

Proven Prompts to Get More from AIMIE

AIMIE (AI for Marine Industry Education, MRAA's AI-powered chatbot) has been specifically trained on all of the educational resources and courses available to our members. She stores the information and understands it.

AIMIE should be your go-to for marine-industry-specific resources that help you improve your team, departments and operations. We use AIMIE internally at the MRAA to onboard new members. I also used AIMIE to help me revise a few member questions. You can find the originals below, along with AIMIE's suggestions for adding more context.

AIMIE: *"Below are "member-ready" how-to steps that make each prompt clearer, more dealership-specific, and more likely to return an output you can use immediately. I've used your real use cases and improved them into better prompts."*

[Note: these prompts become more structured as you progress.]

1. Job Description Prompt

Original prompt: "Write me a job description for a service writer."

Cut & Paste AIMIE prompt:

"Task: Create a customizable job description for a Service Writer at a marine dealership. Include: purpose of role, day-to-day responsibilities, required skills/experience, preferred skills, performance metrics (KPIs), schedule/seasonality expectations and who this role reports to. Our dealership: [freshwater/saltwater], [# of techs], we service [brands/types], and we handle [warranty work/rigging/storage]. Tone: professional and practical."

Why this works: AIMIE pulls from real-world dealership job descriptions to build a solid draft that you can customize to your needs. But remember, it's only a draft. You can tailor it to match the role's responsibilities and your dealership's needs.

To provide more clarity for you, AIMIE generated a how-to:

1. Name the exact role and department (Service Writer vs. Service Advisor vs. Warranty Admin., titles vary)
2. Describe what you want included (core duties, KPIs, qualifications, schedule, pay type, reporting structure)
3. Tell AIMIE your dealership context (boat brands served, volume, seasonality, marina vs. showroom, etc.)
4. Ask for a customizable draft you can edit (so it's a starting point, not a final legal document).
5. Request 2 versions if helpful (full internal job description and short job ad)

2. Social Post Prompt

Original prompt: "Write me a social post for our open house."

Cut & Paste AIMIE prompt:

"Write 5 social posts promoting our dealership open house for Facebook and Instagram."

Event details: [date/time], [address], featuring [brands/models], activities: [demo rides/food/kids items], offers: [discounts/financing/service promo]. Goal: Drive RSVPs and walk-in traffic. Tone:



friendly, upbeat, not pushy. Include 1 short version, 1 medium, 1 longer, plus suggested hashtags and a clear call-to-action.”

To provide clarity for you, AIMIE generated a how-to:

1. Choose the platform(s) (Facebook vs. Instagram vs. email copy; they vary).
2. Provide event specifics (date/time, location, RSVP link if any, special offers, food/activities, brands on-site).
3. Define the goal (attendance, lead capture, unit sales, service appointments).
4. Ask for multiple variations (5 options) and a short/long version.
5. Add your brand voice (family-friendly, premium, high-energy, “no pressure,” etc.).

Why this works: You help AIMIE understand more about the upcoming event, your goals associated with it and where and how you will use it while not losing sight of your brand or intended voice. Remember: You always have the final editorial approval and governance.

3. Industry Data Request Prompt

Original prompt: “Can you summarize the Pulse Report from December 2025?”

Cut & Paste AIMIE prompt:

“Summarize the December 2025 Pulse Report in: (1) 8–10 bullet takeaways, (2) key risks/opportunities dealers are facing, and (3) 5 practical action items for a dealership GM. Then give me a short version I can paste into a team email.”

To provide clarity for you, AIMIE generated a how-to here:

1. You already included the month/year — perfect.
2. Ask for the format you want: bullet summary, “top takeaways,” or department-specific summary (GM, Sales, Service).
3. Ask for action items you can apply in your dealership.
4. To share internally, request a 1-page recap for your team.

Why this works: AIMIE is trained on the Pulse Report data and can comb the monthly report to help you create an update and overview to share with your team.

4. Interview Questions Prompt

Original prompt: “What are 5 interview questions to ask a service advisor?”

Cut & Paste AIMIE prompt:

“Give me 8 interview questions for hiring a marine dealership Service Advisor/Service Writer, focused on: customer communication, estimating & approvals, handling upset customers, upselling service ethically, technician coordination and follow-up. For each question, include: what a strong answer includes, red flags and a simple 1–5 scoring rubric.”

To provide clarity for you, AIMIE generated a how-to here:

1. State your hiring level (entry-level vs. experienced advisor)
2. Tell AIMIE your must-have behaviors (CSI focus, upsell ethically, dispatch coordination, problem resolution)
3. Request what a good answer sounds like (so managers can score consistently)
4. Ask for a simple scorecard (1–5 rating) to standardize hiring

Why this works: AIMIE’s revision focuses on question depth about real dealership behaviors. She moves from simple questions to evaluation while creating a scorecard to add a layer of measurable success.



5. AIMIE Questions Type Prompt

Original prompt: *“What kinds of questions can you answer for me?”*

Cut & Paste AIMIE prompt:

“I’m a [GM/Owner/Service Manager/Sales Manager/Marketing Coordinator]. What types of questions can you help me with? Give me 10 categories you cover for marine dealers and 3 example questions per category. Plus what info you’d need from me to answer well?”

To provide clarity for you, AIMIE generated a how-to here:

1. Ask AIMIE to list all categories (Sales, Service, Parts, HR, Marketing, etc.).
2. Ask for example questions under each category.
3. Mention your role (GM, Service Manager, etc.) so AIMIE prioritizes what matters to you.

Why this works: AIMIE constrained the problem, taking an open-ended but empty question to a more structured prompt. She added context to make her answers more useful. Be specific about the role, your trouble spots and key objectives for the position.

Use This Format, to Get a Great Answer from AIMIE:

Now that you’ve seen a few prompt revisions, it’s good to see how you can rethink your prompts to improve your outcomes. Enter your Task + Context + Constraints + Output to tell her:

- What you want her to do (task)
- What’s true about your dealership situation (context)
- What she must work within (guidelines)
- What a “usable” answer looks like (output/format)
- What level you want the recommendation aimed at (employees, department or leadership)
- Success measure (what changes and by how much?), if AIMIE should think as a manager and not just a writer.

A Reusable Prompt Template for Leadership-Level Questions

Once you get comfortable adding some context, consider even more structured prompts, like this one for a general manager. AIMIE can help with more strategic questions.

Bonus Sample GM Prompt:

- **Task:** Create a plan / script / KPI set for _____.
- **Context:** I’m the GM at a marine dealership. Our priorities are _____. Current situation: _____.
- **Guidelines:** We have _____ people, _____ budget, and _____ weeks/months. Must fit our brand voice: _____.
- **Output:** Give me (1) a one-page summary for leadership, (2) a checklist/SOP for the team, and (3) the KPIs to track weekly.
- **Tone:** _____.

Note: AIMIE and Copilot were used to brainstorm, outline and edit this blog.

