING CONTEXT for the conversation, like providing your target audience, giving it a writing style guide or providing examples of what you'd like to create. Then, ask a broad question.

For example: "Suggest 12 add-on services GreenMotive Metrics could provide to increase revenue per customer. GreenMotive is a sustainability analytics tool for businesses. By inputting various company operations data, businesses can track their carbon footprint, receive actionable recommendations and share their green initiatives with stakeholders."

Here's the response:

- 1. Certification Assistance:** Facilitate businesses in achieving sustainability certifications like LEED or ISO 14001. This not only boosts their eco-credentials but can also enhance their brand reputation in the market.
- 2. Supply Chain Analysis:** Deepen the understanding of a company's ecological footprint by evaluating the sustainability practices of their suppliers. This analysis can drive meaningful change across the entire value chain.
- 3. Carbon Offsetting Programs:** Collaborate with established carbon offset initiatives, offering businesses an actionable path to neutralize their environmental impact by investing in ecological restoration projects.
- 4. Green Marketing Consultation:** Leverage the growing demand for eco-friendly brands by guiding businesses on the best strategies to promote their sustainability achievements and resonate with a green-conscious audience.
- 5. Eco Audit Services:** Dispatch specialists for on-site inspections of a business's operations. This hands-on service ensures practical insights and bespoke recommendations, tailored to the unique challenges and opportunities each business faces.

Now, we can start the real work by digging deeper and extracting nuanced and specific insights. We could ask: "Explain how eco-audit services could generate additional revenue."

The response:

1. Tiered Service Packages:

- **Basic Audit:** A general overview of the business's operations, resulting in a summarized report of sustainability strengths and areas for improvement.
- **Intermediate Audit:** A more in-depth analysis, including interviews with staff, and detailed recommendations.
- **Premium Audit:** Comprehensive evaluation, full documentation, a roadmap for implementation of sustainable practices, and periodic follow-ups.

Let's continue the conversation by asking: "Explain how to conduct a basic audit."

Then follow up again by asking if competitors offer audits and, if so, how they're similar or different from your draft version of this add-on.

You can continue this conversation until you've explored this opportunity long enough to know if it might be worth further research or time investment.

This is just a small example; you can use AI in many other ways. The problem is there are more opportunities than time, so how do you prioritize?

The rest of this ebook gives you insights into how to demonstrate generative AI's possible role in helping your company achieve its objectives. These prompts will likely serve as your first broad question, and then you can begin iterating on the responses.

Disclaimer

The prompts and suggestions in this document are for general guidance only. Before implementing any ideas, please take the following into account.

Compliance with AI Policies: Adhere to AI ethics guidelines, regulatory requirements, and industry standards within your organization.

Data Privacy and Security: Handle all personal or sensitive information carefully, ensuring compliance with relevant laws and your company's privacy policy.

