AI Goldmine

Dennis Wilson

Founder, DBC Technologies Ltd. (Doing Business Creatively)

DBCtechnology.com

604-351-3249

RSPA 2024 inspire®

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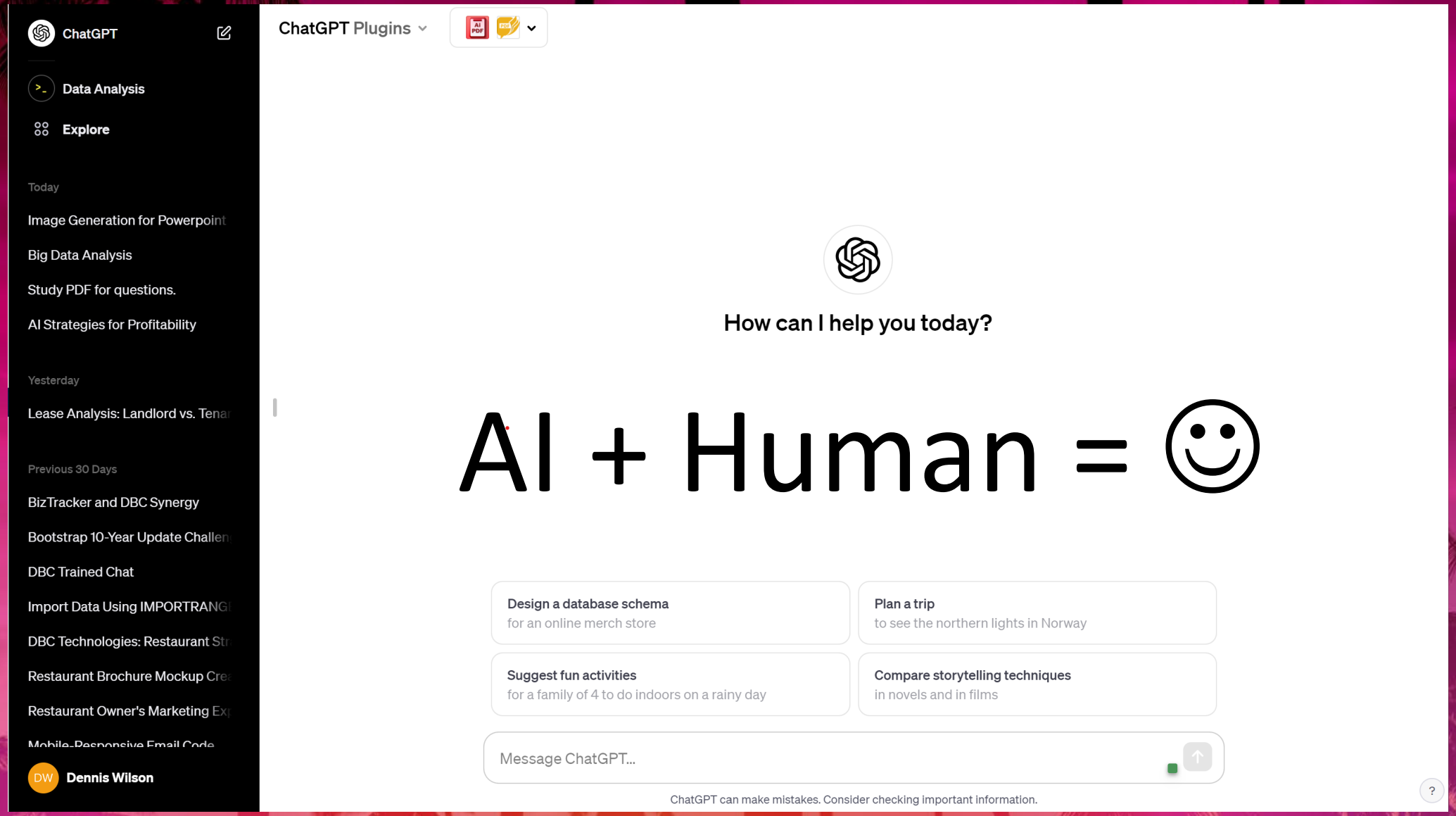
AI Goldmine: Unmasking High-Profit Strategies for VARs & ISVs

