**Expanded Prompt Toolkit:**

The Salesperson’s Guide to AI

# Getting the Most from These Prompts. You’ve already seen throughout the book that **great prompts need context**. So before you copy and paste anything from this guide, take a moment to tailor it.

Where a prompt says “I’ll give you context”, make sure you actually do:

“Act as a smart sales assistant. I’ll give you context — you ask clarifying questions before giving advice.”

**Adapted prompt for a B2B paint supplier:**

“Act as a smart sales assistant. We are selling specialist anti-corrosion paint to the maritime industry, where competition is increasing. We differentiate ourselves through customer service and the longevity of our paint. You ask clarifying questions before giving advice.”

That one tweak gives you much better results, because the AI knows what matters to you and your customers.

Use the same approach across the prompts that follow. They’ve been grouped by chapter and are ready to adapt for your style, your product, and your customer conversations. The payoff is fast: smarter outputs, less editing, and more time selling.

# Chapter 1: Don’t Just Ask, Guide It

* Act as a smart sales assistant. I’ll give you context — you ask clarifying questions before giving advice.
* Here’s what I’m trying to achieve. What else do you need from me before answering?
* I want better output, not just faster answers. Help me set you up properly.
* How should I brief you if I want high-quality, relevant responses every time?
* Act like my commercial sounding board. If I give you vague info, push back.
* Give me 3 ways I can get more from you in less time — starting now.
* Based on this type of work [describe task], what kind of context do you need up front?

# Chapter 2: Make It Sound Like You

* This is how I write. Adjust your tone to match this example: [paste message].
* Make this sound more human — but keep it commercially sharp.
* Rewrite this in my style. Short sentences, no fluff, clear value.
* Make this sound like a confident salesperson, not a copywriter.
* Turn this draft into something I’d actually say to a client.
* Stacked prompt: First, analyse my style. Second, adjust this draft to match it.
* How do I sound less robotic and more like myself when using AI?
* Stop using so many em dashes. (This can sometimes be a dead giveaway that the text is from an AI Engine

# Chapter 3: Smarter Prospecting

* Give me a company snapshot: what they do, who they sell to, and any recent changes or news.
* What would a COO at this company care about most right now?
* Based on this sector, what pressures might a Procurement Manager be under?
* Stacked prompt: First, summarise their business model. Then give me 3 relevant conversation openers.
* Are there any red flags, news, or shifts I should know about before reaching out?
* Create a 60-second company intro I can use in a call or email.
* List any recent leadership changes or project announcements in [industry or region].

# Chapter 4: AI as Your Practice Partner

* Act as a cautious CFO reviewing a new supplier. Challenge me on cost and risk.
* Push back like a skeptical customer hearing a pitch for the first time.
* Here’s my answer to an objection. Critique it and suggest something stronger.
* I’m preparing for a tricky call. Role-play as the buyer and test me.
* Stacked prompt: Give me 3 common objections from [job title], then help me practice responses.
* How might a Procurement Manager react to this proposal summary?
* Rate my explanation of value from 1–10 and tell me how to improve it.

# Chapter 5: The Art of the Nudge

* Write a friendly, no-pressure follow-up email after 10 days of silence.
* Suggest a short LinkedIn message that checks in without sounding desperate.
* How would you reframe this message to add more value and less chasing?
* What’s a good subject line to increase open rates on a polite check-in?
* Help me turn a quiet deal into a helpful touchpoint — without asking for anything yet.
* Give me 3 ways to follow up on this deal based on the last thing they said.

# Chapter 6: AI as Your Silent Assistant

* Each Monday, scan for any tenders awarded or released in the past week in [industry].
* Tell me what’s new in [sector] that would affect decision-makers.
* Are there leadership changes or exec hires at [Company Name] in the last 30 days?
* What ESG or compliance shifts might impact [industry] this quarter?
* Scan LinkedIn and company news for any signs of funding, expansion, or cost-cutting at [Company].
* Check for any recent buyer-side commentary or complaints about [competitor].
* What signals should I monitor weekly to stay relevant in [sector]?

# Chapter 7: Your Back Pocket Prompts

* How do I reword this follow-up to suit a Procurement Manager vs. a COO?
* Give me 3 alternative openers for this outreach message — punchier but still polite.
* Based on my goal [insert goal], what’s a prompt I should reuse every week?
* Turn this call summary into a clear action plan with 3 next steps.
* Here’s my email. Spot anything that sounds passive or generic.
* I need a quick objection-handling reply. They said our solution looks “too complicated.”

# Bonus Chapter: Coaching Yourself with AI

* Here’s a summary of my week. What did I overlook, and where should I double back?
* Push me: where am I wasting effort or repeating mistakes?
* Ask me 5 questions to reflect on how I’m selling and where I could improve.
* Stacked prompt: First, review this call summary. Then suggest what I could have done better.
* How could I show more leadership in how I approach deals internally?
* Help me prep for a performance review — what commercial wins should I highlight?
* Review my pipeline. Which deals are stuck, and what should I try next?

# Golden Prompt – Career Growth

* I want to grow from senior salesperson into a General Manager or future CEO. I’m strong in commercial execution and customer leadership but less experienced in internal operations, finance, and team development. What should I focus on over the next 12 months to build credibility and readiness for that kind of role? What courses, books or publications would you recommend?

You could ask your AI of choice to also review your current CV for context with this last prompt. Certainly, it is worth having AI review your CV for honest feedback in any case.