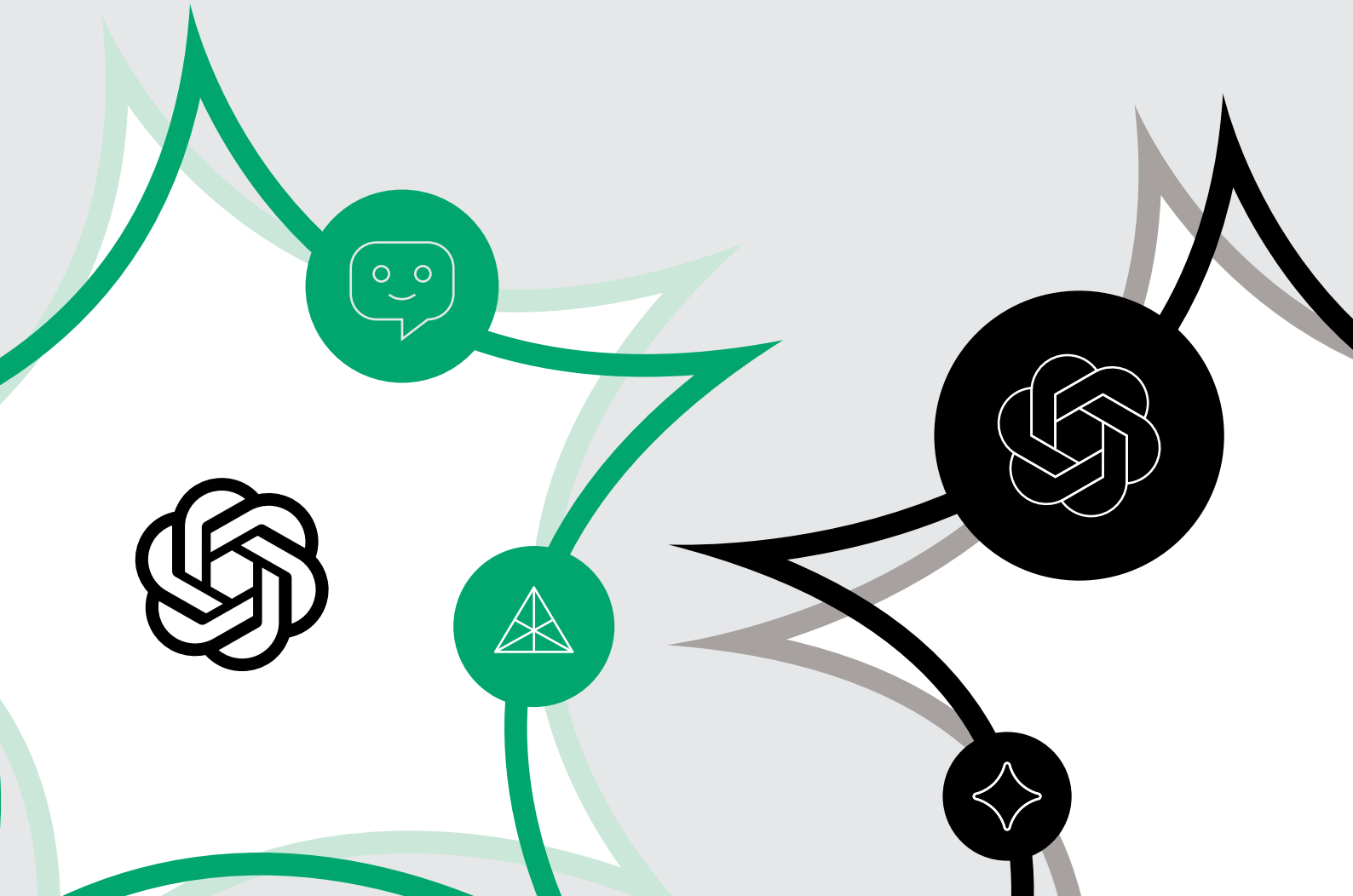
ONLINE MARKETING ACADEMY

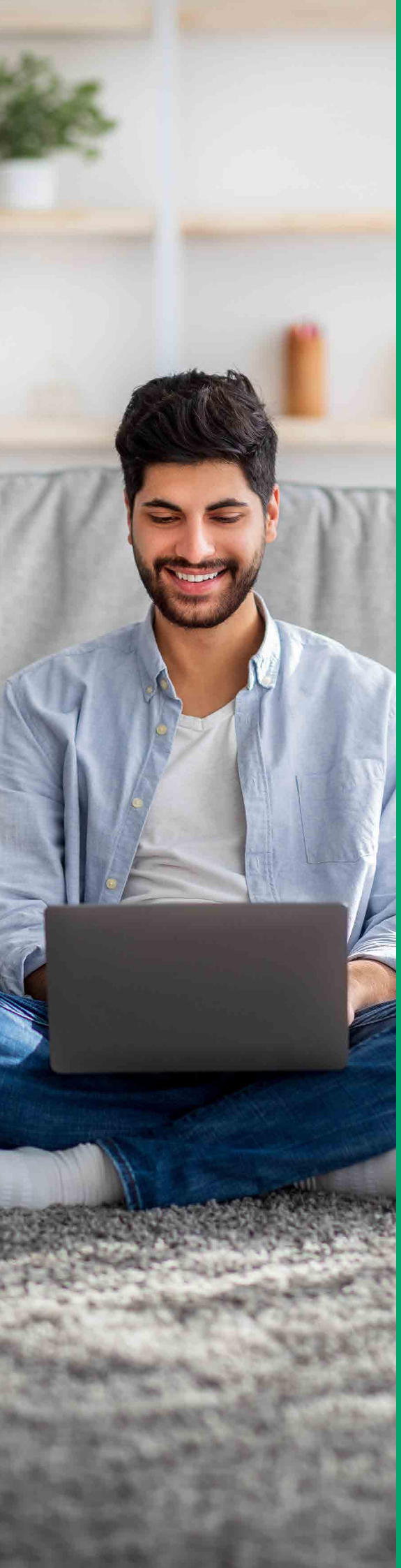
Optisage Technology

ChatGPT AI for Business Level 2

HRDCORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES®





Course Overview

When business owners request an AI solution, they often ask for a superficial feature, like a website chatbot while their profitability leaks through operational bottlenecks, unhandled enquiries, or inaccurate pricing quotes. Many professionals who learn AI struggle to commercialise their knowledge because they build tools before understanding the real constraint, promise features AI cannot reliably deliver, or price by guesswork.

ChatGPT AI for Business Level 2 bridges this commercialisation gap through an intensive, hands-on one-day workshop. Designed for consultants, agency starters, and internal AI champions, this course teaches a rigorous, client-tested implementation lifecycle: Find It, Price It, Build It, Prove It, Sell It.

Working entirely in a client simulator - Dapur Mesra Trading Sdn Bhd - participants step into the role of an AI consultant. You will conduct a structured discovery interview to uncover the owner's true constraint, create a Promise Ledger to ensure you never over-promise on AI capabilities or privacy, calculate the annual cost of the problem, and construct an Enquiry-to-Quote Assistant without writing code. You will then stress-test the build against adversarial traps, harden its limits, and package it into a value-backed three-option proposal with a one-page ROI summary and a long-term maintenance retainer.

Course Content

» Module 1
What Clients Really Buy

