



ANATOMY OF A PROMPT

How to select the right AI and write great prompts

INTRODUCTION

Prompts have emerged as the critical interface between human intent and machine understanding. Whether you're asking a virtual assistant a question, or leveraging AI for complex problem-solving, the way you phrase your input can profoundly impact the quality and relevance of the output. A prompt is more than just a simple instruction - it's a carefully crafted communication that shapes the direction, scope, and depth of an AI system's response.

At its core, a prompt defines the goal of an interaction, guiding the AI to understand not only what is being asked but also how to interpret the request within a given area of understanding. Crafting an effective prompt often involves considering the nuances of language, ensuring the AI has enough relevant detail to provide meaningful responses without becoming overwhelmed with unnecessary information.

Mastering the art of prompting is both a technical skill and a creative endeavor. It requires thoughtful iteration, where feedback from the AI's output is used to refine the original input. By delving into the anatomy of a prompt, we can unlock a deeper understanding of how to communicate effectively with AI systems, ensuring that our interactions are both productive and rewarding.

1. WRITING EFFECTIVE QUESTIONS

Give Context

When writing a prompt, help to focus the AI on what you are interested in. ChatGPT does a good job of detecting context automatically, but answers will be more specific when you are explicit.

Define the Subject

Specify what topic you need help with for more tailored responses.

Provide Business Details (if possible)

Mention business details explicitly for more relevant answers. Copilot and TigerEye use your business data directly, so context is clear.

Be Specific About Intent

State the purpose of your question to guide the AI's response effectively.

Example Prompts

- ✗ "What are current industry trends?"
- ✓ "What are the latest trends in SaaS adoption within the finance sector, and how might they impact a GTM strategy for a new analytics product?"

Add Constraints

Ask one question at a time. If you're tempted to pour out your soul in every prompt, don't. Take a moment and break it down. All of the tools covered here recall previous conversation, so take it one step at a time.

Set a Time Frame

Include a specific period to ensure answers are relevant (e.g., "for last quarter" or "for 2024").

Focus on One Question

AI tools handle single, clear questions best; avoid stacking questions to keep responses precise.

Clarify the Scope

Be explicit about details like region, product line, or segment to prevent generic answers.

Example Prompts

- ✗ "What's the churn rate?"
- ✓ "What was our churn rate among enterprise customers in Q2 2023? Please include a comparison to the previous three quarters."

Be Clear

Directly state what you want and make each prompt objective-driven by requesting specific deliverables. All AI tools covered here have multiple analytical modes, so be clear about which framework you'd prefer.

Avoid Ambiguity

Skip vague terms like "performance" or "results" without context.

Specify Desired Output

Clearly state what you need, such as a trend analysis, forecast, or list of insights.

Use Objective Language

Keep requests straightforward and focused on the analysis or data you need.

Example Prompts

- ✗ "How are we doing?"
- ✓ "Provide a summary of Q4 revenue growth compared to Q3."

Be Curious

AI can be a great partner for exploring ideas, but not if you don't follow up. Ask follow-up questions. Challenge the response if it doesn't seem quite right. Ask for more detail and actionable recommendations.

Engage with Follow-ups

Ask questions to clarify or expand on the response, just as you would with a human.

Request Details or Examples

Probe further into recommendations for better insights.

Challenge Ambiguities

If the AI's response is unclear, ask it to explain further or reframe the answer.

Example Prompts

- ✗ "Thanks"
- ✓ "Can you break down the key factors contributing to our projected Q4 growth?" "What is holding back accelerated growth?"

2. THE RIGHT TOOL FOR EVERY JOB

ChatGPT

ChatGPT is a versatile AI with broad knowledge across industries, but it requires user-provided context for specific business insights, making it less tailored for GTM than tools integrated directly with business data. Its conversational style supports ideation, trend analysis, and content creation, making it suitable for brainstorming and high-level strategy discussions.

- CONTENT GEN
- TREND ANALYSIS
- BRAINSTORMING
- DATA ANALYSIS

- In-depth, nuanced answers tailored to complex GTM questions.
- Allows follow-up questions and can be fine-tuned based on specific requirements and context provided by the user.
- Leverages historical knowledge for industries, GTM strategies, and specific use cases (especially with tailored inputs).

Perplexity

Perplexity functions as an AI-powered search engine, well-suited for on-the-fly research and knowledge discovery. While it doesn't integrate directly with business data, it helps GTM teams stay informed about competitor activity, market trends, and industry developments by summarizing public information quickly.

- RESEARCH
- COMPETITIVE ANALYSIS
- MARKET TRENDS
- NEWS SUMMARIES

- Offers concise answers by directly pulling from various online sources, useful for quick fact-based insights.
- Pulls from a broad range of up-to-date information, helpful for quickly gathering diverse perspectives.
- Provides quick overviews without requiring much interaction.

Copilot for Business

Microsoft Copilot integrates deeply with Microsoft 365, making it ideal for B2B enterprises that need AI to streamline operations across departments like sales, marketing, and customer success. By accessing data from the Microsoft Graph (e.g., SharePoint and Teams), Copilot provides context-aware insights, facilitating data-driven decision-making.

