

Working with demi.

14 ideas to get started.

demi is not a chatbot. **Your company is already in there:** products, markets, personas, projects, competitors. You do not have to explain anything, you just ask. **What comes back could not be written by a general AI tool.**

What does @our strongest competitor offer, and where do they differ from us?



You can **save answers as documents in your workspace**, keep working on them and shape them together with your colleagues. Whatever you create lands in the Library.

Just ask, your prompt does not have to be perfect

Ask. Product, market, competition.

ONBOARDING

Explain in five sentences what **@our best selling product** is built for, for someone new to sales.

OPPORTUNITIES

Which applications could our portfolio serve that we are not thinking of yet?

RESEARCH

Research what changed in our most important market over the past year, and compare it with our workspace.

COMPETITION

What does **@our strongest competitor** offer, and where do they differ from us? Build a table and file it as a competitor comparison under Analyses.

Have it written.

Mails, one-pagers, arguments.

FIRST CONTACT

Write a first contact email for @our best selling product , target group @maintenance manager .

LEAD REPORT

Take @our latest lead report and write a short product explanation per company, tailored to their application.

ONE-PAGER

Create a one-pager about @our new series , in the tone of our corporate identity.

OBJECTION

How do I handle the objection that a competitor is cheaper? Give me three answers backed by our projects.

Bigger jobs. One prompt, several results.

CAMPAIGN

Generate a LinkedIn campaign for **@product**: five posts that speak to decision makers in the automotive industry.

EMAIL SEQUENCE

Build an email sequence for **@product**: first contact, follow-up after a week, last attempt.

NEWSLETTER

Create our newsletter for **@our most important market** with the three biggest topics of the quarter, in the same structure as the last issues.

LEAD REPORT · NOT VIA CHAT

demi finds new customers for you through the **Lead Report**. You do not order it in the chat but under **Apps** → **Lead Report**: fill in the form, submit. The finished report then sits in your workspace, **so demi knows it** and you can work with it right away.

How to ask well.

Three rules, one symbol.

@ SHOWS DEMI WHAT YOU ARE TALKING ABOUT

Type @ and pick a document. The blue pill means: this document is on the table for your next prompt. It is optional though, without @ demi works with everything that sits in the workspace.

Say what you want out of it

A table, an email, three bullet points. Otherwise demi guesses.

Name the audience

Buyer, maintenance manager, management. The tone changes completely.

Build it in steps

Structure first, then the text. Correcting is cheaper than starting over.

The workspace grows with you. Create and extend, in the chat.

PERSONA

Create a persona maintenance manager, in the format of our existing personas.

PRODUCT

This is our new product: [link to the product page](#). Please add it to the workspace.

EXTEND

Add the typical objections we hear in sales to [@our product](#).

The workspace is yours

You can also do it by hand: every page is directly editable and two of you can work on it at the same time. Nothing gets overwritten, and none of it leaves your company.

What comes next. What we are working on.

Files and documents

Drop your documents into the workspace. demi processes them and files them away, so it gets smarter. Images and graphics are shown right there.

Leads in your CRM folders

Sort the leads you found into place and keep working on them in the CRM.

Download in your company design

Download content from demi, rendered in your corporate design if you want.

Faster answers

demi answers your questions quicker and gets better with every release.

What are you missing? support@godemi.com