HOW TO PREPARE FOR AI-INFORMED BUYERS

Why Do Buyers Still Need Salespeople When They Have AI?

This 7-point checklist and 4 AI prompts help prevent your salespeople from getting caught in the AI Speed Trap.

02
THE 7-POINT CHECKLIST

03–04
FOUR AI PROMPTS

04
YOUR NEXT STEP

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Are you ready for AI-informed buyers?

	DO THIS	YOU'RE READY WHEN	DONE
1	**See what your buyer's AI sees.** Ask each prospect which AI tools they use, then run the same comparison of your solution and your three biggest competitors.	You can describe what the buyer's AI likely says about you before the first meeting.	☐
2	**Test every prospecting message.** Before sending, ask AI to summarize your email in one sentence, the way a buyer's inbox might. Revise any message that lacks a business reason to engage.	Each summary names a business issue the buyer cares about.	☐
3	**Reinvest the time AI saves you.** Put those hours into deeper account research, stakeholder mapping, and better questions.	You can name the higher-value activity you reinvested time in each week.	☐
4	**Ask how buyers used AI.** Add discovery questions about how the buyer used AI to research, compare, and evaluate suppliers, and which AI tools they rely on.	Your CRM notes capture the buyer's AI research and evaluation criteria on every new opportunity.	☐
5	**Avoid the AI Speed Trap.** When a buyer says, "We've done our research. Just send a quote and schedule a demo," acknowledge the work, ask how the criteria were built, then expand the evaluation to total business impact, implementation risk, and stakeholder needs.	You explore how the comparison was built before sending a proposal or quote.	☐
6	**Build the Full Value Gap™.** In every major opportunity, establish the Current State, the measurable Immediate Results, and the Strategic Goals those results help leadership achieve.	You can show all three points, with numbers the customer provided and can champion.	☐
7	**Equip your champion for the Decision Room.** Anticipate how finance, operations, and leadership may use AI to challenge price, assumptions, and strategic fit, and prepare your champion with answers.	Your champion could explain why your solution deserves the investment, at full price, without you present.	☐

● BUYER INSIGHT ● VALUE CREATION ● DECISION READINESS

Four AI prompts to prepare for your next buyer.

1 See What Your Buyer's AI Sees

BUYER INSIGHT

Use it: before a first meeting, or when a prospect arrives with an AI comparison. For the closest match, run it in the same AI tool the buyer uses.

> Act as a B2B buyer researching suppliers to solve **[describe the problem the buyer wants to solve]**. Compare **[your company]** with **[competitor 1]**, **[competitor 2]**, and **[competitor 3]**. Build the comparison a buyer would likely create, including the criteria you would use, how each supplier scores, and which suppliers you would shortlist. Then list the factors this comparison may be missing, such as total cost of ownership, service, implementation risk, and long-term business impact.

2 Test the Inbox Summary

BUYER INSIGHT

Use it: before sending any prospecting email that asks for a meeting or a call.

> Act as a busy **[buyer's title]** at a **[type of company]** who uses AI to summarize incoming email. Summarize the email below in one sentence, the way an inbox assistant might. Then tell me whether that summary gives the buyer a compelling business reason to reply, and suggest how to make the business value clearer in the first two sentences.
>
> Email: **[paste your draft]**

3 Research the Buyer's Strategic Goals

VALUE CREATION

Use it: before discovery, so you walk in thinking about the buyer's goals before your features.

> Act as a research analyst. Here is a company I'm about to sell into: **[paste the company's website here]**. Based on this and any information available, tell me the three to five strategic goals their leadership is most likely accountable for achieving over the next three to five years, and for each one, explain why it matters to them right now. Then suggest how a solution like mine might help equip them to achieve each goal.

4 Pressure-Test the Business Case

DECISION READINESS

Use it: before the proposal reaches stakeholders, then share the answers with your champion.

> Act as the CFO, head of operations, and CEO of **[customer company]**, reviewing a recommendation to invest **[amount]** in **[your solution]**. Here is the business case: **[paste the Current State, Immediate Results, and Strategic Goals]**. As each executive, ask the three toughest questions you would raise, including how the price compares with alternatives, which assumptions you doubt, and how the investment supports leadership's strategic goals. Then identify the weakest point in the business case and what evidence would strengthen it.

Find your team's readiness gap.
Share Find Your AI Buyer Readiness Gap with your sales leader: 14 questions, about five minutes.

Take the assessment →

Bring this conversation to your team.
Invite Walt Melcher to speak at your next sales meeting or kickoff.

Book Walt to speak →

Walt Melcher is CEO of Bold Value Partners, creator of the Bold Value Method™, and author of the forthcoming book *Bold Value Selling*. Read the full research at **boldvaluepartners.com/bold-ideas/your-buyers-have-ai**.