



35+ Proven Sales & Marketing AI Prompts

You Can Use Today

How can I help today? ✨

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By 2028, Gartner estimates 60% of all B2B seller work will be executed using generative AI. Your sales and marketing teams can get ahead of the curve and elevate sales capacity by using generative AI prompts to hone their skills and improve results.

With the right AI prompts, your sales and marketing teams can easily create personalized content for each buyer, saving the time and resources needed to scale operations efficiently. But before you implement this trending technique into your workflow, check out these tips and examples to start off on the right foot.

Key Takeaways:

AI prompts accelerate research, outreach, and deal execution for sales and marketing teams.

The following prompts are optimized for 2026 workflows, including AI agents, real-time data analysis, and multi-channel personalization.

25 AI Prompts for Sales Teams

Prospecting & Lead Research Prompts

01 Analyze a Prospect's Digital Footprint

Prompt:

Analyze this prospect's digital footprint and summarize their top priorities, pain points, buying triggers, and likely objections.

02 Turn a Job Posting Into Prospect Pain Points

Prompt:

Turn the following job listing into a list of business problems this company is actively trying to solve. Then generate relevant outreach angles.

03 Deal Likelihood Score

Prompt:

Research this company and produce a Deal Likelihood Score with reasoning based on firmographics, hiring trends, product signals, and competitor movements.

04 LinkedIn Personality Match Outreach

Prompt:

Scan LinkedIn posts from this prospect and generate 3 outreach messages that match their communication style.

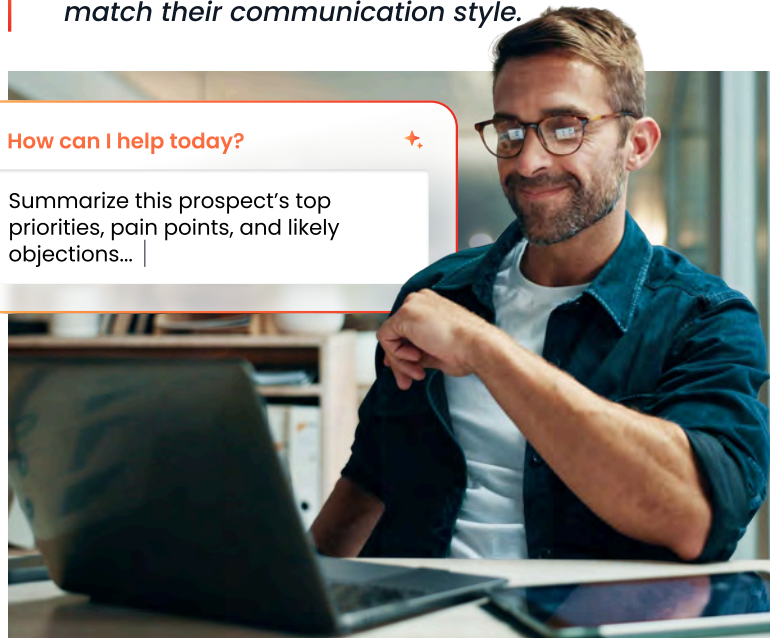
05 Tech Stack Gap Identification

Prompt:

Based on their tech stack, identify operational gaps where our solution fits and draft a pitch showing fast ROI.

How can I help today?

Summarize this prospect's top priorities, pain points, and likely objections... |



Cold Outreach Prompts

06 Cold Email Outreach

Prompt:

★ *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.

07 Pattern Interrupt Email Sequence

Prompt:

★ *Create a 3-step email sequence that uses pattern interrupts to stand out from competitors.*

08 Industry Insight Hook Email

Prompt:

★ *Write a cold email that includes a unique insight about their industry, region, or competitors.*

09 Fresh Cold Call Openers

Prompt:

★ *Generate 5 cold call openers that build trust quickly and avoid clichés.*

10 LinkedIn Outreach

Prompt:

★ *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.