NETWORKING NIRVANA

January 28 – 31, 2024

Wyndham Grand Rio Mar Golf & Beach Resort | Puerto Rico


ChatGPT
Data Analysis
Explore
Today
Image Generation for Powerpoint
Big Data Analysis
Study PDF for questions.
AI Strategies for Profitability
Yesterday
Lease Analysis: Landlord vs. Tena
Previous 30 Days
BizTracker and DBC Synergy
Bootstrap 10-Year Update Challen
DBC Trained Chat
Import Data Using IMPORTRANGE
DBC Technologies: Restaurant Str
Restaurant Brochure Mockup Crea
Restaurant Owner's Marketing Exp
Mobile-Responsive Email Code
DW
Dennis Wilson
ChatGPT Plugins
How can I help you today?
AI + Human = ☺
Design a database schema
for an online merch store
Plan a trip
to see the northern lights in Norway
Suggest fun activities
for a family of 4 to do indoors on a rainy day
Compare storytelling techniques
in novels and in films
Message ChatGPT...
ChatGPT can make mistakes. Consider checking important information.

Regular User vs. Professional User

Regular	Professional
Simple Prompts	Structured Prompts
3.5 Untrained	4.0 Trained
Simple content	Full range of capabilities

Simple Prompt Chat 3.5

Write me a Facebook post on the 2 best reasons to find a new POS system for your restaurant.

Simple Prompt Answer

Reason #2: Boosted Profit Margins 💰

Cha-ching! 💸 A modern POS system can work wonders for your bottom line. It tracks inventory, manages staff, and provides real-time sales data that even Gordon Ramsay would approve of. 📊 💼 Watch your profits soar as you optimize your menu, reduce waste, and create irresistible promotions that'll have your customers coming back for seconds (and thirds)! 🍽️ ✨

Ready to take your restaurant game to the next level? 🚀 Don't get left in the past – upgrade your POS system today! Your customers, staff, and wallet will thank you. 💼 💪

#RestaurantRevolution #POSUpgrade #FoodieTech #BuzzworthyEats

Professional Prompt Chat 4.0

As a Facebook marketing expert and restaurant POS professional with extensive knowledge as to how restaurant owners in the USA think, I would like your assistance in writing a high engagement Facebook post

- **No longer than 1000 characters including spaces**
- **Top 2 reasons a restaurant owner would switch from an older pos, or no pos at all, to a new pos with all the updated features.**
- **The call to action would be to visit the pos providers website or call or text the pos providers phone number.**

Pro Prompt Answer

🚀 ✨ Are you still juggling with an outdated POS or, dare we say, no POS at all? It's time to switch things up! Here are 2 irresistible reasons to upgrade to a new POS with all the latest features:

