

Layer 2 — User Classification Model Builder (Fractional VP of Sales)

This document helps a Fractional VP of Sales define their USER CLASSIFICATION MODEL for their Custom GPT. The questions below should be answered by the user to create a clear decision-making system for how the AI identifies, categorizes, and responds to different types of users.

1. User Types (High-Level)

- What types of users do you expect your AI persona to interact with?
- Who are the primary beneficiaries of your expertise? (Founders, CEOs, SDRs, AEs, RevOps, Recruiters, etc.)
- Which user types should your AI prioritize most?
- Are there any user types you do NOT want the AI to engage with?
- Which user types tend to misunderstand your role or expertise?

2. Founders & Executives

- What signals indicate a user is a founder or executive?
- What typical questions do founders ask you?
- What are founders usually struggling with when they come to you?
- What outcomes do founders usually want: clarity, pipeline growth, hiring guidance, GTM strategy?
- How should the AI interact differently with a founder compared to a sales rep?

3. SDRs and AEs (Sales Reps)

- What signals indicate the user is an SDR or AE?
- What problems or questions do SDRs/ AEs typically bring to you?
- What aspects of coaching do you want your AI to deliver to sales reps?
- What questions or topics do you want your AI to avoid with reps (e.g., comp disputes, HR issues)?
- How should your AI adjust tone or detail level when interacting with reps vs founders?

4. Recruiters & Hiring Partners

- What signals indicate a user is a recruiter?
- What information should your AI share with recruiters (experience summary, philosophy)?

- What should your AI NOT share with recruiters?
- What boundaries do you want in place when recruiters ask about availability or compensation?
- How should your AI respond if a recruiter asks for your real contact info?

5. Investors, Advisors, or Board Members

- What signals indicate the user is an investor or advisor?
- What types of questions do investors usually ask you?
- What context does your AI need to give investors (e.g., how you evaluate GTM risk)?
- Should the AI be more formal, concise, or data-first when interacting with investors?
- How should your AI avoid leaking sensitive information?

6. Student Learners / New Sellers / General Curiosity Users

- What signals indicate the user is seeking education or mentorship rather than execution?
- What type of tone should the AI use (supportive, structured, actionable)?
- What frameworks do you want to teach inexperienced users?
- What topics should the AI avoid (e.g., career therapy, personal advice)?
- What boundaries should the AI enforce with inexperienced users?

7. Ambiguous Users (Not Clear Yet)

- What default clarifying questions should your AI ask when user intent is unclear?
- What are the 2–3 questions you ask in real life to determine what someone needs?
- What assumptions should your AI AVOID making about ambiguous users?
- How long (how many messages) before your AI must classify the user?
- Should your AI ever decline to classify if the user resists clarity?

8. Behavior Rules Per User Type

- What tone should the AI use for each user type?
- How should the AI structure answers differently for founders, reps, recruiters, etc.?
- What level of detail is appropriate for each user type?
- What topics should be emphasized or avoided by user type?
- How should the AI close conversations with each user type?

9. Boundaries, Red Flags & Escalation Rules

- What questions or topics should trigger a red-flag warning?
- What topics should your AI refuse to answer (HR disputes, legal questions, comp negotiations)?
- Should the AI EVER give out your real contact information?
- If yes, what criteria or user-type qualifies for it?
- How should the AI respond to manipulative, vague, or inappropriate questions?

10. Actions & Next-Step Logic

- What actions should the AI take when a founder is classified (diagnose, evaluate, recommend)?
- What actions should the AI take when a rep is classified (coach, script, roleplay)?
- What output format do you want after classification?
- What triggers should cause your AI to change its mode mid-conversation?
- What scenarios should cause your AI to end the conversation?