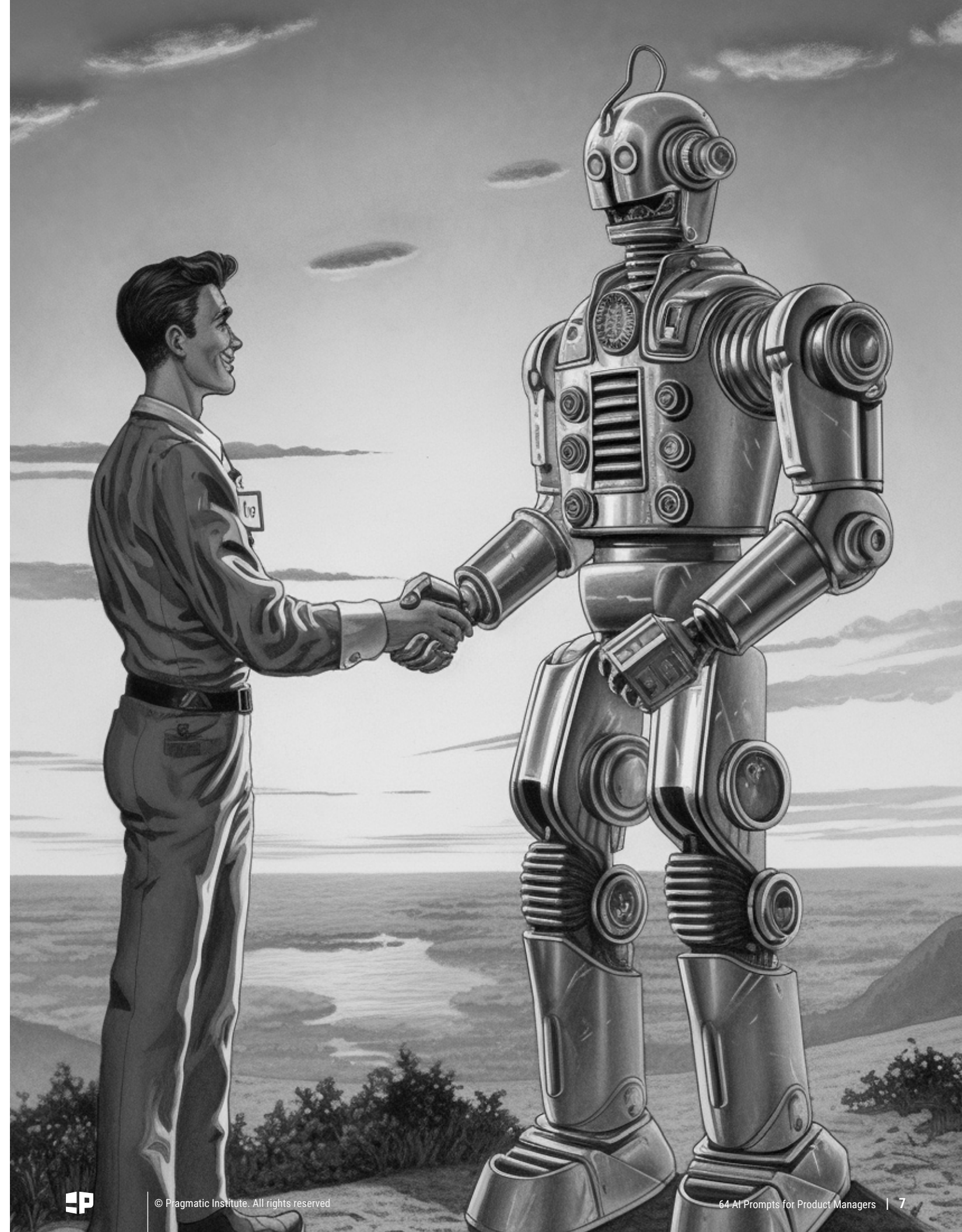
Brand Alignment: Align proposed changes with your brand's mission, values, and customer expectations.

Risk Assessment: Assess and mitigate potential risks for significant changes, including consultation with relevant stakeholders and experts.

Customer Consideration: Be mindful of customer needs and feedback to prevent negative impacts on satisfaction.

Intellectual Property and Legal Considerations: Comply with intellectual property laws and avoid potential legal conflicts.

Strategic Consideration: Tailor all suggestions to your specific context, engaging in and consultation as needed.



Increase Revenue

Executives are always on the lookout for new avenues of revenue growth. They seek strategies that can boost sales, attract more customers, and increase the overall profitability of the company. In this pursuit, large language models (LLMs) emerge as powerful tools that can empower you to uncover untapped opportunities and drive revenue growth.

Prompt Ideas:

1. Recommend [number] new premium features customers might buy for [product/service].
2. Suggest [number] ways to improve the onboarding experience for [product/service] to optimize conversion.
3. Propose [number] limited-time offers or discounts to motivate new sign-ups for [product/service].
4. Outline [number] potential new revenue streams from [existing product/service] we could pursue.
5. Explain the algorithm or logic behind the personalized recommendations feature in our product, and provide pseudocode to illustrate its implementation.
6. Develop [number] new [product/service] bundle recommendations based on common customer needs.
7. Design [number] new pricing tiers or models for [product/service] tailored to [customer segment].
8. Propose a comprehensive list of additional paid support offerings and service upgrades for [product/service].
9. Suggest [number] add-on services [company] could provide to increase revenue per customer.
10. Recommend [number] ways to utilize [product/service] data to provide customized upsell offers.
11. Highlight [number] ways that [competitor] monetizes premium features.
12. Outline [number] ways to leverage AI-generated content to attract customer demographics we currently underserve.
13. What if we disrupt our pricing model entirely? Explore the potential risks and benefits of adopting a subscription-based model over our current one-time purchase structure.
14. What if we gamify our user onboarding process? Investigate how gamification techniques could enhance user engagement and retention.

