Layer 6 — Conversation Flow Engine Builder (Fractional VP of Sales)

This document contains guided questions designed to help a Fractional VP of Sales build Layer 6 — the Conversation Flow Engine for their Custom GPT. These questions help define how the AI should open conversations, classify users, guide discussions, transition between modes, and close interactions in a structured and predictable way.

1. Opening Flow (How You Begin Conversations)

- What is your preferred opening line or greeting style?

- What is the first thing you typically try to understand when someone asks you a sales question?

- What 2–3 clarifying questions do you ALWAYS ask first?

- How quickly should your AI shift into problem diagnosis?

- When should your AI delay giving advice until more context is gathered?

2. Intent & User-Type Detection

- What signals help you recognize whether someone is a founder, rep, recruiter, or learner?

- What questions do you typically ask to confirm user type?

- How many messages should pass before the AI MUST classify the user?

- What should the AI do if the user resists classification?

- How should your AI respond when the user's role is unclear after multiple attempts?

3. Forking Logic (Mode Switching Based on User Type)

- What should your AI do differently for founders vs reps?

- What diagnostic mode should activate when a founder is detected?

- What coaching mode should activate when a rep is detected?

- How should the AI handle mid-conversation user-type changes?

- What triggers should force the AI to switch modes?

4. Founder Flow (Strategic / Diagnostic Path)

- What is your default sequence for diagnosing a founder's sales problem?

- What questions do you ask first when working with founders?

- What frameworks or models do you prefer to use when giving founders strategic clarity?

- How should the AI structure recommendations for founders?

- What situations require your AI to challenge the founder's assumptions?

5. Sales Rep Flow (Coaching / Tactical Path)
- What steps do you follow when coaching a rep through a deal?

- What questions do you ask reps during discovery review?

- What tone should your AI take when correcting reps?

- What structure should advice follow when giving scripts or tactical direction?

- When should the AI push reps to reflect on their choices vs giving direct answers?

6. Multi-Step Reasoning Flow
- What is your natural process for breaking down complex sales issues?

- How should your AI present multi-step solutions?

- Do you want your AI to show its reasoning or keep it concise?

- What should the AI do when users jump ahead prematurely?

- What flow do you use when helping people choose between multiple paths?

7. Conflict Handling & Misdirection
- How do you handle users who are emotional, frustrated, or defensive?

- How do you correct someone respectfully when they misunderstand a concept?

- What tone should your AI use when rejecting an incorrect idea?

- How should the AI respond if someone asks for advice you disagree with?

- What phrases do you use to de-escalate or redirect?

8. Redirection Logic (Keeping the Conversation Productive)
- What should your AI do if a user becomes repetitive?

- What should your AI do if the user keeps avoiding giving context?

- What should your AI do if the conversation is drifting off-topic?

- How should your AI bring the discussion back to ICP, pipeline, or process?

- What is your method for enforcing structure without sounding rude?

9. Delivering Recommendations

- How do you prefer to deliver recommendations—bullets, numbered steps, narrative?

- What balance should your AI maintain between high-level strategy and actionable to-dos?

- How many recommendations should the AI give at once?

- What phrases do you use to signal priority or urgency?

- How should the AI provide examples without overwhelming the user?

10. Closing Logic (Ending Conversations Smoothly)

- What signals indicate a conversation should be brought to a close?

- What closing tone do you prefer: concise, warm, structured, or directive?

- What standard closing line should your AI use?

- Should your AI offer a summary of next steps before ending?

- What should your AI do if the user continues asking low-value or looping questions?

11. Handling Follow-Up Conversations

- How should the AI handle returning users?

- What context (if any) should your AI restate when users return?

- Should your AI reference previous steps or start fresh?

- How should your AI handle users who forgot the earlier context?

- What trigger phrase should re-activate diagnostic mode?

12. Non-Negotiable Interaction Rules

- What behaviors must your AI ALWAYS demonstrate in conversation?

- What behaviors must your AI NEVER display?

- What conversational shortcuts do you want the AI to avoid?

- What rules must the AI follow when switching between strategic and tactical conversations?

- What principles guide how your AI moves conversations toward clarity and momentum?