

Prepare well. Show up to serve.

Applying the spirit of Andrew Rosen's "Sell by Serving" workshop, September 22, 2026.

Akeakamai AI's practical application of the event theme and attendee takeaways. This is a companion guide, not an official NHCC handout or a transcript of Andrew's teaching.

LET YOUR VALUES SHOW UP IN YOUR ACTIONS

Pono: Be truthful about fit, cost and what you can deliver. Mālama: Care for their time, people and priorities. Aloha: Listen with warmth and respect. Kuleana: Own your promises and follow through. Practice these values throughout the relationship.

BEFORE THE FIRST VISIT / ARRIVE CURIOUS

Read their website, recent public posts and reviews. Separate what you know from what you assume. Prepare three questions, one useful resource and a simple goal: understand what would help. Ask how much time they have. Leave room for their story.

01 VISIT ONE | Listen and understand

"What's taking more time or energy than it should right now?"
"Walk me through what happens when a new customer reaches out."
"What have you tried, and what did you learn from it?"

Reflect back: "What I'm hearing is [their priority]. What am I missing?" Send a short recap within 24 hours; agree on the next visit and deliver your promised item by the agreed date.

02 VISIT TWO | Return with something useful

"What has changed since we last talked?"
"If we made one part easier, which would matter most to your team?"
"What would a useful first improvement look like to you?"

Bring one relevant example, checklist or small demo tied to their words. Ask what fits and what does not. Invite correction.

03 VISIT THREE, IF NEEDED | Decide together

"What would you need to feel comfortable taking the next step?"
"Who else should help shape this decision?"
"How would we know this was worth the time and effort?"

Agree on a small next step, owner, date and measure of success. If there is no fit, say so. Offer a referral or a respectful pause.

Don't "puke on your prospects." Skip the feature dump. Ask, listen, reflect, then share only what helps. Two or three visits are a flexible plan, never a reason to keep showing up without an invitation.

Less busywork. Better follow-through.

Use AI to prepare, organize and draft. Keep the conversation personal. Replace every [bracket].

Choose the tool that fits the task. ChatGPT is OpenAI's app, so they are grouped here. These tools offer free entry plans with limits; Work automations are an optional capability to check in your account.

ChatGPT / OpenAI

Pre-visit brief + open questions

Using [public business info], make a one-page visit brief: facts, assumptions, 5 open questions and one way I could help. My service: [service]. Ask me what is missing. Do not write a pitch.

chatgpt.com

Claude

Natural follow-up in your voice

Use [visit notes] to draft a warm 90-word follow-up in my voice [sample]. Reflect their main concern, deliver [promised item], and ask one open question. No flattery, jargon or invented promises.

claude.ai

Gemini

Rehearse listening before you go

Role-play a busy [business owner] facing [challenge]. Let me practice discovery, one question at a time. After 5 turns, show where I assumed, interrupted or pitched too soon. Suggest better questions.

gemini.google.com

Perplexity

Quick public research with sources

Research [business + website] in [location]. Summarize its services and recent public updates with links and dates. Suggest 3 questions to explore. Label assumptions; do not infer private business problems.

perplexity.ai

Canva

One useful leave-behind

Design a simple one-page checklist for [audience] to improve [stated problem]. Use this approved copy: [text]. Clear type, plenty of space, my colors [colors], and one next step. Use free assets.

canva.com

Gamma

A short, relevant visit-two deck

Create 4 cards from [confirmed notes]: what we heard, the desired outcome, one small option, and questions to decide together. No invented ROI or generic sales pitch. Keep each card under 40 words.

gamma.app

WORK AUTOMATION PROMPT / KEEP YOUR COMMITMENTS VISIBLE

"Every weekday at 8 a.m. Pacific/Honolulu, review my [connected follow-up tracker]. List due promises, missing next steps and the next agreed visit. Draft personal follow-ups using the latest notes. Flag missing context. Save drafts for my review; do not send messages."

Tracker: Person | Their priority | My promise | Next action | Owner | Agreed date | Status.

Free fallback: Run the same review manually in chat using redacted notes. Schedule only after connecting the tracker and confirming the task. Measure time saved on repeat preparation and drafting.

Plan notes: Canva AI is limited; Pro assets cost extra. Gamma's starter AI credits do not refill. Other free plans have usage limits. Sources: provider links above; Work tasks; UH Sea Grant values. Checked Sept. 23, 2026.