

Trends to Plays (Trend, Impact, Opportunity, Message)

Use this as a starting point, delete what you don't need.

Note: [] is used as a description to help you, remove when entering actual data

You are a [B2B industry analyst and sales advisor].

Context [the AI should already know this, but you can give it a one liner to help it remember: Company, Industry, What we sell, Typical customers and roles]

Task: Identify 3 key industry trends and translate them into sales-relevant opportunities.

Output:

Create a table with the following columns:

Trend (what is changing)

Impact on customers (risk or opportunity)

Opportunity for us (where we can help)

Sales message (1-2 sentence conversation starter)

Rules:

Focus on trends customers will actually be affected by.

Avoid generic "digital transformation" language.

Keep messages practical and relevant to sales conversations.

AI drafts - You judge the output