- **Toolbox Capabilities Overview:** Navigating ChatGPT Projects, Work, Codex, custom instructions, and scheduled workflows in one unified view.
- **Surface Requests vs. Hidden Costs:** Dissecting the case company simulator where a website chatbot request masks wholesale enquiry leaks and misquoted price tiers.
- **The Build as the Vehicle:** Aligning every technical build directly with the client's financial destination.

» Module 3
Find the Constraint

- **The 10 Discovery Questions:** Asking targeted numerical and operational questions instead of collecting subjective opinions.
- **AI-Assisted Discovery:** Leveraging ChatGPT to interview the consultant and extract missing situational details.
- **Fact-Checked Client Simulation:** Conducting discovery interviews where the simulated owner answers strictly from established case facts.
- **Hands-on Workflow (BW1):** Converting interview notes into a concise, one-sentence constraint statement supported by three key facts and an audit list of pending figures.

» Module 5
Build the Hero Solution

- **The Enquiry-to-Quote Assistant:** Creating a dedicated ChatGPT Project equipped with PRISM+ instructions, verified price lists, product catalogues, and FAQs.
- **Iterative Prompt Refinement:** Testing one case at a time, inspecting outputs, and refining instructions systematically.
- **Mandatory Test Gate:** Executing ten diverse test cases covering multilingual enquiries (English, Malay, Chinese), bank data traps, refund edge cases, and conflicting pricing sheets.
- **Hands-on Workflow (BW4):** Delivering a working Project accompanied by a completed ten-line test log documenting expected vs. actual results.