Personalized Messaging Prompts

11 Sales Email Subject Lines

Prompt:

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

12 Why Us, Why Now

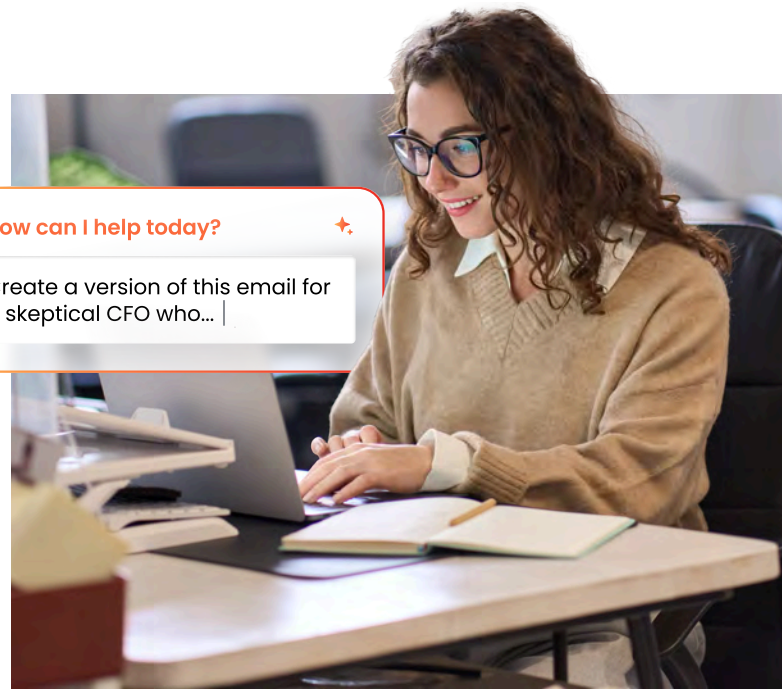
Prompt:

- ★ *Analyze the company's last 6 months of news and create a 'Why Us, Why Now' angle.*

14 Testimonial-Based Personalization

Prompt:

- ★ *Convert this customer testimonial into a value prop specifically for <PROSPECT INDUSTRY>.*



How can I help today? ★

Create a version of this email for a skeptical CFO who... |

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.

13 Persona-Level Personalization

Prompt:

- ★ *Rewrite this email to personalize it at the persona level while focusing on business outcomes.*

15 Emotional Tone Variations

Prompt:

- ★ *Write three versions of this outreach email using different emotional tones: analytical, confident, and empathetic.*

Sales Call Prep & Discovery Prompts

16 Website → Discovery Agenda

Prompt:

- ★ *Turn this prospect's website into a discovery call agenda with tailored questions that uncover timeline, constraints, and pain points.*

17 Sales Call Script

Prompt:

- ★ *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.

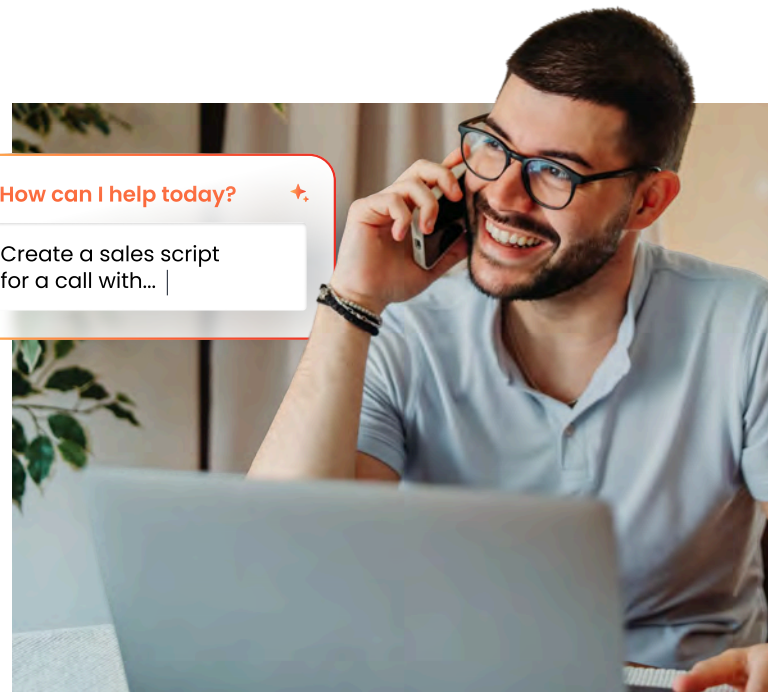
18 Competitive Analysis

Prompt:

- ★ *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.