- BUSINESS SUMMARIES
- INSIGHTS
- ANALYSIS
- X-DEPARTMENT COLLAB

- Integrates with Microsoft Office Suite, offering insights within Excel, Word, and PowerPoint to support GTM workflows.
- Can utilize existing business data and templates within Office applications, allowing for personalized recommendations.
- Integrates directly into work documents, enabling on-the-go queries.

TigerEye

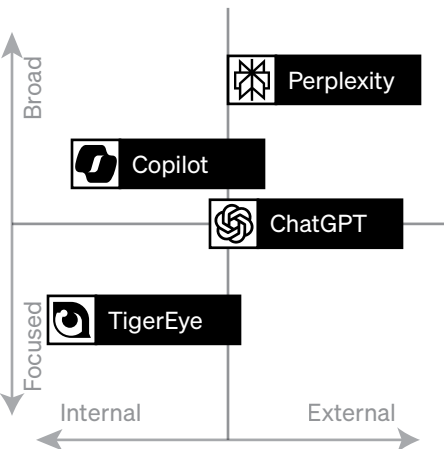
TigerEye is purpose-built for GTM, offering deep analytics on pipeline, customer journeys, and sales forecasting. It unifies data across sales, marketing, and finance to provide a full-funnel POV and predict future performance. This makes it valuable for sales and marketing teams aiming to optimize conversion rates, track pipeline health, and adapt strategy.

- PIPELINE ANALYSIS
- CONNECTED FUNNEL
- PLAN SCENARIO
- PREDICTIVE INSIGHTS

- Connects GTM data across CRM, ERP, Marketing Automation, and more.
- AI training focused exclusively on connected GTM topics: Sales, Marketing, Success, Finance and Ops.
- Statistical engine models and predicts growth.

3. AI ANALYST ROUNDUP

Partner Up



No single AI tool will address every question. This graph plots four AI solutions by how narrowly they focus and whether that focus is on internal or public data sources.

Ins & Outs

Import	File Type (ChatGPT)	Export
✓	Spreadsheet xls xlsx csv	✓
✓	Text txt rtf md	✓
✓	Document pdf	✓
✓	Image jpg png	✓
✓	Data json xml	✓
✓	Code py cpp html (+17)	✓
✓	Presentation ppt pptx	✗
✓	Design fig ai psd	✗
✓	Project Mgmt mpp	✗
✓	Database accessdb	✗

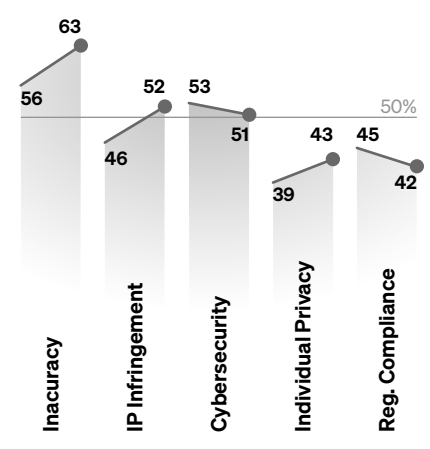
Extending the AI's default knowledge set is essential for getting unique and actionable insights and analysis. Each tool approaches this differently.

AI Adoption

Marketing & Sales	IT	Software Engineering & Dev.	Human Resources	Supply Chain	Mktg.
	11%				
	Other				
22%					
Product & Services	10%	Service Ops			
15%	10%				

This shows AI adoption by department within surveyed firms. Sales and Marketing are currently leading AI adoption in Enterprise, followed by Product and IT.

Trust Matters



Change in % of respondents considering the subject a concern in selecting AI partners. The cowboy days are over, and firms want AI solutions they can trust at scale.

AI @ Scale

	Privacy	Transparency	Integrations	Scalability	
ChatGPT	3	2	3	4	ChatGPT
Perplexity	2	3	2	2	Perplexity
Copilot	5	4	4	5	Copilot
TigerEye	5	5	4	4	TigerEye

AI solutions need to meet the same high standards as other business applications for privacy, data transparency, integrations and scalability.

ChatGPT	Broad expertise, limited visibility beyond core training.	Full support for file types listed above as well as OCR.	Excellent for content generation and ad hoc data analysis.	Ongoing lawsuits related to training. Inaccuracies can occur.	Moderate privacy and scalability through flexible API.
Perplexity	Up to date on current events, very externally focused.	Smaller set than ChatGPT: docs, spreadsheets and images.	Track changing trends in the macro business landscape.	Lawsuits related to data scraping. Summaries can be incorrect.	Primary standalone tool for knowledge discovery.
Copilot	OpenAI foundation augmented by your company data.	Office 365 files and data sources, expandable via API connections.	Automate process and look for trends across departments.	Copyright criticism around use of GitHub code. Potential inaccuracies.	Strong privacy protections and Microsoft 365 data integration.
TigerEye	Focused on GTM only, trained on CRM, ERP and Marketing.	All connected GTM data sources, snapshotted daily.	Deep GTM analysis for Marketing, Sales, Finance and Leadership.	Data analysis is done in SQL to prevent hallucination. Query errors can occur.	Strong privacy protections scalable VPC. Fully transparent data.