

Samuel Saleh

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# A new way to use AI in SALES. It's called Skills.

Here's what changed.


















# My old setup: 5 GPTs, zero shared contexte

## The problem:

- 5 GPTs. Zero shared context.
- Every prospect started from scratch
- Copy output from GPT 1. Paste into GPT 2.

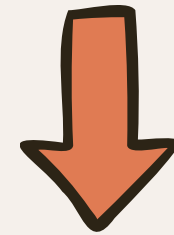
Repeat. For every prospect.

|  |                                      |   |   |
|--|--------------------------------------|---|---|
|  <b>SF FINANCIAL assistant</b><br>Yearly Report analysis for my POV   | 10+ chats<br>Quiconque avec un lien  |  |  |
|  <b>SF MAIL assistant</b><br>Advanced Personalized Email Generator for Salesforce SDRs  | 200+ chats<br>Quiconque avec un lien |  |  |
|  <b>SF CAMPAIGN assistant</b>   | 80+ chats<br>Quiconque avec un lien  |  |  |
|  <b>SF POV assistant</b><br>Helps in creating me a POV of a company before I call them  | 700+ chats<br>Quiconque avec un lien |  |  |
|  <b>SF QUAL assistant</b><br>This prompt acts as a virtual note-taker for SDRs, organizing sales call details into key sections:... | 100+ chats<br>Quiconque avec un lien |  |  |



# Claude isn't one tool.

## It's three.



### **Claude** Chat

#### What it does

Answers questions, writes text, researches

**Memory**  
Projects

**Actions**  
Web search

**Best for**  
Quick answers, brainstorming, writing drafts

### **Claude Code** Coding Agent

#### What it does

Reads codebase, writes code, runs commands, ships code

**Memory**  
CLAUDE.md, Skills

**Actions**  
Terminal, git, MCP

**Best for**  
Building apps, shipping features

### **Cowork** Work Agent

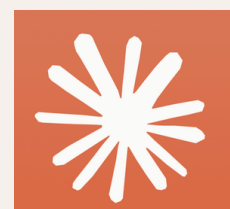
#### What it does

Accesses files, creates docs, controls browser, takes actions

**Memory**  
Skills

**Actions**  
Browser use, MCP

**Best for**  
Daily tasks, business work, office productivity



# Cowork: Claude with hands.

Think of it as a project manager that lives in your chat.

## 01 FILE MANAGEMENT

### **Direct File Access**

Can read, edit, and create files directly in your project folder.

## 02 BROWSER CONTROL

### **Web Automation**

Can open tabs, click buttons, and scrape data autonomously.

## 03 APP INTEGRATION

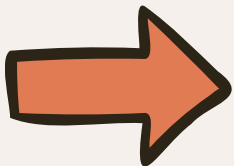
### **Connects Your Apps**

Connects to Notion, Linear, Google Drive via MCP servers.