19 Ice Breakers

Prompt:

★ *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.*

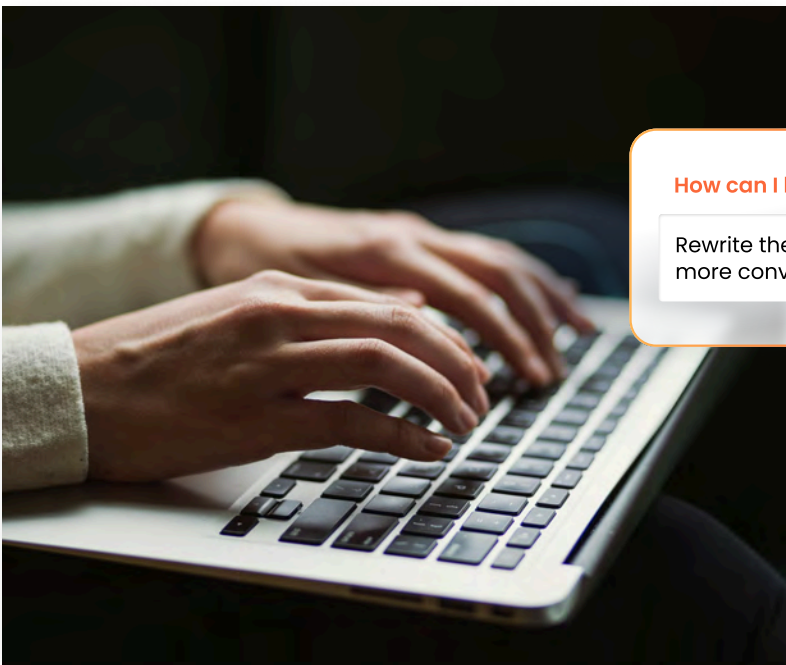
Pro Tip:

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.

20 Softer, Conversational Question Rewrite

Prompt:

★ *Rewrite these discovery questions to sound conversational and non-interrogative.*



How can I help today? ★

Rewrite these discovery questions to sound more conversational... |

Objection-Handling Prompts

21 Persona-Level Objection Map

Prompt:

- ★ *List all likely objections for this persona and create ranked responses.*

22 Responding to Feedback

Prompt:

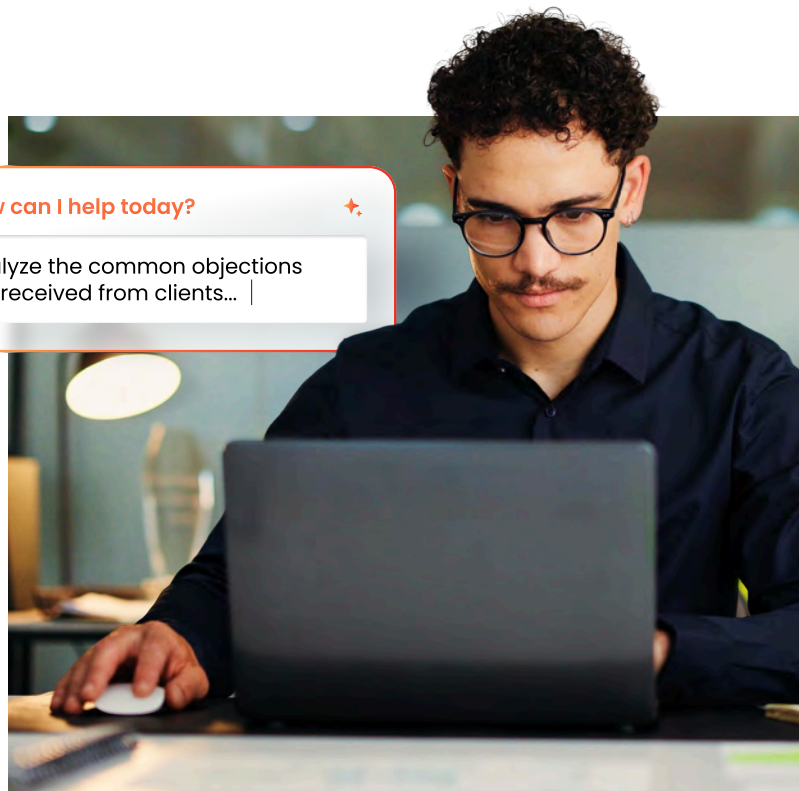
- ★ *Analyze the recent quarterly earnings calls of [COMPETITOR COMPANIES] in the [INDUSTRY NAME] industry. Identify any product gaps or weaknesses that my product, [PRODUCT NAME], could address when pitching to potential clients.*

Pro Tip:

If you use AI to create counter arguments 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.

How can I help today? ✦

Analyze the common objections I've received from clients... |



23 Product Recommendations and Comparisons

Prompt:

- ★ *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.