Note: ChatGPT and many other AI tools that use GPT3.5 and GPT4 are limited to data and information until 2021. If you want to analyze competitor research or dive into more recent topics, you must use a plugin like a link reader or ChatGPT Plus for the code interpreter tool. These add-ons and features allow you to provide additional data and context.

Improve Customer Experience

With rapidly changing markets and technology, companies continually look for ways to improve productivity and optimize workflows. Large language models (LLMs) can be crucial in this pursuit by uncovering automation and enhancement opportunities that drive significant efficiency gains.

Prompt Ideas:

15. Recommend [number] steps in this [customer service workflow] that could be automated by an AI tool.
16. Suggest [number] applications of AI tools to reduce manual effort for [sales/service] staff.
17. Recommend [number] ways AI could provide enhanced analytics and decision support for [executives/managers].
18. Compare the workflows for [key process] to industry benchmarks and best practices and recommend [number] optimization opportunities.
19. Examine the current [supply chain, production, distribution] workflow and propose a comprehensive list of changes to improve efficiency based on bottlenecks.
20. Evaluate the steps in the [hiring, onboarding, contracting] workflow and recommend [number] enhancements to accelerate the process.
21. Review the process for [system maintenance, asset management] and suggest [number] procedural or tooling improvements to reduce downtime.
22. Provide a step-by-step guide, along with a sample code, on how to implement multi-factor authentication in our product's user login process.
23. Create a chart for an efficient workflow for this [task].

Reduce Costs



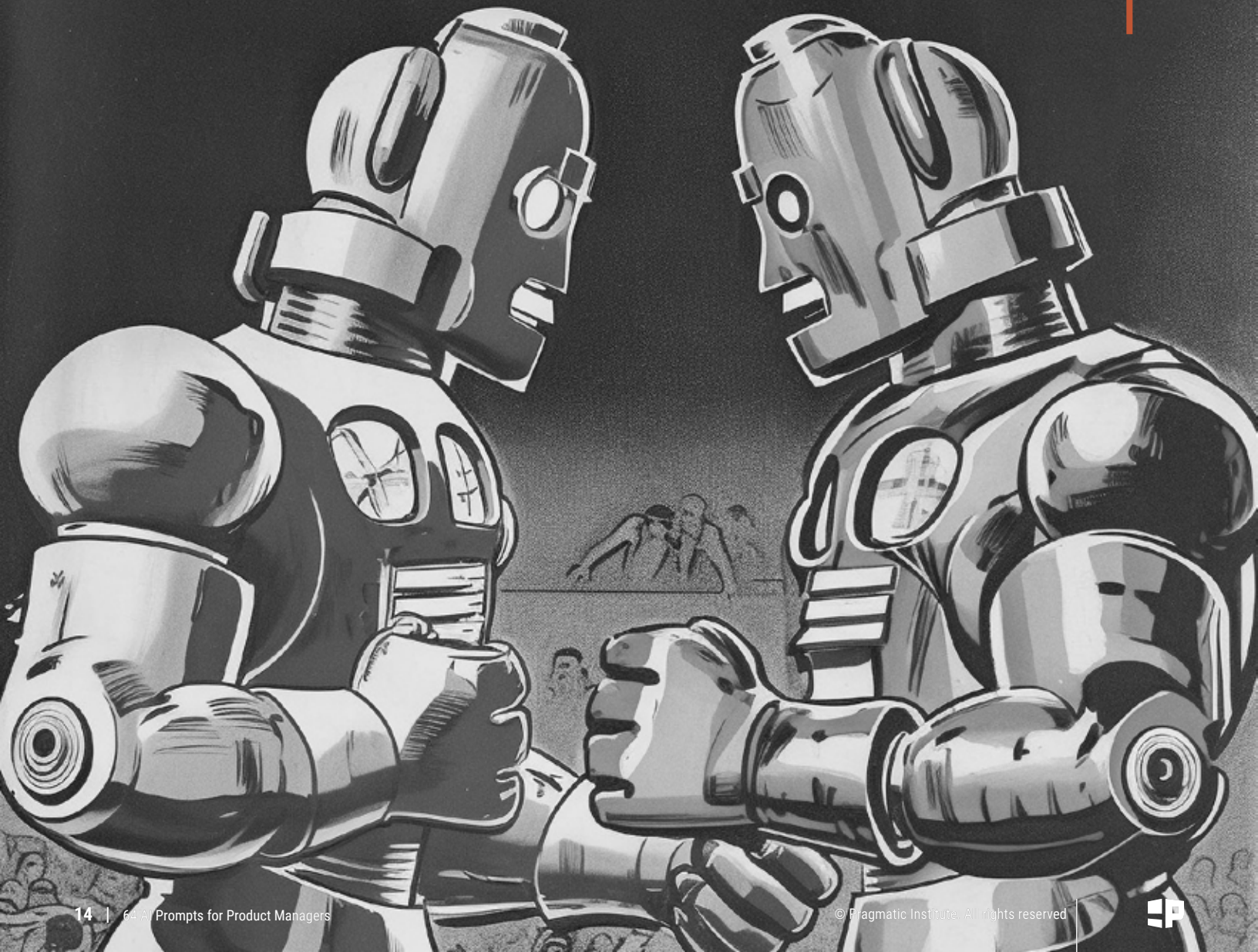
AI can help you uncover opportunities to optimize budgets through automation, streamlining and predictive analytics.

