

OpenAI

# Think Bigger: How Small Teams Win with ChatGPT



Real examples and ready-to-use prompts  
for small and midsize businesses

# There's never been a better time to be a small or growing team.

With the right tools, a lean team can move faster, do more, and take on bigger opportunities with confidence.

That's why we built ChatGPT Team. It is a simple and secure way for companies to put frontier AI to work. And it's powered by our newest and most advanced model, GPT-5, the engine behind everything you'll see in this guide.

## Why GPT-5 is great for work:

<b>Thinks through complexity</b>	Breaks down multi-step problems, explains its reasoning, and automatically adapts the depth of its analysis based on your prompt.
<b>Gets it right more often</b>	Provides higher accuracy and less guesswork in the answers you rely on.
<b>Writes in any format</b>	From a one-line email to a full proposal, in the tone you need.
<b>Connected to your tools</b>	Pulls in data from the apps you already use so answers are grounded in your business. (See "Pro Tip: Connect Your Tools" on page 9 for ways to get the most from this.)

Your privacy is protected. Chats and files are private, encrypted, and never used to train our models.

## Built for secure, scalable use.

Get single sign-on (SSO) for easier access control, usage tracking to understand adoption, and optional add-on credits so your most active team members can do even more without running out.

# Analyze your data in seconds

Read, clean, and combine your data, then run calculations and create charts — without relying on a dedicated data team.

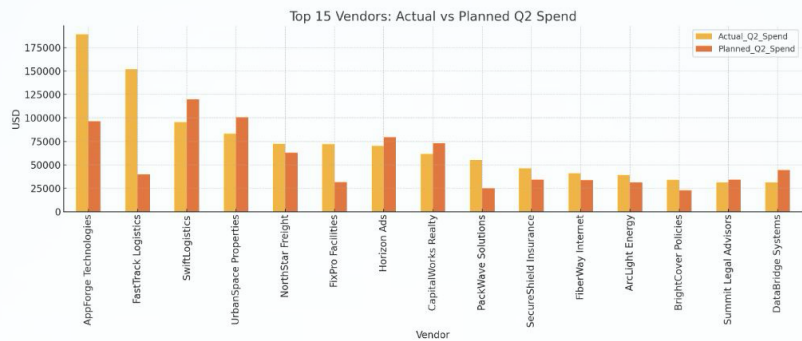
GPT-5 runs Python behind the scenes to crunch numbers

Source data automatically cleaned, normalized, merged, and deduped

## Executive summary

Q2 actual spend was \$1.32M vs planned \$1.12M — a ~17% overshoot driven mostly by Shipping and Tools.

Top cost drivers by **category** are *Shipping* and *Tools*, together representing ~44% of Q2 spend; by **vendor**, a handful of vendors each account for 4–8% of total spend (see tables below). Two quick opportunities stand out: (1) negotiate rates or change fulfillment strategy for Shipping (single biggest line), and (2) consolidate / rationalize overlapping SaaS Tools vendors. Visualisations comparing **Actual vs Planned** for top categories and top vendors are attached below.



## Try it yourself:

Step 1: Upload your latest financial spreadsheets.

Step 2: Paste this prompt:

Explain the top cost drivers in this spend data, highlight areas to reduce costs, and show the results in a bar chart with an executive summary.



[Try in ChatGPT Team ↗](#)

### Pro tip:

Connect Google Drive or OneDrive so ChatGPT always works from your latest files.

# Ship polished marketing materials

Turn your product or event details into ready-to-use emails, social posts, and landing page copy that match your brand voice.

Refine with GPT-5's advanced writing abilities in Canvas

Brand voice and launch details pulled from internal docs via connectors

## Summer Promo Campaign Kit

### 1. Announcement Email

**Subject:** Reduce IT Spend by 20% — Free Onboarding This Summer

**Pre-header:** 20% off managed IT packages + free onboarding — limited-time summer deal

**Body:** Hi [First Name],

This summer, SummitTech Solutions is making it easier for growing businesses to modernize and secure their IT—with exclusive savings you won't find any other time of year. For a limited time, get **20% off** our managed IT packages **plus free onboarding** to make this more playful and secure your team secure, productive, and ready for whatever.

