

Pre-processing steps

- Create a “background” document with information on the target company – can be copy/pasted from the company’s website
 - [Generic example](#)
- Upload the background doc as well as several example docs for reference (such as other buyer’s guides) to Claude
- Follow the prompts below

Claude (Anthropic) prompts

1.	Please summarize [company's] top 8 differentiators based on this document.
2.	If you were a salesperson for [company] and wanted to "set traps" for the competition by coaching your prospect to ask questions that only [company] can answer satisfactorily, how would you do so for the 8 differentiators above?
3.	<p>You are the head of marketing for [company], a startup in the [industry] space. You typically sell to [audience]. As part of your marketing strategy, you want to create a “buyer’s guide” that helps prospects who are learning about your category – and trying to understand what differentiates one vendor from another.</p> <p>Please draft a ~2,500 word buyer’s guide for [company]. The audience is quite technical – so don’t be afraid to go deep on technical details. The more specific examples, the better.</p> <p>Please use the attached documents as reference of length and format.</p> <p>Here are the sections I’d like to see:</p> <ol style="list-style-type: none">1. Introduction (main points to make: why this problem space matters more than ever)2. Baseline technical competencies for the category (i.e., what every vendor should be able to do)3. 8 questions to ask your vendor (these should be based on the 8 questions derived above – along with our responses. I.e., this is where [company] uniquely shines)4. Case study (taken from the provided doc)5. Conclusion: how [company] can help you