Prompt Ideas:

24. Review the product development budget and suggest ways generative design could create efficiencies.
25. Analyze cloud infrastructure costs and propose optimizations to reduce computing expenditures.
26. Evaluate marketing budget allocation and identify lower-cost channels aided by AI-generated content.
27. Compare support call volume trends and identify common queries for an AI chatbot to reduce labor costs.
28. Examine customer acquisition costs and suggest ways AI could optimize conversion rates and reduce spending.
29. Evaluate sales pipeline management expenses and identify AI tools to automate lead qualification and hand-offs.



Gain Competitive Advantage



LLMs can be powerful tools to help you gain a competitive advantage and increase market share by generating innovative ideas for improved offerings, messaging and customer reach.

By utilizing LLMs effectively, you can tap into their creative capabilities to identify unique ways to differentiate your brand, emphasize your strengths and connect with high-potential customers.

Let's explore some thought-provoking prompts that will empower you to leverage these models to their fullest potential.

Prompt Ideas

30. Craft [number] compelling taglines or slogans that highlight our brand's unique value proposition and resonate with our target audience.
31. Generate [number] ideas for product enhancements or features that address pain points specific to our target market.
32. Explore [number] potential partnerships or collaborations that can help expand our reach and access new customer segments.
33. Analyze competitor positioning and suggest [number] ways we can differentiate ourselves and create a distinct market presence.
34. Develop [number] creative content ideas for marketing campaigns that evoke emotions and drive engagement with our brand.
35. Investigate [number] emerging trends in our industry and propose strategies to capitalize on them before our competitors do.
36. Generate [number] ideas for personalized customer experiences to enhance brand loyalty and customer retention.
37. Analyze customer feedback and reviews to generate insights on potential improvements and new product offerings.
38. Explore [number] untapped geographical markets where our products/services could be introduced to gain a competitive edge.
39. Develop [number] innovative pricing strategies to attract price-sensitive customers while maintaining profitability.
40. Evaluate customer behavior data and recommend [number] ways to optimize our customer journey for increased conversions.
41. Generate [number] ideas for social media campaigns that will help build brand awareness and engage our target audience.
42. Explore [number] potential niches or underserved customer segments that align with our capabilities and offerings.
43. Analyze industry reports and customer surveys to identify emerging demands and propose products/services to meet them.
44. Generate [number] ideas for product bundling or cross-selling opportunities to increase average customer value.
45. Investigate [number] channels for reaching out to potential customers currently underutilized by our competitors.
46. Develop [number] concepts for loyalty programs or referral initiatives to incentivize existing customers to promote our brand.
47. Analyze customer preferences and generate ideas for sustainable practices to improve our brand image.
48. Explore [number] ways to leverage AI-generated content for targeted advertising and personalized messaging.
49. Generate [number] ideas for viral marketing campaigns that can create buzz and attract attention in the digital space.
50. You are a [Target buyer role] in a [target buying company type] in the [target industry]. When it comes to assessing products for [product category] what is important to you ?