Closing & Negotiation Prompts

24 Closing Email With Soft + Hard CTA

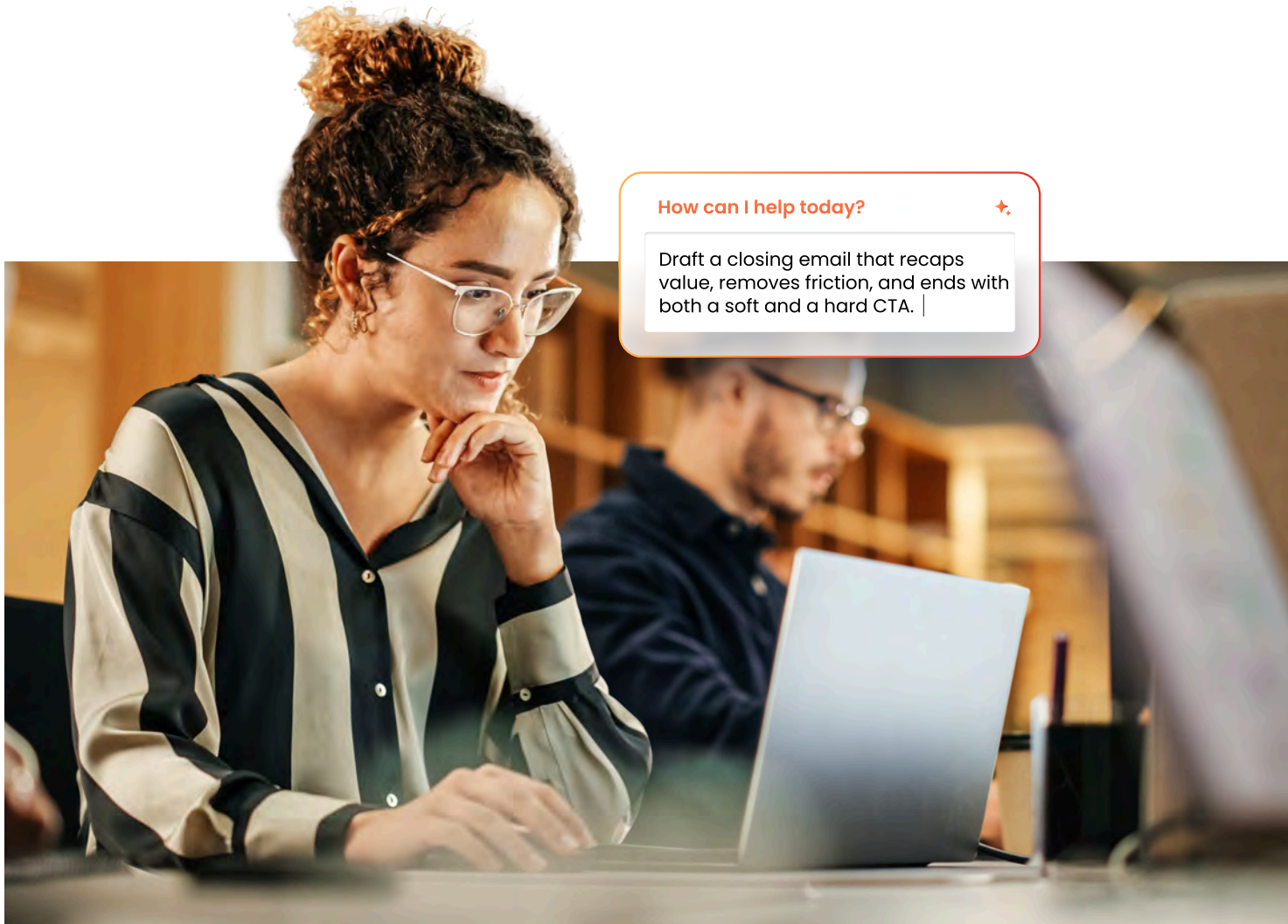
Prompt:

- ★ *Draft a closing email that recaps value, removes friction, and ends with both a soft and a hard CTA.*

