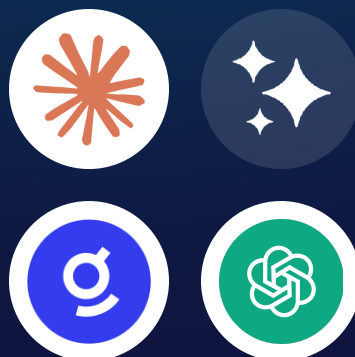


MCP use cases & prompts

15 prompts for partnerships and GTM teams



PRO TIP

Ask your AI tool: **"What data is available from Crossbeam's MCP? How can I use it in my workflow as a [your role]?"**

Partnerships

01 Understand your ecosystem

Show me all my connected partners and their performance metrics.

02 Find new partners to recruit

Who should I consider partnering with, based on ecosystem fit and patterns across my own customer base?

03 Find co-sell opportunities

Which partners have the most overlap with our open pipeline right now?

04 Prep for a partner QBR

I'm going into a QBR with **[Partner Name]**. Pull their performance history and our overlapping open opportunities. Give me a **[one-pager or deck]** outlining how we can move each one forward together.

05 Enrich a target account list with ecosystem context and contacts

Here is a list of accounts I'm targeting. For each one, pull which partners overlap them, what type of relationship they have, any recent partner activity, and any partner-shared contacts.

Sales

06 Pre-call account brief

Brief me on **[Account Name]**, including if any of our partners have recently closed or have an open opportunity.

07 Prioritize pipeline

Which of my open opportunities have the best shot at closing faster with partner help? Rank them by partner relationship strength and recent partner activity.

08 Deal acceleration

Which partners should I bring in on the **[Account Name]** deal? Who's actually been winning in this space?

09 Draft ecosystem-informed outreach

Which of my open opportunities are also customers of **[Partner Name]**? For each match, draft a short outreach email that leads with the mutual value of our integration.

10 Enrich accounts with partner-shared contacts

Do we have any details on the economic and technical buyer at **[Account]**?

Marketing

11 Build an account-based marketing target list

Which accounts are prospects for us and also prospects for **[Partner Name/s]**? I want to build a target list for a joint ABM campaign.

12 Build a mutual customer co-marketing list

Build a list of mutual customers between us and **[Partner Name]**. Help me think through a campaign to drive integration adoption.

13 Find net new accounts through ecosystem wins

Are any of my partners winning deals with companies that fit our ICP but aren't in our pipeline yet?

14 Find joint case study candidates

Which of our customers are also customers of **[Partner Name]**?

15 Rank target accounts by partner overlap strength

[Pull in or paste target accounts] Which ones overlap with multiple partners, and how should I rank them by strength of those relationships?

Take it further

AI-Powered Ecosystem Playbook

Real workflows from GTM teams already using Crossbeam data with their AI workflows. Six step-by-step plays from partnerships leaders at Glean, Infobip, Quantum Metric, and more.

Read their playbooks →

Claude Skills for Partnerships and GTM Teams

Ready-made AI agent instructions for partner activation, pipeline prioritization, ecosystem-informed account briefs, and more.

Browse the skills →