



# AI for Better QBRs: 5 Prompts to Steal

Five ready-to-use prompts pulled directly from Using AI to Run a Better QBR.

Prompt text is reproduced verbatim from the full guide. See the full guide [here](#).

## BEFORE YOU PROMPT

Use only approved AI tools and approved client data. Require citations for external facts and figures. Never let AI invent, smooth, or extrapolate missing data without flagging it. Verify every number against the source system before it reaches the client.

### 1 Research External Market Trends

Use credible, current sources and force the model to show its work.

Using the following as starting sources for hotel: STR/CoStar's hotel benchmarking data (by brand), Emburse's hotel rate intelligence (formerly TripBAM), HotelHub's quarterly rate index, Phocuswright's hospitality and lodging research, and Business Travel News' Corporate Travel Index hotel per-diem data. Identify and add other credible analyst or data-provider sources covering rate trends specifically for [client's top hotel brands]. Prioritize sources published within the past three months; a source up to six months old is acceptable if nothing more recent is available. Use only data specific to these brands, whether chain-wide or at the property/local level; exclude general market-wide or regional-average data that isn't tied to one of these brands specifically.

If a requested brand-, property-, or quarter-specific forecast is not available from a credible source, return 'not available' rather than deriving or estimating one.

Where a source only offers that kind of aggregate, drop it and say so rather than substituting it. Where more granular, brand-specific data exists only behind a paywall or subscription, note the source and a link so it can be added later if we subscribe, rather than leaving it out silently.

Summarize the projected rate change for each named brand, quarter by quarter for the next four quarters: chain-wide, and at the property/city level where available for [client's top travel markets].

Populate a QBR Hotel Rate Outlook table with the quarterly rate-change figures by brand. Give each source used an editable weighting based on its credibility and rigor. Require all weights to total 100%, and use those weights to calculate a single blended forecast for each brand/quarter. List every source actually used, with a link to each, and separately list any paywalled sources noted but not used, with a link to each.

### 2 Analyze Internal Performance & KPIs

Turn raw account data into QBR-ready charts and variance analysis.

Using [Upstream/TMC] booking and expense data, show air savings in dollars by quarter for the current year YTD through the latest completed quarter, on a line chart and matching table, with a YTD total and variance % to the same period last year and to target. Add a column chart showing lost-savings dollars by quarter for the same period, with a summary of total YTD lost savings and variance % to 2025 YTD and to target. Add a Pareto-style bar chart, sorted descending, showing the top lost-savings reason codes by dollar impact for the same period, with each reason's share of the total. Pull every figure directly from the source data: never estimate or round a number it doesn't support. Output the charts and underlying tables as a downloadable, editable Excel workbook (.xlsx), one tab per chart plus a summary tab.

### 3 Surface the Opportunities

Start with the full opportunity set before you make the judgment calls.

Using the trend analysis and KPI results from the sections above, list the areas with the biggest opportunity for improvement, based on impact to traveler satisfaction, operations, or financials. For each one, note the KPI or trend behind it and a rough sense of scale, High, Medium, or Low, without grouping them into topics or assigning a dollar or score value yet—that comes in the next step. Give me the full list rather than pre-filtering to a top 5 or 10, so I'm choosing from everything rather than what you'd have picked.



## AI FOR BETTER QBRs

# Build the deck. **Make the process repeatable.**

The final two prompts move the approved analysis into the client presentation and preserve what worked for next quarter.

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### Build the QBR Presentation

Use your actual template and keep every number grounded in approved material.

Using the material developed above and our attached QBR template, build a tight, editable presentation (.pptx or Google Slides) matching the template's design exactly: same colors, fonts, logo placement, and chart style. Flag, rather than silently resolve, any conflict between the attached brand guidelines and the template itself. Replace every reference to other companies or generic placeholders with [client name], and insert their logo where the template calls for it.

Place each piece of developed material, including trend analysis, KPI performance and recommendations (a single slide that presents the data and leave space for recommendations or discussion points), priorities, and next steps, on the page it belongs on, including everything relevant even if a slide gets dense; then separately list where you'd cut or trim to meet accessibility and slide-density best practices, so I can decide what goes.

Pull every number directly from the material provided: never estimate, round, or invent a figure it doesn't already support.

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### Document & Automate the Process

Save what worked so the next QBR starts ahead instead of from scratch.

Using the prompts I've saved and refined this quarter for [list the sections you used], write a short process doc: what each prompt does, which tab or output it feeds, and any tweaks that made it work better. Note which of this quarter's data pulls run through a scheduled connector or script today versus a manual copy-paste, so I know where to look first if a number seems stale next quarter. Then draft a calendar reminder, four weeks before next quarter's QBR is due, listing the data pulls to kick off first.

#### WANT THE FULL FRAMEWORK?

#### Read Using AI to Run a Better QBR

[www.ciswired.com](https://www.ciswired.com)

The full guide covers trends and KPIs, opportunity assessment, initiative planning, presentation building, stakeholder feedback, and optional automation.