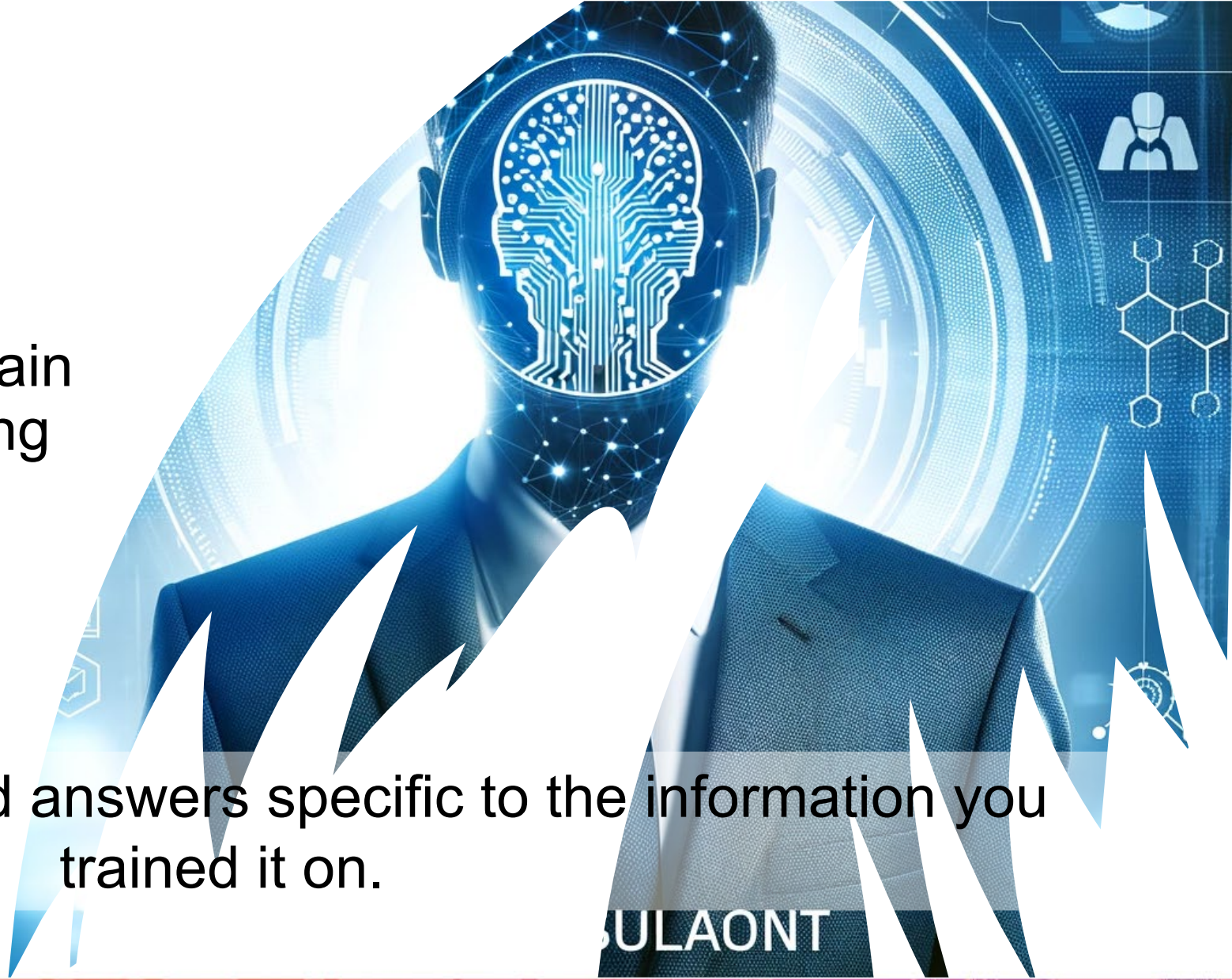
1. Efficiency is Key! Modern POS systems are like having a superhero sidekick. They speed up transactions, manage inventory in a snap, and even track customer preferences. It's a game-changer for quick, efficient service that keeps customers smiling and coming back for more!

2. Insights Galore! Knowledge is power, and the latest POS systems are your crystal ball. Understand sales trends, peak hours, and what dishes are hot (or not). Use these insights to tailor your menu and marketing strategies, making every decision a smart one.

👉 Ready to elevate your restaurant game? Visit [POS Provider's Website] or call/text [Phone Number] to learn more. Let's make your restaurant the talk of the town! 🌟 🍽️

Take it Further?

