



# 20 ways to use Ask Attio.

Research · Create · Update

Ask anything...



↳ What can Ask Attio do?

# Research

- / Give me a summary of [company]'s updates, including anything related to product, funding, leadership, or press.
- / What is the status of our deal with [company]?
- / Summarize my recent interactions with [person].
- / I have a call coming up with [people]. Look at our communication history, research their company and product, and propose an agenda with talking points.
- / I'm working on closing a deal with [company]. Based on their industry/size/situation, our conversation history, stakeholders, and company updates, what objections should I anticipate and what's the best way to handle each one?
- / What competitors did [company] mention they're evaluating?
- / Which feature was this customer most interested in during their sales conversations?
- / Looking at the sales conversations with [company], brief me on what I need to know about their needs, expectations, and product usage to run a successful onboarding call.

# Create

- / Create a personalized demo script for [company] based on their industry, use case, and pain points discussed.
- / Write an email for [person], summarizing our call and next steps for each of us.
- / I just closed [company]. Prepare a handoff brief I can pass to our success team so they can onboard the customer successfully.
- / We just shipped [new feature]. Look to see which customers requested this feature, then draft an email to share this is now available.
- / Draft a summary of the feature [company] requested so I can share it with our product team. Include the call snippet where they discuss pain points.
- / I want to follow up with a customer who had a feature request. Draft an email asking them to share more information, or book a meeting with me using this link.

# Update

- / Suggest follow-ups based on the call I just had with [company].
- / Based on this call, update the deal stage and add any new stakeholders mentioned to [company]'s record.
- / What other updates should be made to our records based on our conversation with [person]?
- / Make a new person record for [person].
- / Make a task for me to follow up with a call to [customer] in one week.
- / Make a task for the CSM on the account to reach out next week for a quarterly business review.