Ready to transform your tech? Click below to book your free consultation and lock in your summer savings.

[Book now]

Best,

The SummitTech Team

### 2. Landing Page Copy

**Headline:** Unlock 20% IT Savings This Summer

**Subhead:** Upgrade your infrastructure now—free onboarding ends August 31.

Our managed IT support, around-the-clock monitoring, and dedicated vCIO guidance give growing businesses the confidence to move forward.

## Try it yourself:

Step 1: Upload a past marketing piece and details for your launch.

Step 2: Paste this prompt:

Create a campaign kit for [name of your launch]. Include: (1) an announcement email, (2) landing page copy, (3) LinkedIn post, (4) Instagram post, and (5) a short internal sales brief.



[Try in ChatGPT Team](#) ↗

### Pro tip:

Use [Canva with ChatGPT](#) to instantly format your copy into beautiful visuals.

# Build and maintain a budget

Pull numbers from different sources, compare budget vs. actuals, and flag problem areas early so you can take action.

Normalizes inconsistent spreadsheet data & flags what matters, no data wrangling needed

GPT-5 shows its work and lets you know if it's unsure

		Department	Category	Budget
1	2	Customer Success	Salaries	126854
2	3	Customer Success	Software	68233
3	0	Customer Success	Contractors	109742
4	1	Customer Success	Misc	70916
5	6	Engineering	Misc	138236

Thought for 29s

I ran a consolidated **month-end variance analysis for March 2025** across the uploaded department files. You'll see two interactive tables in the workspace:

- **Month-end Summary by Department (March 2025):** total Budget, Actual, Variance \$ and Variance % per department.
- **Flagged Variances > 7% (Drivers by Category):** category-level drivers for any department where |Variance %| exceeds 7%.

I also saved a full Excel workbook with a Summary tab, per-department detail tabs, and a "Flagged Drivers" tab: [Download the Excel report](#). This file was created at the path shown in my run output. ↗

#### What I calculated (so you can audit quickly)

- **Variance formulas:**
  - $\text{Variance } \$ = \text{Actual} - \text{Budget}$
  - $\text{Variance } \% = (\text{Actual} - \text{Budget}) / \text{Budget}$  (safe-handled when Budget = 0).
- **Flag threshold:** Any row with  $|\text{Variance } \%| > 7\%$  is included in the drivers table.
- **Attribution:** Drivers are shown at the **Category** level (e.g., line item / account). If the source column names varied, I auto-detected them and standardized to `Category`, `Budget`, and `Actual` before

## Try it yourself:

Step 1: Upload your budget and actual spend spreadsheets.

Step 2: Paste this prompt:

Compare each department's budget vs. actual spend. Highlight the biggest differences and explain what's causing them.



[Try in ChatGPT Team](#) ↗

### Pro tip:

- [Connect](#) Google Drive or OneDrive so ChatGPT always works from your latest files.
- Save your analysis in a Project to track changes month by month.

# Prepare and run productive meetings

Turn messy notes into clear agendas, pre-reads, and decision summaries to keep discussions focused and actionable.

Synthesized from messy call transcripts or copy-pasted Slack/Teams conversations

GPT-5 remembers these action items for future conversations

### Pre-Read Kit

**Meeting Topic:** Q4 Revenue Growth Initiatives  
**Participants:** Agency Leadership Team (Jordan Lee, Taylor Morgan, Casey Bennett, Riley Carter)  
**Objective:** Decide which new initiatives to prioritize to hit Q4 targets with limited resources.

**Impact vs Effort Matrix:**

	Low Effort <span style="color: green;">●</span>	High Effort <span style="color: red;">●</span>
High Impact <span style="color: red;">🔥</span>	A. Launch referral program <span style="color: green;">✔</span> Decision Needed B. Upsell to existing clients <span style="color: orange;">⚠</span> Discuss	C. Develop new online course <span style="color: orange;">⚠</span> Discuss Feasibility
Low Impact <span style="color: orange;">💡</span>	D. Update website testimonials <span style="color: green;">✔</span> Decision Needed	E. Sponsor local event <span style="color: blue;">📅</span> Defer

**Key Decisions To Make**

- ✔ Approve or reject launching a referral program for Q4
- ✔ Approve website testimonial updates
- ⚠ Discuss whether to focus on upselling to current clients, and what support is needed
- ⚠ Discuss feasibility and timing for launching a new online course (higher effort, high reward)
- 📅 Decide later about sponsoring a local event (not urgent/impactful)

**Agenda**

- Welcome & Objectives (5 min)

## Try it yourself:

Step 1: Upload your meeting notes or transcripts.