## 04 AUTONOMOUS ACTION

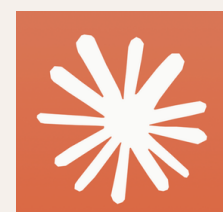
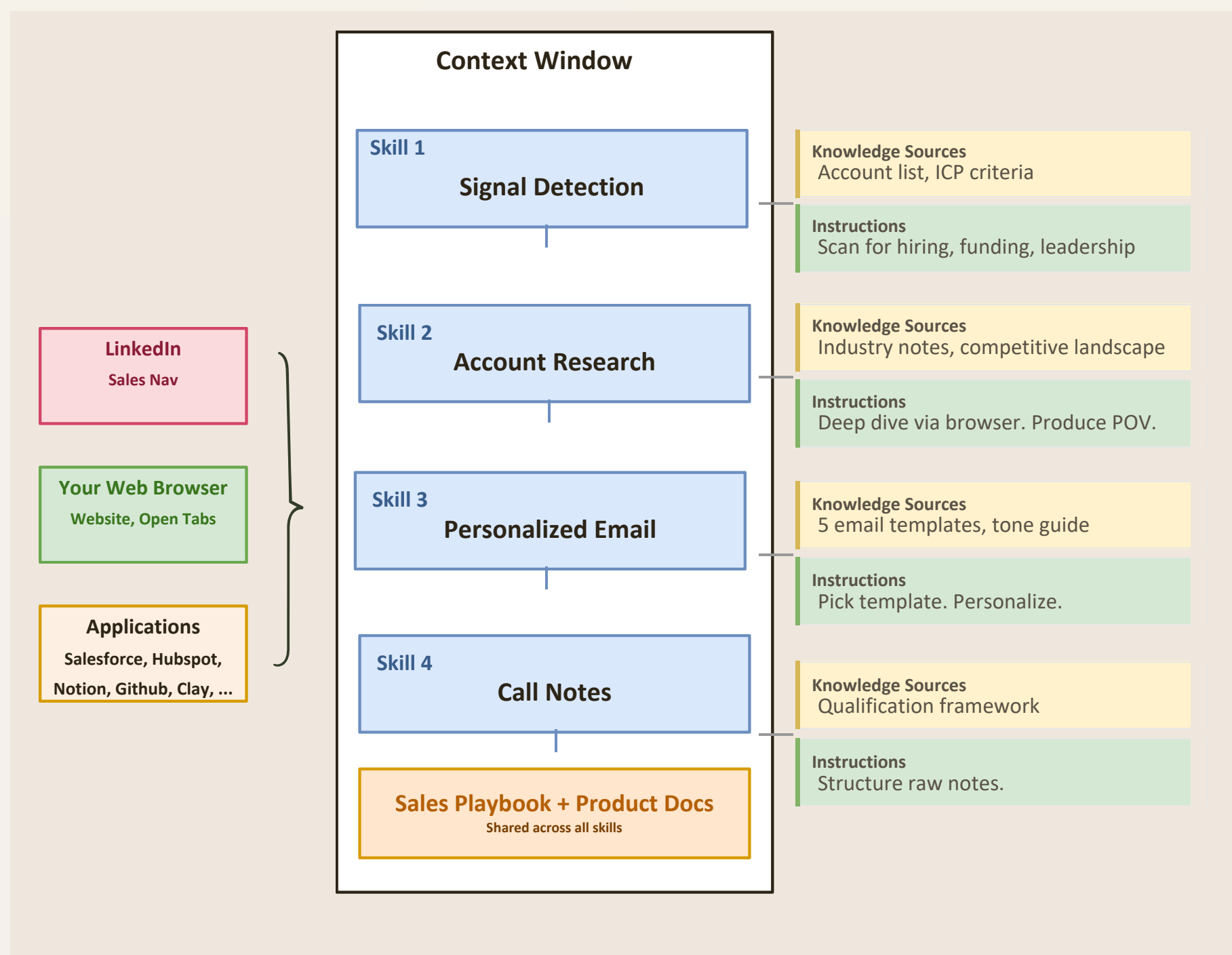
### **Does The Work**

Doesn't just talk about the work. It actually executes the tasks.



# How I'd set this up for sales

**Sales Example** of how this could be used  
as a SDR/BDR at any company



# What if your whole prospecting workflow lived in one chat?

**Sales Example** of how this could be used as a SDR/BDR at any company

## You Type:

- Go through my account list on Sales Navigator.
- For each company, check their LinkedIn page, recent posts, and website for signals.
- Look for: hiring in key roles, migrations, provider changes, new projects, funding.
- Then check key people — VP, Head of, Director. Read their...



## 3 Accounts Flagged

### Datadog

**SIGNAL:** Hiring 3 engineers in EMEA + VP of Infra posted about “scaling observability”

**OUTPUT:** Company brief + personalized email ready

### Notion

**SIGNAL:** New Head of Sales (2 weeks ago) + company post about “rethinking sales stack”

**OUTPUT:** Company brief + personalized email ready

### Stripe

**SIGNAL:** Job posting mentions migrating from [competitor] + CTO comment on build vs buy

**OUTPUT:** Company brief + personalized email ready

# 3 Ways to start using Skills

Level 1

## Built-in Skills

Plug & Play integrations built by the Claude team.

**Examples:** Google Drive, GitHub, Brave Search

**Action:** Settings > Capabilities > Example Skills

Level 2

## Community Tools

Copy & Paste configuration from community libraries.

**Sources:** Smithery.ai, Glama, PulseMCP

**Action:** Download online and import

Level 3

## Custom Skills

Build your own tools for your specific workflow.

**Requires:** Basic coding knowledge (or ask Claude to write it)

**Bonus:** Convert your old custom GPTs into Skills.



# Want the prompt pack?



1. Follow me for more AI use cases
2. Comment "**SKILLS**" for the PDF guide

**Samuel Saleh**

Building things with AI. Sharing what I learn.