» Module 2
The ChatGPT Toolbox and the Promise Ledger

- **Toolbox Capabilities Overview:** Navigating ChatGPT Projects, Work, Codex, custom instructions, and scheduled workflows in one unified view.
- **What to Promise vs. What to Refuse:** Defining strict operational boundaries by subscription plan, token allowances, data privacy, and system uptime.
- **Client Workspace Ownership:** Enforcing best practices where all client solutions are built within the client's own business account.
- **Boundaries of AI:** Identifying when to hand off 24/7 automation and checkout payments to platforms like n8n or payment gateways rather than ChatGPT.
- **Hands-on Workflow (BW2):** Building a comprehensive Promise Ledger (can sell, can sell with conditions, do not sell) for your core service offerings.

» Module 4
Value Math and Pricing

- **Quantifying the Problem:** Calculating annual problem costs using conservative operational formulas (frequency × financial impact × 52 weeks).
- **Margin vs. Revenue:** Anchoring value assessments in gross margins and recoverable costs rather than top-line revenue.
- **Defensible Pricing Rules:** Documenting all assumptions to withstand client scrutiny and applying the 10x ROI sanity-check rule of thumb.
- **Hands-on Workflow (BW3):** Generating a mathematical value sheet with tiered recovery scenarios (10%, 20%, 30%) and a defensible project price range.

» Module 6
Verify and Harden

- **Vibe and Verify Protocol:** Establishing strict acceptance criteria before presenting the build to the client.
- **Adversarial Stress Testing:** Attempting to force the assistant to leak bank details, apply wrong pricing tiers, or fabricate unauthorized warranty promises.
- **Safe Escalation Protocols:** Defining explicit rules for queries the AI assistant must refuse and pass to a human manager.
- **Hands-on Workflow (BW5):** Writing hardened Instructions v2, compiling a before-and-after test log, and drafting a client limits statement.

» Module 8
Deliver, Hand Over, Retain

- **Staged Payment Framework:** Structuring milestones and deposits so uncompensated effort is minimised.
- **Formal Acceptance Testing:** Using the validated Module B5 test log as the objective standard for project completion.
- **Client Handover Protocol:** Transferring workspace ownership alongside a bilingual (English and Bahasa Malaysia) user guide.
- **Scoping Retainers:** Structuring recurring maintenance contracts to manage model deprecations, API changes, and periodic skill re-verification.

» Module 7
Package and Pitch

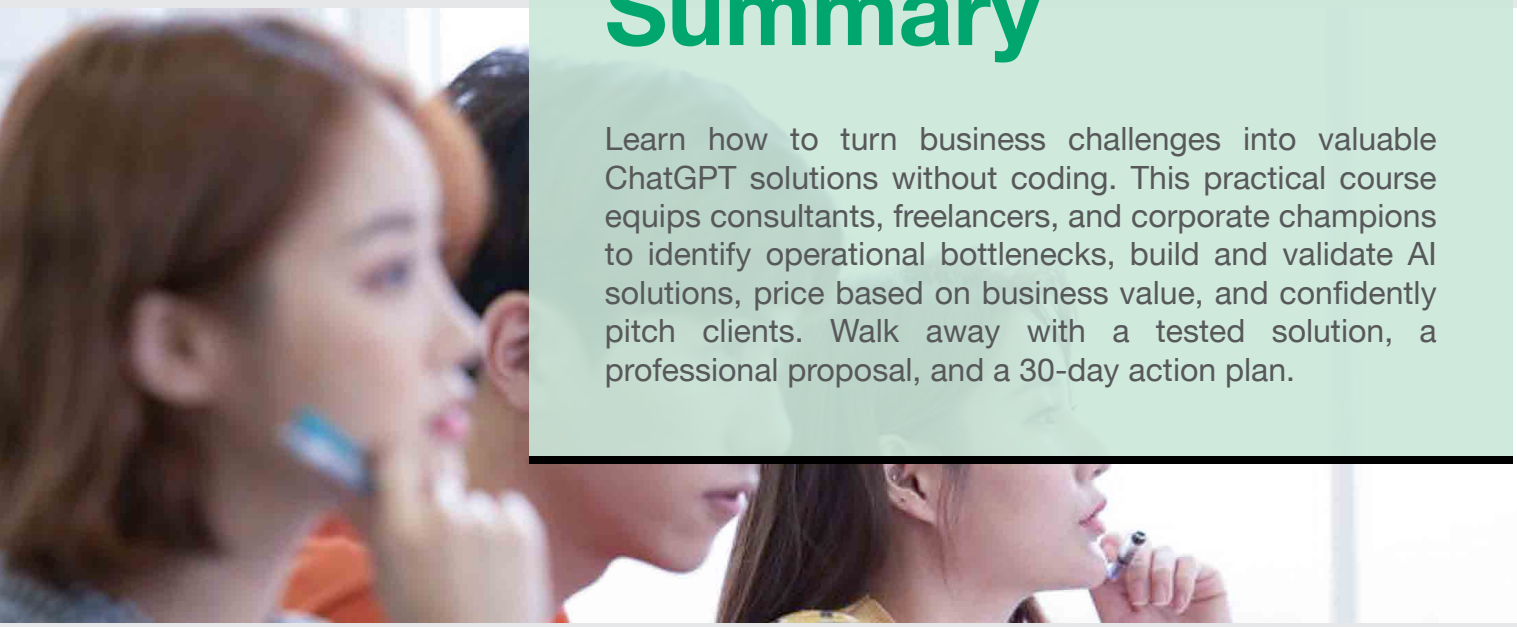
- **Three-Option Proposal Architecture:** Structuring proposals with tiered options to avoid take-it-or-leave-it price resistance.
- **The One-Page ROI Summary:** Summarising measurable business metrics and explicit assumptions without making legally binding return guarantees.
- **Managing Price Objections:** Protecting project value by reducing scope rather than discounting rates.
- **Hands-on Workflow (BW6):** Assembling an editable proposal pack, one-page ROI sheet, and delivering a 3-minute pitch against live client objections.

