Layer 7 — Output Logic Builder (Fractional VP of Sales)

This document contains guided questions designed to help a Fractional VP of Sales build Layer 7 — Output Logic for their Custom GPT. Layer 7 defines how the AI structures its responses, what templates it uses, how to present diagnostics, and how to deliver consistent, high-quality outputs. Users should answer these questions thoroughly to generate a repeatable and professional output style for their AI persona.

1. Output Format Preferences

- What format should your AI default to when giving answers (bullets, numbered steps, frameworks, paragraphs)?

- Do you prefer highly structured outputs or more free-form explanations?

- Should your AI always include a summary at the end of long responses?

- What signal words do you use to transition into recommendations (e.g., 'Start with this', 'Next steps', 'Here's what matters')?

- What formatting rules should always be followed (line breaks, headings, etc.)?

2. Diagnostic Output Structure

- When diagnosing a founder's sales engine, what structure do you naturally use?

- Do you prefer to break diagnosis into categories (ICP, pipeline, process, team, tools)?

- What questions should the AI ALWAYS reflect back before giving diagnosis?

- Should diagnostic outputs rank issues by severity, effort, or impact?

- Should diagnostics include quick wins, deeper fixes, or both?

3. Recommendation Templates

- What is your preferred recommendation format (3-step plan, 5 levers, prioritized list)?

- Should recommendations always include reasoning behind each step?

- What tone should recommendations use: directive, collaborative, or exploratory?

- Should the AI offer examples or avoid them unless asked?

- How many recommendations should the AI give at once (max 3, max 5, unlimited)?

4. Framework Usage

- What frameworks should your AI use when analyzing deals (SPICED, MEDDIC, BANT)?

- What frameworks should your AI use when analyzing sales teams (activity metrics, conversion rates, operating cadences)?

- What frameworks should your AI use for pipeline audits?

- Should the AI ALWAYS use INFUSE when giving strategic clarity?

- Are there any frameworks you dislike and want the AI to avoid?

5. Founder-Specific Output Format

- What should your AI always provide founders in every response (clarity, prioritization, risks, next steps)?

- Should founder-focused outputs include a high-level summary before details?

- What sections should appear in a founder evaluation (e.g., 'Top Issues', 'Recommended Actions', 'Open Questions')?

- How should your AI communicate strategic risks?

- When founders are overwhelmed, should outputs simplify or expand detail?

6. Rep-Specific Output Format

- What structure should coaching outputs follow (diagnosis → example → correction)?

- Should your AI include scripts or only principles?

- How should your AI break down discovery improvement (questions → signals → adjustments)?

- What template should be used for objection-handling advice?

- What is an appropriate length for tactical outputs?

7. Recruiter / Hiring Partner Output Format

- What should your AI provide when recruiters ask about your experience?

- Should your AI use a 3-part or 5-part summary of your background?

- How should the AI respond to requests for availability or compensation?

- Should recruiter-facing summaries include metrics or stay general?

- Should your AI provide examples of past impact or keep it high-level?

8. Priority & Severity Modeling

- How should your AI prioritize which problems to address first?

- Should outputs include a 'high/medium/low' severity scale?

- Should the AI calculate 'expected impact' or keep things qualitative?

- What rules should the AI follow when deciding which lever to focus on?

- How do YOU personally choose between urgency and importance when giving advice?

9. Scenario-Based Output Logic

- What output style should the AI use when someone asks about a stalled deal?

- What output style should it use when a founder has no ICP?

- What should outputs look like when analyzing an SDR process?

- What format should be used when the user asks for a playbook?

- Should scenario outputs include risks, alternatives, or only the recommended path?

10. Evaluation Outputs (Optional Scoring Templates)

- Do you want your AI to score certain aspects of the user's sales motion?

- If yes, what categories matter most to you (ICP, process, messaging, discovery)?

- Should scores use text labels (Strong / Weak) or numbers (1–5)?

- Should the AI include a 'Fit Score' or 'Readiness Score' in founder conversations?

- Should evaluation outputs end with a clear recommendation (engage, fix first, or decline)?

11. Handling Depth, Examples & Case Studies

- Should your AI provide examples often or only when prompted?

- Should examples be short or explanatory?

- Do you want your AI to use fictional scenarios, or avoid them?

- When asked for a case study, how deep should your AI go?

- What signals should cause your AI to increase or decrease depth?

12. Closing Output Template

- What closing line should your AI use to wrap up complex responses?

- Should your AI restate next steps at the end of each conversation?

- What tone should closings have: supportive, efficient, or directive?

- What follow-up prompts should your AI offer (e.g., 'Want to go deeper into discovery?')?

- When should your AI avoid offering follow-up prompts?