



# Simplifying B2B Sales and Marketing with xiQ's Generative AI

## 6 Essential Prompts for Developing Value-Centric Marketing Collateral

**Vanessa Ford**  
Account Executive  
Cyber Eye

Hi, I'm Vanessa Ford. Today, I'll be using xiQ's Gilroy to:

- Identify Cyber Eye's key value propositions
- Craft a blog post
- Generate title suggestions for the blog post
- Develop a business case study
- Create a video script for Cyber Eye's key value propositions
- Draft a LinkedIn post

I will begin by uploading Cyber Eye's marketing collateral to xiQ's Document Hub. This will ensure that Gilroy has access to the latest corporate-approved materials from Cyber Eye for its AI-generated content.

### Upload Your Company's Collateral on xiQ's Document Hub

Document uploaded successfully

Cyber Eye

Name	Uploaded by
Value Props	Amanda Nakra
Product Solution Map	Navnit Nakra
Customer Success Stories	Ishita Grover
Company Dossier	Li Shi

Upload

Drop files here to upload...

PDFs PPT WORD TXT  
Maximum file size: 100MB

### Identify Key Value Propositions of Cyber Eye

Ask Gilroy about Acme Corp.

Library History

What are the top 3 value propositions of Cyber Eye?

Generate

Ask Gilroy about Acme Corp.

Library History

What are the top 3 value propositions of Cyber Eye?

1. Comprehensive Security Solutions: Cyber Eye offers a wide range of security solutions that encompass various facets of online protection, including security risk management, compliance assurance, and identity fraud prevention. These solutions are meticulously designed to provide comprehensive protection against cyber threats across diverse platforms, spanning from devices to the cloud.

2. Collaboration and Trust: Cyber Eye boasts a 30-year history and a renowned brand associated with innovation, collaboration, and trust. They firmly believe in working closely with customers, partners, and even competitors to collectively tackle the challenges posed by cybercrime, thus contributing to a more secure connected world. Cyber Eye's collaborative approach and trusted reputation render them a dependable choice for both organizations and individuals.

3. Continuous Innovation: Given the rising frequency and complexity of cyberattacks, Cyber Eye recognizes the paramount importance of continuous innovation in the field of cybersecurity. They are committed to the ongoing enhancement and innovation of their cybersecurity products across various platforms. Cyber Eye's unwavering dedication to innovation ensures that their customers have access to the most up-to-date security solutions.

### Write a Blog on Cyber Eye's Key Value Propositions

Ask Gilroy about Acme Corp.

Library History

Write a blog post on the top 3 value propositions of Cyber Eye.

Title: Cyber Eye: Protecting Your Digital World with Comprehensive Security Solutions, Collaboration, and Continuous Innovation

Introduction: In today's digital age, the need for robust cybersecurity solutions has never been more critical. With cyber threats becoming increasingly sophisticated, individuals and organizations must rely on trusted partners to safeguard their digital assets. Cyber Eye, a global leader in cybersecurity, offers three key value propositions that set them apart from the competition: comprehensive security solutions, collaboration and trust, and continuous innovation. In this blog, we will explore these value propositions and how they contribute to

Ask Gilroy about Acme Corp.

Library History

Write a blog post on the top 3 value propositions of Cyber Eye.

Generate

### Generate Title Suggestions for the Blog Post

Ask Gilroy about Acme Corp.

Library History

Suggest five titles for this blog post.

Generate

Ask Gilroy about Acme Corp.

Library History

Suggest five titles for this blog post.

- "Securing Your Digital World: How Cyber Eye's Comprehensive Security Solutions Keep You Safe"
- "Building Trust in the Digital Age: Cyber Eye's Collaborative Approach to Cybersecurity"
- "Staying Ahead of the Threats: Cyber Eye's Continuous Innovation in Cybersecurity"
- "Protecting What Matters Most: Cyber Eye's Holistic Approach to Online Security"
- "Cybersecurity in the Connected World: Why Cyber Eye is the Trusted Choice"

### Develop a Business Case Study

Ask Gilroy about Acme Corp.

Library History

Write a case study on how Cyber Eye's value...

Title: Cyber Eye's Advanced Threat Detection: Safeguarding SecureTech's Data

Introduction: Cyber Eye is a global leader in cybersecurity, providing innovative solutions to protect individuals, organizations, and governments from evolving cyber threats. This case study highlights the successful implementation of Cyber Eye's comprehensive security solutions for Fortune 1000 company.

Background: Fortune 1000 company operates in a highly competitive industry and handles sensitive customer data, making them a prime target for cyberattacks. They were facing challenges in maintaining a robust cybersecurity

Ask Gilroy about Acme Corp.

Library History

Write a case study on how Cyber Eye's value props helped a client protect their sensitive information.

Generate

### Create a Video Script for Cyber Eye's Key Value Propositions

Ask Gilroy about Acme Corp.

Library History

Write a video script highlighting Cyber Eye's top 3 value propositions.

Generate

Ask Gilroy about Acme Corp.

Library History

Write a video script highlighting Cyber Eye's...

[Opening shot: Cyber Eye logo]

Voiceover: In a world where cyber threats are constantly evolving, protecting your digital assets has never been more crucial. That's why Cyber Eye is here to provide you with comprehensive cybersecurity solutions. Let's explore Cyber Eye's key value propositions.

[Scene 1: Visual of a hacker on a computer]

Voiceover: Advanced Threat Protection. Cyber Eye's cutting-edge technology and threat intelligence enable proactive detection and mitigation of advanced cyber threats. Stay one step ahead of hackers and protect your sensitive data.

### Draft a LinkedIn Post on Cyber Eye's Key Value Propositions

Ask Gilroy about Acme Corp.

Library History

Write a LinkedIn post highlighting the top 3...

Protecting Your Digital World: Discover Cyber Eye's Key Value Propositions

In today's digital age, cybersecurity has become more critical than ever. That's where Cyber Eye comes in, offering comprehensive solutions to safeguard your digital world.

Let's explore some of Cyber Eye's key value propositions:

- Advanced Threat Protection:** Cyber Eye's cutting-edge technology and threat intelligence enable proactive detection and mitigation of advanced cyber threats. Stay one step ahead of hackers and protect your sensitive data.

Ask Gilroy about Acme Corp.

Library History

Write a LinkedIn post highlighting the top 3 value propositions of Cyber Eye.

Generate

## Why Gilroy?

- Conversational Interface:** Gilroy offers a seamless conversational interface that requires no complex prompts or jargon.
- No Information Overload:** Gilroy efficiently combs through information, providing you with precise and relevant details about your prospects and accounts.
- Up-to-the-Minute Research:** Gilroy provides customized prompts for efficient research and informed interactions across various prospects and accounts.
- Spend More Time Selling:** Gilroy accelerates sales cycles, saves hours of research time, and helps close more deals faster.
- Boost Sales Performance:** Gilroy empowers salespeople to achieve a 12x increase in booked demos, a 30% increase in pipeline, and 38% rise in win rates.
- Rediscover Work Life Balance:** Gilroy supports salespeople in achieving work-life balance, eliminating stress, saving time, and maximizing productivity.



www.xiqinc.com  
100 Redwood Shores Parkway, Suite 100  
Redwood City, CA 94065, USA.

Available on

