



10 AI Prompts for Personalized Sales Outreach

Share these prompt templates with your team to fill in their customers' relevant information and accelerate the speed and scale of their personalized sales outreach.



1 Cold Email Outreach

"Generate a personalized sales email for *[BUYER NAME]* at *[BUYER COMPANY NAME]* that discusses how our product, *[PRODUCT NAME]*, resolves the specific challenge of *[BUYER PAINPOINT]* using *[PRODUCT FEATURES]*. Include a call to action at the end to *[CTA]*."

PRO TIP: Note any specific elements the email should include, whether that be the desired length of the email or a bulleted list of features.



2 LinkedIn Outreach

"I want to reach out to *[BUYER NAME]* on LinkedIn about my product, but don't want to come across too salesy. My product is *[PRODUCT NAME]* and is used for *[PRODUCT PURPOSE]*, which solves their concern of *[BUYER PAINPOINT]*. Generate five possible intros I can use to reach out to this customer through a direct message."

PRO TIP: No AI can replace the human element your team brings to the table. When messaging on LinkedIn, consider your recipient and the tone that might be most effective at engaging them; use generative AI to tweak your messaging as necessary so it strikes the right chord.



3 Sales Call Script

"Below is a description of my product. Create a brief sales script for a call with *[BUYER NAME]* at *[BUYER COMPANY NAME]* that highlights how these features resolve *[BUYER PAINPOINT]*."

PRO TIP: The more information you offer generative AI about your product, the better results you'll receive for your outreach.



4 Sales Email Subject Lines

"Create five attention-grabbing email subject line options focused around *[PRODUCT FEATURE]* for the first email in a series of cold outreach emails."

PRO TIP: If you don't like the results of your prompt, you can offer generative AI feedback to improve future usage before requesting a second iteration.



5 Industry Trends and Challenges

"My prospective client is a *[CLIENT ROLE]* in the *[INDUSTRY NAME]* industry. Based on recent industry trends and challenges, what specific pain points are most likely affecting them? How does my product, *[PRODUCT NAME]*, address these pain points, and what case studies or testimonials could support this claim?"

PRO TIP: To dial in further on this prompt, offer your generative AI a detailed description of your product. AI can save your product descriptions to inform future results.



6 Ice Breakers

"I'm looking for ice breakers for my prospective client, *[CLIENT NAME]*. Below is the 'about' section from their LinkedIn profile. Generate five personalized questions that reference their professional achievements, recent activity (e.g., LinkedIn posts, articles), or shared industry challenges, to help build a personal connection in my sales emails."

PRO TIP: Keep in mind that AI may not be able to seamlessly generate content with the nuances of human speech. Make sure you proofread and edit your generated content before sending to imbue your own tone of voice and authenticity — especially for personal outreach.



7 Competitive Analysis

"Analyze the recent quarterly earnings calls of *[COMPETITOR COMPANIES]* in the *[INDUSTRY NAME]* industry. Identify any product gaps or weaknesses that my product, *[PRODUCT NAME]*, could address when pitching to potential clients."

PRO TIP: Generative AI can synthesize large amounts of data into actionable insights or talking points, which you can then combine with customer information to create more personalized, data-backed outreach.



8 Product Recommendations and Comparisons

"My client requires a product that offers *[DESIRED FEATURE OR BENEFIT]*. Based on the list of my company's products and their features, and considering the client's specific industry needs and pain points, generate a tailored recommendation for the product that best fits their requirements. Highlight how this product compares to competitors' offerings and any additional benefits for the client's business."

PRO TIP: Provide your generative AI with a list of competitors either before entering this prompt or in the prompt itself to help it more accurately compare your product to the competition.



9 Responding to Feedback

"Analyze the common objections I've received from clients in the *[INDUSTRY NAME]* industry about *[PRODUCT NAME]*. Provide a list of counterarguments or solution-based responses, backed by relevant statistics or case studies, to overcome these objections."

PRO TIP: If you use AI to create counterarguments for customer complaints, don't forget to provide context and review the results to ensure they strike the right tone. Simply copying and pasting AI prompt responses without editing them first may result in your outreach efforts coming across as callous or argumentative.



10 Email Draft Based on Subject Line

"Below is an email subject line for a prospecting email aimed at *[TARGET AUDIENCE]*. Generate an email draft that creates *[DESIRED OUTCOME]* with a CTA of *[DESIRED CTA]*."

PRO TIP: This prompt is best used for quick drafts rather than lengthy correspondence. Make sure to review your AI-generated email to add some human elements and further personalization before sending.

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