25 Product Recommendations and Comparisons

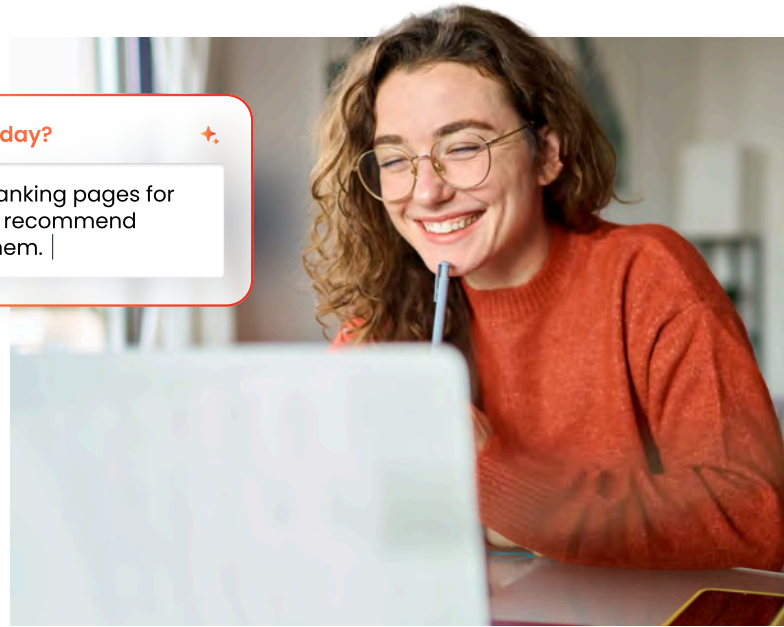
Prompt:

- ★ *Create a buying-consensus message tailored for CFO, CTO, and end users.*



How can I help today? ★

Draft a closing email that recaps value, removes friction, and ends with both a soft and a hard CTA. |



10 AI Prompts for Marketing Teams

01 Feature List → SEO Topics

Prompt:

- ✦ Turn this product feature list into 5 SEO-optimized blog topics with click-worthy titles.

02 Narrative Hook Blog Intro

Prompt:

- ✦ Rewrite this blog intro using a narrative hook and an insight that positions us as an authority.

03 SERP Competitor Analysis

Prompt:

- ✦ Analyze the top ranking pages for this keyword and recommend how to outrank them.

04 Repurpose Long-Form Content

Prompt:

- ✦ Convert this article into short social scripts for LinkedIn, Instagram Reels, and TikTok.

05 Five-Email Nurture Sequence

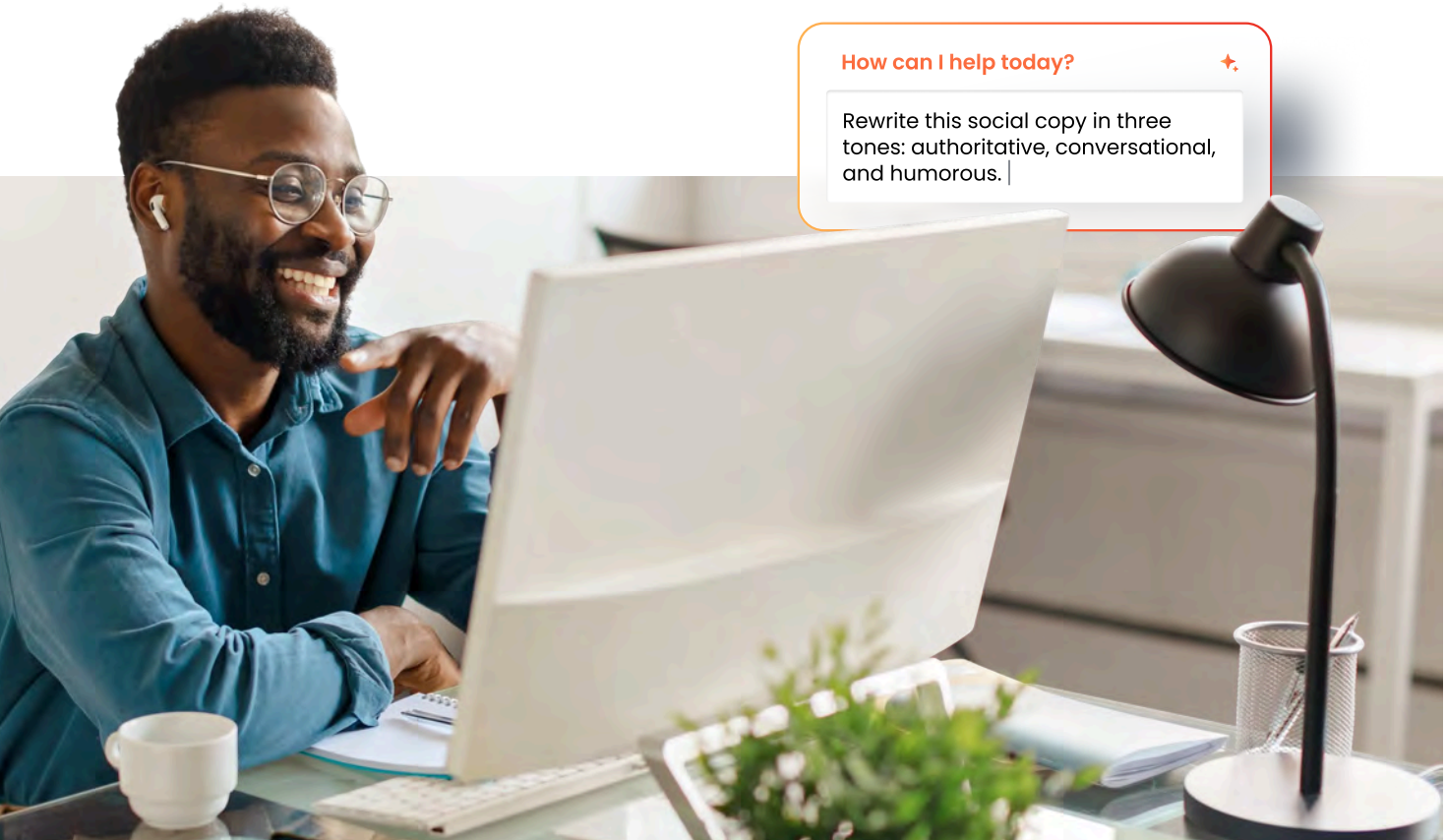
Prompt:

