



SALESDRIVER FIELD GUIDE #05

50 Prompts for People Who Actually Sell

Prompts for diagnosis, account strategy, buyer state, messaging and deal movement.

The prompt is not the intelligence. The quality comes from the context you give the model. These prompts are built to help sellers think, not to mass-produce generic copy.

Use this guide to:

- Diagnose accounts before generating messages.
- Use AI as a second set of eyes on live deals.
- Turn calls, CRM history and signals into better decisions.

Built for operators, sales leaders and reps who want fewer disconnected tools and better buyer context.

New \$99 SalesDriver Platform: B2B data, CRM, email + LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools.

How to use the prompts

Replace bracketed fields with real context. When possible, paste the account history, call notes, buyer signals, product information and prior messages before the prompt. Do not ask the model to invent missing facts.

Default instruction to add: “Separate facts from inference. Flag what you do not know. Do not invent buyer intent.”

Account diagnosis

1. Diagnose this account using the evidence below. What do we know, what are we inferring, and what is still missing before we should contact them?
2. What has materially changed at [company] since our last interaction, and which changes could alter buying timing?
3. Rank the top five reasons this account might buy from us. For each reason, cite the evidence in the context I provided.
4. What are the strongest reasons this account might not buy from us right now?
5. Build an account brief that a senior salesperson could read in three minutes before a call. Exclude generic company biography.
6. Identify contradictions in the account history that a rep should resolve before the next outreach.
7. Which signals in this account history are high-value buying signals, and which are merely activity?
8. What would make this account a poor fit even if they respond positively?

Buyer state and deal movement

1. Score this opportunity 0-3 on problem, urgency, trust, risk, alignment, value and path to action. Explain every score.
2. What is the weakest buyer-state dimension in this deal? What evidence supports that conclusion?
3. What is most likely stopping the buyer from moving, based only on the information provided?
4. What next action would most improve the weakest buyer-state dimension? Explain the mechanism.
5. List the assumptions our rep appears to be making about this buyer. Which ones are dangerous?
6. What questions should we ask next to distinguish “bad timing” from “low priority”?
7. If this deal dies, what is the most likely reason? Give the top three failure modes.
8. What evidence would reduce perceived risk for this specific buyer?

Discovery and calls

1. Given this account context, write 8 discovery questions that test our assumptions instead of asking generic pain questions.

2. Review these call notes. What did the buyer say that suggests urgency, resistance, internal politics or hidden risk?
3. What did the rep fail to ask on this call?
4. Extract every named stakeholder, role, concern, commitment, objection and timing signal from this transcript.
5. Separate the buyer's stated problem from the likely underlying business consequence.
6. What language did the buyer use to describe the problem? Turn it into a short messaging vocabulary we should reuse.
7. Identify every promise or commitment made by either side and assign an owner and implied due date.
8. Write a pre-call briefing that focuses only on what could change the outcome of the next conversation.

Messaging and personalization

1. Write a concise outreach message based on the account history. Use prior context and the current trigger. Do not use generic compliments.
2. Give me three message angles for this account: risk reduction, growth opportunity and operational efficiency. Rank them by fit.
3. Rewrite this email so every sentence earns its place. Remove claims that are not supported by the context.
4. What personalization in this draft is cosmetic? Replace it with information that matters to the buyer decision.
5. Create a re-engagement note for a buyer who said [objection/timing] on [date]. Use what has changed since then.
6. Write a landing-page headline and opening section for [company/segment] based on these known pains and outcomes. Do not invent customer results.
7. Generate three subject lines that describe the business issue, not the seller's product.
8. Critique this message as the buyer. What would make you delete it?

Multi-threading and relationships

1. Map the likely buying group from these contacts. Label economic buyer, problem owner, technical/implementation owner, champion and possible blocker. Mark uncertainty.
2. Who is missing from this buying group and why might their absence matter?
3. What is the best reason to involve [role] now without making the current contact feel bypassed?
4. Create a stakeholder-specific value hypothesis for each person in this account. Keep the shared business case consistent.
5. Identify any prior relationship, job-history or company-history connections in this data that could create a warmer path.
6. What information should our executive know before entering this account conversation?

Pipeline and coaching

1. Review these opportunities and rank them by evidence of buyer movement, not by CRM stage.
2. Which deals in this list are likely “seller-created pipeline” with weak buyer evidence? Explain.
3. Find opportunities where the next step is an activity rather than a buyer commitment.
4. For each stalled deal, identify the missing buyer-state dimension and one test to validate it.
5. Coach this rep’s deal strategy. What are they overestimating, underestimating or avoiding?
6. Compare these three lost deals. What patterns repeat across objections, stakeholders, timing or proof?
7. Turn these win/loss notes into five hypotheses we should test in future campaigns.
8. Which pipeline fields are being treated as facts even though the notes do not support them?

Post-mortem and learning

1. Create a loss review that separates controllable causes, buyer constraints and bad-fit factors.
2. What should our system remember from this lost opportunity so a future rep does not start over?
3. What changed between first contact and final outcome? Build a short timeline.
4. What messaging or proof actually created movement in this deal?
5. Which signal looked important but turned out to be noise?
6. If this buyer returns in six months, what context should appear automatically before anyone contacts them?

A better prompt wrapper

Context: [paste account history, signals, call notes, product/offer context]

Task: [use one prompt above]

Rules: Separate facts from inference. Do not invent intent. Identify missing data. Keep the recommendation tied to buyer movement.

Output: Recommendation, evidence, uncertainty, next action.