Expanding to New Markets

Explore potential new markets and audiences that could be addressed with your capabilities and products.

Prompt Ideas:

51. What are some emerging trends or industries that could benefit from our [product/service]?
52. How might our [product/service] be adapted to meet the needs of a different demographic or customer segment?
53. What geographical regions or countries could potentially benefit from our [product/service], and how would we tailor it for those markets?
54. Are there any adjacent markets or industries where our [expertise], [capabilities] or [product/service] could be leveraged?
55. Can we identify any niche markets that are underserved or have unique needs that align with our [product/service] strengths?
56. Are there any complementary products or services to our existing [product/service] that we could integrate with to access new markets?
57. How can we utilize new distribution channels or partnerships to reach untapped customer segments for our [product/service]?
58. What cultural, regulatory, or technological differences might we encounter when entering a new market for our [product/service], and how can we navigate them?
59. Can we conduct market research and surveys to identify potential customer segments and their specific needs?
60. How can we modify pricing models, packaging, or positioning to appeal to different market segments?
61. What marketing and promotional strategies should be adopted to gain traction in a new market?
62. Are there any global events or changes that might create opportunities for our product/service in new markets?
63. Could our [product/service] be used for a different purpose or industry than originally intended?
64. What are the biggest barriers to entry in new markets for our [product/service], and how can we overcome them?

And This Is Just The Beginning

AI Training for Product Professionals

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PragmaticInstitute.com



HUNDREDS OF PROMPTS CAN HELP you start leveraging AI to achieve business objectives. But, of course, this is just the beginning of the AI integration journey. Aligning AI with business goals provides direction, but execution will require thoughtful planning, stakeholder education, and technical implementation.

Our newest workshop, *AI for Product Professionals: A Comprehensive Workshop on ChatGPT and Prompt Engineering*, will teach you advanced prompt engineering, and you'll gain the skills you need to streamline workflows and optimize product decision-making.

During this workshop, you'll:

- Gain an understanding of generative AI capabilities and limitations to integrate it into products and processes
- Apply generative AI and prompt engineering for practical product management uses
- Master prompt engineering techniques to get the highest value output from AI
- Future-proof your career by leading with generative AI skills and knowledge

We limit the number of attendees in every session to provide personalized attention and ensure you get the most out of the workshop. Seats fill up fast, so register today! This is just the start of an exciting AI-powered future.

Ready To Start Your Pragmatic Journey?

This workshop is more than just a stepping stone; it's the launchpad that will propel you into a dynamic, ever-evolving landscape of market-driven decision-making.

In *Foundations*, you'll embark on a journey that takes you deep into the heart of your market.

You'll learn:

- How to uncover strategic opportunities
- Define product team roles and responsibilities
- Prioritize actual vs. desired business goals
- Strategies to effectively communicate your understanding of the market throughout your organization.



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Our holistic training approach is designed to foster collaboration and build expertise within your teams, whether focused on data, design or product management and product marketing. We provide the tools you need to propel your organization's innovation, revenue growth, customer satisfaction and overall success.

We also provide a complete ecosystem of support, including proven methodologies, adaptable resources, battle-tested strategies and a thriving alumni community.

So, why wait? Seize the opportunity to transform your career with Pragmatic Institute's *Foundations* course.

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