Step 2: Paste this prompt:

Create a one-hour meeting agenda for [topic]. Add an impact vs. effort chart for our options, highlight items needing a decision, and note follow-ups.



[Try in ChatGPT Team](#) ↗

### Pro tip:

Use [ChatGPT record](#) in the macOS desktop app to capture your meeting, get a transcript, and instantly generate a summary and action items.

# Evaluate and select the right vendor

Research and compare vendors side by side to find the best fit.

Custom-fit analysis based on your team's size, needs, and workflows

Comprehensive comparison table automatically generated

**ChatGPT**

### Comparison of Accounting Software Options for Small CPG Businesses

Small consumer packaged goods (CPG) businesses face unique accounting challenges, from razor-thin margins to rapidly moving inventory and multi-channel sales <sup>1 2</sup>. Even minor bookkeeping missteps - like a missed expense or an inventory count error - can skew financial reports and hurt decision-making. The right accounting software can become a **game-changer** for such businesses, offering tools to track inventory costs, manage invoices across channels, and integrate seamlessly with e-commerce and supply chain systems. This report compares four **popular** accounting software options tailored for a small CPG company with limited staff. Each option is evaluated on **Key Features, Pricing, Integrations, and Pros & Cons**, focusing on practical needs and pain points of small CPG firms. A summary comparison table is provided below for a quick overview.

Software	Inventory Capabilities	Notable Integrations	Pricing (Monthly)	Ideal For
<b>LedgerPro Cloud</b>	Basic built-in inventory (real-time tracking, POS, COGS) <sup>3</sup>	1,000+ apps (Shopify, Amazon, CRM, bank feeds) <sup>4</sup>	Starter \$25; Standard \$50; Advanced \$80	Ease of use for most small CPG operations
<b>InventoryMax Suite</b>	Advanced inventory (multi-warehouse, BOM, lot costing) <sup>5</sup>	Native modules (inventory & accounting unified); APIs for e-commerce	Pro \$120 (up to 500 SKUs); \$200+ for enterprise plans	Inventory-intensive brands (production, wholesale)
	Moderate inventory (sync	Direct Shopify, Amazon	Basic \$30 (1 channel)	Multi-channel sellers

## Try it yourself:

Step 1: Choose “Deep research” from the + menu in ChatGPT.

Step 2: Paste this prompt:

Research and compare top [tool/service] options for a small business in [your industry]. Include features, pricing, integrations, and pros/cons.



[Try in ChatGPT Team ↗](#)

### Pro tip:

Save comparisons in a Project to refresh reports as new data comes in.

# Quick wins you can try today

- 01 Paste your website text and ask ChatGPT to rewrite it in a warmer tone and suggest a better headline.

“**Rewrite this copy** in a warmer, more conversational tone. Suggest one **headline change to boost signups.**”

- 02 Connect your HubSpot or upload CRM dataUpload your sales data and ask for 3 actions to help close more deals this month.

“Based on our deals and lead stages, which accounts are **most likely to close** in the next 30 days? What are three **actions** our sales team should take right now?”

- 03 Compare your product with a competitor’s using both your docs and public info.

“Create a side-by-side comparison of our product offering with **[Competitor]** using our internal docs and public web sources.”

- 04 Scan your code (via the GitHub connector) for security risks and quick fixes.

“Scan our GitHub repositories for **potential security risks**. Summarize your findings in a clear risk report, and recommend practical, low-effort actions we can take to quickly improve our security posture.”

- 05 Turn meeting notes into a polished proposal email for a client.

“Summarize this into a **polished proposal** email for the client, highlighting action items and our value.”

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