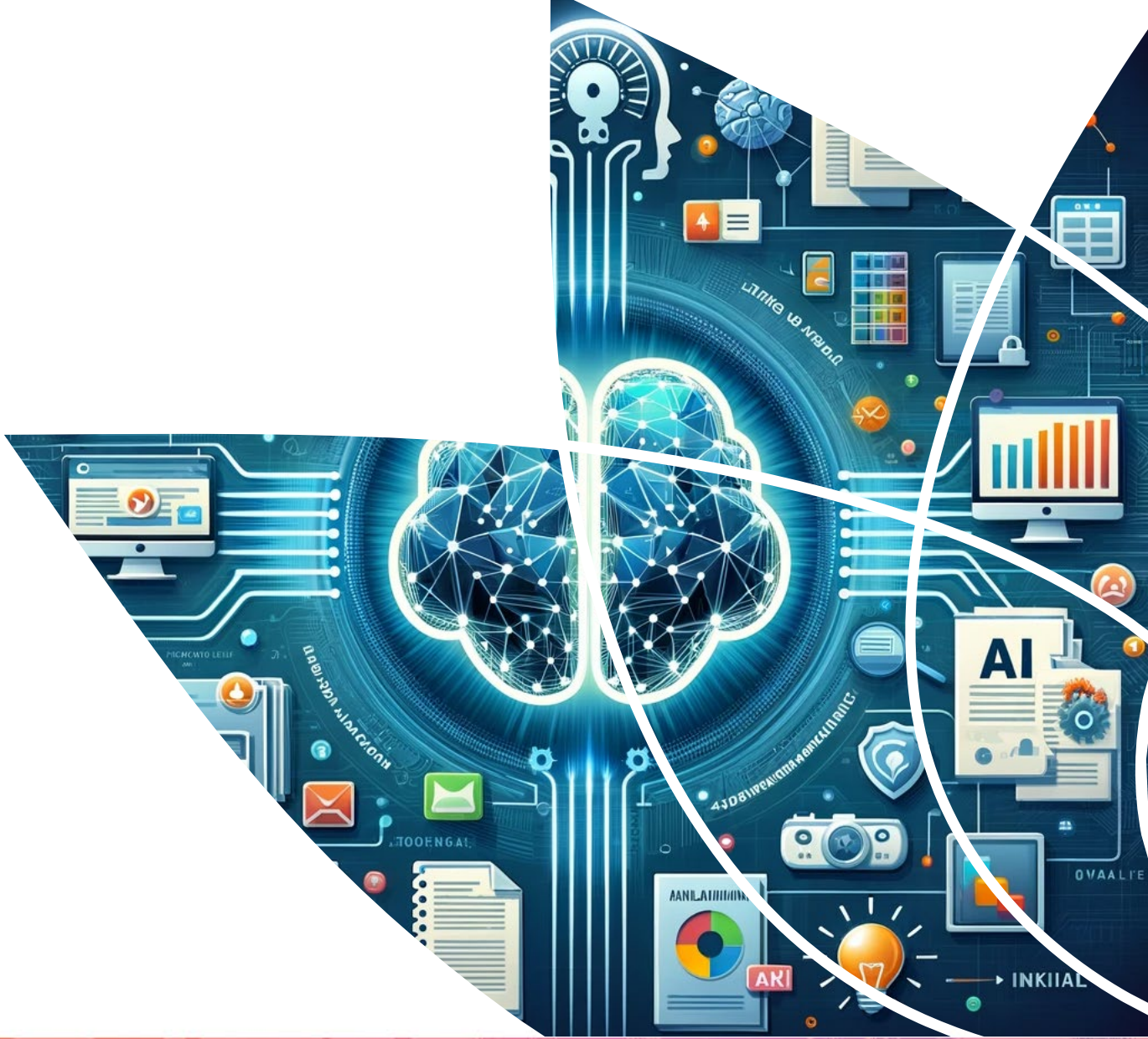
- Regular users use 3.5 untrained.
- Pro users use 4.0 and train their chats with supporting content.



Training allows detailed answers specific to the information you trained it on.

How To Train Chat

- PDF’s about topic
- Website pages of topic
- Images/charts of topic
- Excel data sets of topic
- Contracts etc.



Top 5 Profitability Boosters for VAR's

- Marketing Content Creation
- Customer Support Automation – Custom GPT
- Market Analysis and Trend Identification
- Legal Contract Review/Summary
- Data Analysis

