Association for
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Sales & Prospecting AI Prompts

Course: AI for Efficient Client Engagement

Sales & Prospecting AI Prompts

Building Qualified Pipeline

If you're feeling a bit lost about how to effectively incorporate AI into your tried-and-tested prospecting workflow, consider these sales and prospecting prompts.

Why do I need AI tools for my sales and prospecting teams?
- Outbound sales is broken.
- Costs are going up.
- Results are going down.

By leveraging generative AI's capabilities, sales reps can delegate repetitive tasks like finding leads, researching prospects, and creating outreach.

Step 1: Locating Target Accounts
Used in the initial phase of prospecting to identify potential accounts by analyzing market & customer data and trends. Where you see red text, enter your information.

Prompt
"List top industry players in [target industry] with a focus on [specific region or characteristic]."
"Show me companies that have recently expanded in [specific field or location]."
"Generate a list of [target market] companies facing [specific problem or challenge]."

Step 2: Qualifying Accounts
Search a potential target account's website for keywords related to your business. If the keywords are present, you can conclude that this account is likely a good fit. If not, disqualify it and move on.

> Tip: AI tool must have link-reading capabilities.

Prompt
Act like a sales professional. Your task is to identify whether or not [Company] is an ideal customer or potential client for [Your Company]. Read their website [link to target company site] and check for keywords related to:
[Keyword #1]
[Keyword #2]
[Keyword #3]
Are these keywords or close matches present on this website? Provide yes or no answer.

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Step 3: Company Research
Understand what a company does so you can best tailor your outreach.

Prompt
Learn about [company] using up-to- date information then answer the following questions:
- What does [company] do?
- Who are [company]'s ideal customers?
- How does [company]'s product work?
- What is the one big problem [company] solves for their customers?

Step 4: Company CEO
Gather insights directly from the top, facilitating personalized and informed outreach marketing efforts.

Prompt
Find the CEO of [company]. List recent podcasts, interviews, articles or any other media or content that they have either written or been featured in. Extract relevant insights and list them below.

Step 5: Prospect's LinkedIn
Engineered to automatically extract nuggets of information around their experience, skills, responsibilities, or backgrounds that can be used to create highly personalized messaging.

Prompt
Read and summarize [prospect]'s LinkedIn profile: [copy/paste prospect's LinkedIn profile]

Tip: AI tool must have link-reading capabilities.

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Step 6: Cold Email Outreach
Generate a personalized first-touch prospecting email based on cold email best practices.

Prompt
Write a prospecting email to [prospect]. Use the above information for context and personalization.

Follow these strict rules:
- Output must not be longer than 75 words—make every word count
- Use simple and direct language, no fluff words or jargon
- Use short sentences and paragraphs
- Use a paragraph break between each of the lines to ensure there is plenty of white space, so the email is easy to digest for the reader.

Follow this structure:
Hi [prospect],
Line 1 – Highlight an interesting observation about [prospect] from the information above. This may be related specifically to [prospect] or [prospect's company].
Line 2 - Tie this observation to a broader pain point [prospect] is likely experiencing.
Line 3 – Select a relevant value proposition from earlier in this chat and use it to explain how [your company] can help solve this pain point.
Line 4 – Offer a call-to-action phrased as an open-ended question starting with "Does this resonate…" or "Are you interested…" or something similar. The purpose of this call to action is to prompt [prospect] to respond.
Line 5 – Sign off exactly as follows:

Best,
[your name]

Line 6 – Add a short P.S. that is personal and relevant to [prospect]. It could be a past personal or professional achievement, a promotion, or other relevant and interesting detail from their background. Use a casual and conversational tone.

Step 7: Follow-Up Email
Generate a follow-up email that includes a case study to demonstrate how you've helped potential customers to achieve their goals.

Prompt
Write a follow-up email to [prospect]. This is my first email: [Insert first email]
And this is the response: [Insert response. If no response, state the email wasn't responded to.]
Adhere to the same structure, length, and tone of my original email. In line three, explain how we helped [customer] solve [pain point] using language from this case study: [insert case study].
Include a call to action asking whether this is of interest to [prospect].

OPTIONAL PROMPTS
Cold Email Subject Lines
Craft subject lines that stand out and get your emails opened.

Prompt
Craft 10 subject lines for the following sales prospecting email: [insert your email]
Follow these strict rules:
- Limit subject lines to roughly 40 characters, or 1-5 words
- Make the subject lines look like they're internal emails instead of sales emails, for example "low reply rates" and "Q2 outbound strategy"
- Avoid spammy and salesy words and excessive punctuation

OPTIONAL PROMPTS, CONT.

Personalized Opening Line

Often visible from the inbox, it can play a significant role in getting your email opened.
Tip: This prompt is most effective when used in conjunction with the research prompts above.

Prompt

Select 5 interesting points from the information above about [prospect] or [prospect's company] that I can use to personalize my sales pitch and prospecting email. These points should be personal and relevant to [prospect].
Then complete the output:
"Noticed that [interesting point]. In my experience, that usually means [outcome of interesting point]"

Example:
"Noticed that [company] is hiring SDRs. In my experience, that usually means outbound sales teams have hit capacity and the only way to scale is to increase headcount."

Calls to Action (CTAs)

Provide a clear direction for the prospect on what to do next and to convert interest and attention into action.

Prompt

Create 5 calls to action (CTAs) for this prospecting email: [insert your email]. The goal of the call to action is to get a positive response without coming off as pushy or salesy. Keep each CTA brief, and use a friendly yet confident tone.

Resource: https://www.oneshot.ai/blog/ai-sales-prospecting-prompts