» Module 9
First-Offer Plan and Close

- **Market Targeting:** Identifying your immediate first prospect, defining their operational bottleneck, and selecting an optimal option tier.
- **The 7-Day Sprint:** Setting an actionable milestone calendar for the upcoming seven days post-training.
- **Summative Competency Check:** Completing the post-training knowledge assessment to certify mastery of course objectives.



Course Summary



Learn how to turn business challenges into valuable ChatGPT solutions without coding. This practical course equips consultants, freelancers, and corporate champions to identify operational bottlenecks, build and validate AI solutions, price based on business value, and confidently pitch clients. Walk away with a tested solution, a professional proposal, and a 30-day action plan.

Course Objectives

- **Conduct Structured Discovery:** Lead a targeted discovery interview to isolate a client's true business constraint, separating underlying operational root causes from superficial tool requests.
- **Formulate a Promise Ledger:** Audit client requests against actual ChatGPT capabilities, plan tiers, usage caps, and data privacy settings to establish clear operational boundaries.
- **Calculate Value-Based Pricing:** Calculate the annual financial cost of an operational problem using the client's own data and structure a defensible price range supported by explicit, documented assumptions.
- **Build a Working No-Code AI Assistant:** Construct and configure a working ChatGPT Project with custom instructions and operational knowledge files to automate complex business workflows.
- **Harden and Stress-Test AI Systems:** Conduct rigorous adversarial testing against edge cases, planted errors, and privacy traps, producing hardened instructions and a clear limits statement.
- **Package and Pitch Proposals:** Structure an editable three-option client proposal accompanied by a one-page ROI summary, and defend it against price objections during live pitches.
- **Manage Delivery, Handover, and Retainers:** Establish staged payment schedules, run formal acceptance checks, conduct client handovers, and scope recurring maintenance retainers.

Course Learning Outcomes



1. **Uncover Real Business Bottlenecks:**
Identify the core operational bottleneck from unstructured interviews and draft a precise, fact-supported constraint statement.

2. **Eliminate Guesswork Pricing:**
Confidently justify project fees using conservative value-recovery models rather than billable hours or arbitrary estimates.

3. **Deploy Safe, Verified Solutions:**
Deliver an AI assistant validated against ten distinct test scenarios (including multilingual enquiries, tier pricing conflicts, out-of-policy requests, and PDPA privacy traps).

4. **Close Deals with Tiered Scope Proposals:**
Present tiered options that safeguard project profit margins against price-reduction pushback by adjusting scope rather than cutting fees.

5. **Secure Recurring Retainer Revenue:**
Bundle post-delivery maintenance and testing scopes into contracts to accommodate model updates, usage tier shifts, and retirement cycles.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee
Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin
Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei
VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui
Pansar Company Sdn Bhd

Certified Trainer



Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Kalmen Chia

HRD Corp TTT Certified Trainer

Kalmen Chia is the founder and CEO of E-Global SCM Solutions Sdn Bhd, with over 25 years of experience in technology and business innovation. An early Odoo (formerly TinyERP) adopter, he champions AI-driven ERP automation and open-source solutions to help SMEs embrace digital transformation.





Course Duration:
1 Day

Time:
9:30am - 5:30pm

Course Fee:
RM1,500 + 8% SST
*per pax

Delivery Method:
Face-to-Face or Online (Zoom)

Managed By Optisage Technology Sdn Bhd
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