Best Profitability Booster for ISV's

Using ChatGPT assist in coding effectively increases productivity 30 to 40%

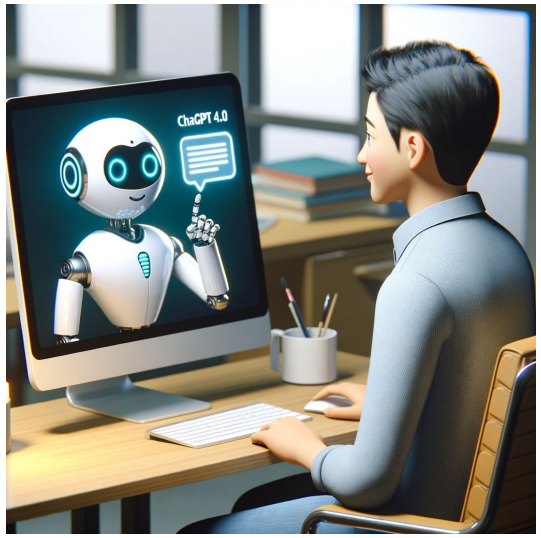
- Writing code for you
- Code debugging

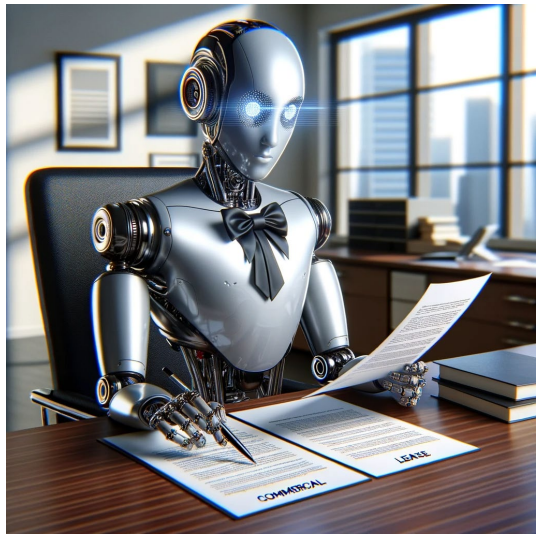
It can be a challenge to get developers to adopt it.

5 Little Known Profitability Boosters for VAR's

- Optimizing Facebook/Adwords/LinkedIn Ad Campaigns
- Creating Training Programs
- Business Plan Writing
- Innovative Product Idea Generation
- Make a Gizmo or Gadget to sell/add value with.

ChatGPT and Midjourney make custom Images too!





Use Chat to Teach You Chat!

- Ask Chat to help you with anything you need help with.
- Ask Chat to teach you what to do so it can help you with it better

Analyzing Commercial Lease

Prompt:

As a commercial lease agreement lawyer, analyze this lease agreement. Give me the top 3 things heavily favoring the landlord vs. the top 3 things favoring the tenant. If nothing favors the tenant, tell me. And give me a summary of this document and if it favors the landlord, the tenant or if it is balanced.

ChatGPT's Overall Impression of Lease

- Appears landlord-favorable, specifically in maintenance responsibilities and rights in case of tenant default.
- Tenant does have protections like quiet enjoyment clause and options in case of property damage
- These are standard in commercial leases.
- Provides a framework of expectations and responsibilities for both parties

This was just the final summary, it pointed out 3 positives for landlord and 3 positives for tenant.

ChatGPT Analyzes Toast POS Reviews

Training

- Copied 20 reviews with a simple cut and paste from G2.com review site for Toast POS.

Prompt:

- Please analyze and summarize these reviews for Toast POS, then tell me what would be the most important thing for toast to work on as a result of what you learned in these reviews?

ChatGPT's Suggestion for Toast POS

The most important area for Toast POS to focus on, as highlighted by the reviews, is improving their customer support. This includes:

- *Reducing response times*
- *Ensuring consistent and knowledgeable assistance*
- *Effectively resolving integration issues*
- *Providing better guidance during system updates*

Enhancing customer support is crucial for user satisfaction and operational efficiency in the fast-paced restaurant industry.

ChatGPT Market Trends POS

Prompt:

As a data analysis and trends expert, analyze current market data and news to summarize upcoming trends in the Point of Sale space for restaurants

Future trends in restaurant POS

- AI and machine learning for predictive analytics
- Enhanced data analytics for deeper insights
- Increasing use of contactless and mobile payments
- Personalized customer experiences, voice-activated ordering
- Use of VR/AR for interactive menu visualization and training

POS Competitor Analysis

Prompt:

As a data analyst expert, I would like you to compile information about the top 5 POS providers in the USA and offer me a competitor analysis report in a short summary format. Give me insights into their strategies, strengths, and weaknesses.

POS Competitor Analysis

- ***Square** is user-friendly and free for small businesses but limited on Android and in inventory features.*
- ***Shopify POS**, great for retail, offers scalability but has no offline mode and higher fees.*
- ***Clover** stands out in sales tracking but lacks transparent pricing. Each provider has specific strengths and limitations in contracts, pricing, and platform support.*

Note: Chat Searched Bing to find a Report by Money.com to base this analysis on.

Key Takeaways for VARS and ISVs

- Ai like ChatGPT does NOT replace your employees, it empowers them, takes over mundane tasks, and makes them more creative and productive.
- It can take firm management direction to get it adopted in your organization (fear)
- Ai hallucinates! Ai + Human is the way.

Need someone to talk to? Call Me, Dennis at 604-351-3249, happy to help