

# YRFlow: Real-World Use Cases

## USE CASE 01: The "We don't have budget" Wall

- **Situation:** A SaaS founder is pitching an enterprise lead. The lead loves the demo but says there is no budget until next year.
- **Which Prompt:** Prompt 01 (The Strategic Objection Flip)
- **Outcome:** The founder sends a response showing how waiting 6 months will cost the company \$200k in wasted labor, making the \$20k software a "budget-neutral" decision.

## USE CASE 02: The Ghosting Prospect

- **Situation:** An agency sent a proposal 4 days ago. The client has gone silent.
- **Which Prompt:** Prompt 06 (The "Lost Lead" Re-engagement Engine)
- **Outcome:** A short, value-driven email that references a new industry trend, prompting the client to reply within 2 hours.

## USE CASE 03: The "Too Expensive" Comparison

- **Situation:** A freelancer is told their price is double what someone on a gig site quoted.
- **Which Prompt:** Prompt 03 (The Competitive Positioning Moat)
- **Outcome:** The freelancer provides a risk-assessment table showing how the cheaper option lacks security and scalability, justifying the premium.

## USE CASE 04: Saving a Churning Account

- **Situation:** A long-term client says they are cutting costs and might cancel.
- **Which Prompt:** Prompt 04 (The Churn-Prevention "Value Restore")
- **Outcome:** A "Value Report" is sent that reminds the client of the 15% efficiency gain they've seen, resulting in a contract renewal.