Scan to watch the training video!

AI Terms to Know

AI → *Technology that mimics human thinking*
Gen AI → *Creates new content (text, images, ideas)*
Agentic AI → *Takes action toward a goal for you*
LLM → *Large Language Model (e.g. ChatGPT)*
Prompt → *What you tell AI to get a response*
Hallucination → *AI making up false info*
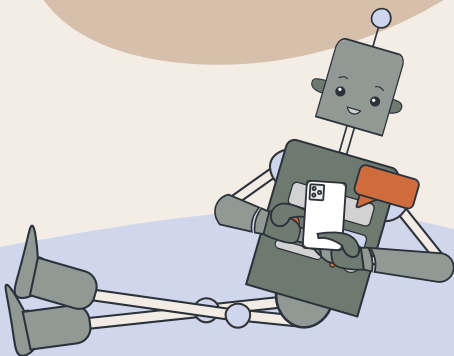
3 Practical AI Skills for Every Retail Team Member

#1: Prompt AI to help you **write the perfect message.**

> *Example Prompt: Write a friendly text to a customer who bought a [item/item description] from [your brand name] last month. Recommend matching accessories or items we also sell.*

#2: Quickly brainstorm personalized product recs using customer interest and purchase info.

> *Example Prompt: My customer bought a [item name] [item type] from [brand name] [number] weeks ago. Suggest 3 other items in our store that would go well with it.*

#3: Use AI to **role-play tricky customer scenarios** and coach you through them.

> *Example Prompt: Pretend you're a customer shopping for a gift for their partner. Role-play a conversation where you're hesitant about price.*

AI Dos & Don'ts

✓	✗
Be specific with your prompt	*Copy/paste responses without review*
Double-check AI output before using	*Share unverified info with customers*
Use AI to save time, not to replace your personality	*Expect AI to know everything about your brand*

AI in Action: Discussions Questions

1. How can AI help your retail team sell more?

2. What is a "prompt," and why does being specific matter?

3. Name two ways AI can help your store team save time.

4. Write a prompt you'd give AI to help with the following scenarios:

   A. A customer bought jeans last week and you want to send a thank you text.

   B. A customer wants a gift under $100 for a friend who loves minimalist style.

   C. A VIP customer is looking for new season items to add to their wardrobe.

5. What's one task in your day that AI could make faster or easier?

6. What's one concern you might have about using AI in your role?

7. After watching the video, what's one "aha" moment you had about AI?