Commands to Context

How Sellers Get Better Results from AI

RAB AI SERIES
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THE BIG IDEA

**AI doesn't need better prompts. It needs better context.
And that context already lives in how great sellers think and sell.**

✕ Command Mode

Treating AI like a vending machine. You put in a request, you get generic output. Accurate, but forgettable—because AI fills gaps with averages.

"Write me a prospecting email for a car dealership."

✓ Context Mode

Treating AI like a thinking partner. You share what you know—your market, your client, what's at stake—and AI builds on your insight.

"Before you help me, interview me about this prospect so you understand the situation."

Apply It to Three Key Steps

STEP 1

Prospecting

Command Mode:

"List 5 businesses in my market that fit our demo."

Context Mode:

"Interview me about what makes a great prospect for my station—my sweet spot, what's worked, red flags I've learned."

STEP 4

Customer Needs Analysis

Command Mode:

"Give me 5 CNA questions for an HVAC company."

Context Mode:

"Interview me about what I already know about this business—what I've heard, what I think their real challenge is."

STEP 5

Proposal

Command Mode:

"Build me a proposal for Thompson Auto."

Context Mode:

"Interview me about my CNA—what surprised me, objections I'm expecting, what this buyer actually cares about."

TRY THIS MONDAY

Pick one task. Before you tell AI what to make, say this:

"Before you help me with this, interview me first. Ask me questions so you understand my situation, my client, and what I'm trying to accomplish."