Sales Assets Generator — Quick Start Guide

1. What you can do with Sales Assets Generator

- Generate first-draft product tear sheets from structured product inputs and approved sources.
- Create standard tear sheets, support newer 2-pager, and 101 decks output flows where enabled.
- Aggregate content from uploaded documents, Visa Product Catalog, Compass API, and approved Visa public domains.
- Edit content inline or refine sections with AI while preserving source attribution.
- Export polished outputs and download files.

2. Before you begin (access & prerequisites)

- Confirm you have access to the Visa Marketing AI environment and the Sales Assets capability.
- Gather the solution or product details you want to highlight: audience, market, capabilities, value proposition, and selling points.
- Prepare only Visa Public or approved Visa Confidential supporting documents for upload. Visa Confidential material may be included for internal sharing only if it does not contain sensitive client confidential information or PII.
- Ensure generated assets to go through legal, brand, and strategic review before external sharing. This needs to be done outside of the application.

Only upload content that is the appropriate Information Classification for your intended use and complies with Visa's terms of use for this tool. Do not upload confidential client information or Visa Restricted – PII content.

3. Get started (first-time setup)

1. Open Sales Assets Generator from the Visa Marketing AI Accelerator.
2. Start a new tear sheet request and select the Visa product or solution.
3. Enter contextual information such as product name, capabilities, value proposition, and proof points.
4. Then enter the target audience and market.
5. Upload supporting documents if needed.
6. Generate the draft and review the output in the application.

7. Send the asset through the required review and approval workflow before publishing or sharing externally.

4. 10-minute walkthrough (recommended)

8. Pick one real product or solution that needs a tear sheet, 2-pager or 101 deck.
1. Enter the core business context: audience, market, capabilities, and value proposition.
9. Add supporting documents.
2. Generate the first draft and review which sources were used through View Source.
3. Refine one section inline and one section with AI so you can see both editing paths.
10. Export the asset and confirm the downloaded file name is easy to identify based on solution name and timestamp.

5. Exporting results and continuing work

How do I export assets?

Generated content can be transformed from HTML into downstream output formats as part of the tear sheet workflow.

How are downloaded files named?

Downloaded PDF and PPTX files can include the solution name and a timestamp, making exported versions easier to identify.

Can I continue updating an asset later?

Yes. You can continue editing, upload more supporting files, replace images, and refine content later using the same document and image management flows.

How do I spot hallucinations?

Look for claims that are not clearly supported by the cited sources. If a statement cannot be verified in the source material, treat it as unconfirmed and validate before using it.

Always review Generative AI outputs for relevance and review all sources.

Hallucinations are becoming rarer, but they do happen. You as the human in the loop are always responsible for reviewing sources and analysis.

6. Best-fit use cases

Use Sales Assets Generator for the following types of work:

Net-new solution tear sheets	Generate first drafts quickly from approved content sources for roadmap, product, or GTM needs

2-pager outputs	Create a shorter, tighter sales asset when a concise format is preferred
Sales 101 decks	Generate introductory sales enablement presentations that provide an overview of a product or solution, including key capabilities, value proposition, target audiences, differentiators, and common sales talking points for internal education and field readiness.
	Tailor the same solution story for different markets or audiences
Client-facing presentations	Create polished collateral that can be reviewed and approved for client use
AI-assisted refinement	Improve clarity, tone, and audience fit without rewriting from scratch
Searchable collateral libraries	Create reusable assets with clear metadata and source traceability

7. Troubleshooting and support

What should I do if I see "access forbidden"?

This usually means your current account does not have the required authorization for the capability. Confirm you are using the correct Visa account and check with the access-management or product owner if access should be enabled.

What should I do if uploads seem stuck or large files take too long?

Refresh and retry the upload. Larger files may take longer to ingest than smaller ones. If needed, split large material into smaller files where practical.

What should I do if the draft is incomplete or off-brand?

Verify the quality of the source inputs, use View Source to spot weak source grounding, then improve the content with inline editing or refine with AI before routing for review.

How should I give feedback?

Use the product's feedback mechanism if available and also share recurring issues or requests with the product lead or the documentation and enablement owner. GDLSupportSalesAssetsGenerator@visa.com

Addendum

Your first successful prompt

- For a recap on basic prompting format – go here.
- You can find additional prompts at our prompxt library