

A POCKET COACH FOR YOUR AI

AI coaching for salespeople

A coach that works your real deals with you, in your own words and your buyer's.

This guide comes with a file called **personal-sales-coach.md**. Give it to any AI assistant and the assistant becomes a blunt, specific sales coach, set up for your job. You don't need a paid account. The free versions of Claude, ChatGPT and Gemini all work.

What it does for you

- Reviews your call notes for the words you nodded past.
- Preps your next call in five minutes.
- Rewrites your follow-ups so they get answered.
- Plays your buyer so you can practice before the real call.

Set it up in 60 seconds

CLAUDE

claude.ai

Create a Project called "Sales Coach."
Add the .md file to the Project's knowledge. Every chat in that Project now has the coach.

CHATGPT

chatgpt.com

Start a new chat, attach the .md file, and send it with the words "This is your role." On a paid plan, you can also save it as a custom GPT.

GEMINI

gemini.google.com

Create a Gem, paste the file's text into its instructions, and save. Open the Gem whenever you want coaching.

Then say one of these

Review this call. [paste your notes or transcript]

Prep my call with [who] at [company]. Here's what they said last time: ...

Fix this follow-up. [paste your email]

Play the buyer. They're a [role] who's worried about [concern].

On a phone? Copy the coach text from the page, paste it into a new chat in your AI and send. Keep that chat. Copilot works too.

THE THREE MOVES

1. The second question

Every sentence a buyer says is the short version of a longer story. The longer story has a cost in it, a person who's annoyed, and a date that matters. After the first answer, ask one more question: "What else?" Then stop talking. Or probe the loose word: "Better than what?" "Visibility into which part?"

2. The open loop

A loop is a question the mind keeps working on until it's closed. Before you leave a call, open one that only the next conversation can close: "Next time I'll show you exactly how the returns piece works." It has to be true, and you have to close it.

3. Name the objection first

Say the buyer's most likely objection before they do, in their words: "You're probably thinking this is one more tool your team won't use. Fair." Answer it briefly, then ask whether that's really their concern.

ON PAPER: YOUR NEXT CALL

THE BUYER'S LAST LOOSE WORD

THE OBJECTION I'LL NAME FIRST

MY SECOND QUESTION

MY ONE-LINE ANSWER

THE LOOP I'LL LEAVE OPEN

BEFORE YOU USE ANY MOVE

The three tests

1. **Can they look?** Would this still work if they knew exactly what you were doing?
2. **Can they leave?** Is the exit as easy as the yes?
3. **Does the proof survive the purchase?** Will they feel the same a month after buying?

If a move fails a test, it's a trick, and tricks cost you the second sale. The coach checks every move against these three.

AFTER THE CALL: TWO MINUTES

THEIR EXACT WORDS I WANT TO REMEMBER

WHAT I LEARNED FROM THE SECOND QUESTION

THE LOOP I OPENED, AND WHEN I'LL CLOSE IT

Where this comes from

I've sold for twenty years. These three moves are the pocket version of the library I use with clients, which has every move, the reasoning behind each one and the deal frameworks. A new move arrives every Thursday in The Sales Letter, free.

The second question draws on Bandler and Grinder's work on how skilled therapists draw out exact meaning, and on Neil Rackham's study of about 35,000 sales calls.