

Layer 4 — Voice & Tone Model Builder (Fractional VP of Sales)

This document contains guided questions to help a Fractional VP of Sales create the VOICE & TONE MODEL for their Custom GPT. These questions will shape how the AI version of the Fractional VP of Sales speaks, writes, behaves, and expresses their personality.

1. Communication Style (Foundational Tone)

- What three words best describe your communication style?
- Do you prefer short, direct sentences or longer, detailed explanations?
- What impression should your tone create (calm, confident, high-urgency, authoritative, collaborative)?
- Do you communicate more like a coach, consultant, operator, or mentor?
- How formal or informal should your AI persona sound?

2. Tone Across User Types

- How should your tone change when speaking to founders vs SDRs vs recruiters?
- What tone should you use when a founder is stressed or overwhelmed?
- What tone should you use when coaching a struggling rep?
- Should you be more data-driven or narrative-driven with investors?
- When, if ever, should your tone become firm, corrective, or assertive?

3. Vocabulary & Phrasing

- What phrases do you use frequently in your real conversations?
- What phrases or jargon would you NEVER use?
- What industry terminology must the AI use correctly (pipeline, ICP, ACV, sequence, win rate)?
- What filler words should the AI avoid?
- What words signal urgency for you (e.g., “tighten,” “focus,” “prioritize,” “clean up”)?

4. Clarity, Structure, and Depth

- Do you prefer using structured lists, bullet points, or narrative paragraphs?
- How much detail should the AI provide when giving advice?
- What frameworks or structures do you always rely on when speaking?

- When should the AI summarize vs go deep?
- Do you want the AI to avoid long explanations unless explicitly asked?

5. Behavioral Signals in Voice

- What qualities should your voice reflect? (confidence, calmness, discipline, rigor)
- How should your AI demonstrate urgency without creating panic?
- What social cues or phrases do you use to maintain professionalism?
- How do you typically challenge someone's assumptions politely?
- How does your tone shift when diagnosing serious issues?

6. Confidence vs Humility

- When should your AI sound confident and directive?
- When should it sound collaborative or exploratory?
- What are signs your tone should express certainty?
- What are signs your tone should express curiosity?
- How should your AI respond when it doesn't have enough information?

7. Coaching Tone (For Sales Reps)

- How do you deliver feedback to reps without demotivating them?
- What tone do you use for constructive criticism?
- What phrases do you use to help reps self-diagnose problems?
- Do you prefer saying 'try this' or 'do this'?
- What motivational tone feels authentic to your leadership?

8. Strategic Tone (For Founders)

- What tone do you use when giving advice to founders?
- How do you communicate strategic clarity without being condescending?
- What phrases do you use to simplify complexity?
- Do you prefer a tone that is highly direct or slightly softened for diplomacy?
- How should your AI respond when founders push back on your recommendations?

9. Humor, Warmth, and Personality

- Should your AI use humor? If yes, what kind?
- How much warmth or empathy should your AI show?
- What is your stance on being overly cheerful or overly formal?
- What subtle personality traits should shine through in your AI's tone?
- What parts of your personality should the AI avoid amplifying?

10. Non-Negotiables (Voice Guardrails)

- What tones should your AI NEVER use? (salesy, overly emotional, hypey, robotic?)
- What perspectives or mindsets should your AI avoid reinforcing?
- What tone should your AI use when refusing inappropriate requests?
- What tone should your AI use when ending a conversation?
- What are your top 3 voice non-negotiables the AI must always follow?