- ✦ Write a 5-email nurture sequence that moves a cold lead to demo-ready status using storytelling and micro-CTAs.

06 Sales Newsletter Rewrite

Prompt:

- ✦ Rewrite this newsletter to be skimmable and optimized for mobile-first audiences.



How can I help today? ✦

Rewrite this social copy in three tones: authoritative, conversational, and humorous. |

07 Quarterly Goal → Campaign Plan

Prompt:

- ✦ Take this quarterly marketing goal and convert it into a multi-channel campaign with KPIs and timelines.

08 Timely Campaign Angles

Prompt:

- ✦ Create 5 campaign angles that position our product as timely and urgent based on current industry shifts.

09 Tone Variations for Social Copy

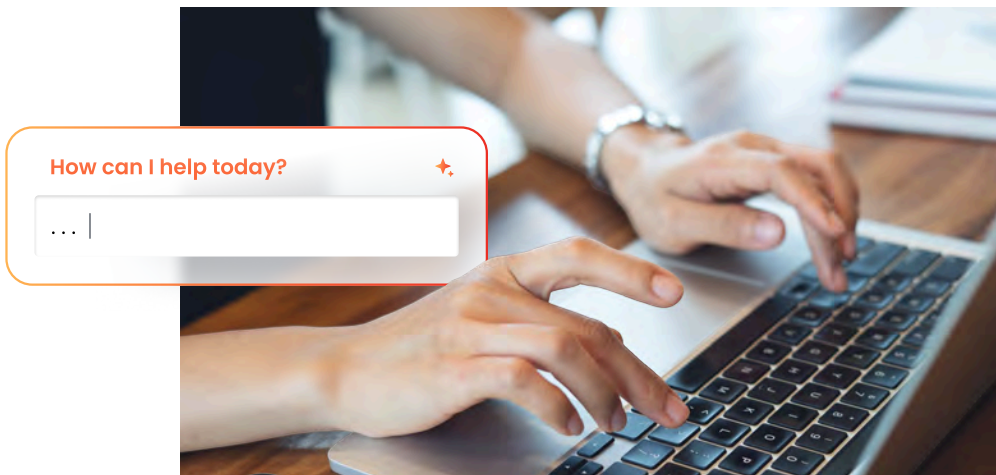
Prompt:

- ✦ Rewrite this social copy in three tones: authoritative, conversational, and humorous.

10 High-Performer Pattern Summary

Prompt:

- ✦ Analyze our top 20 performing social posts and summarize patterns in voice, cadence, CTA type, and visuals.



How to Write the Best AI Prompts

Creating generative AI prompts for the best results possible requires finesse, so it's important to employ some key techniques that will help elevate your AI outcomes.



Emulation enhances results

To gear results toward a certain context ask generative AI to emulate a desired role. For example, adding "Act like a salesperson from [company name]" will help shape your responses around that individual's potential perspective.



Train your AI

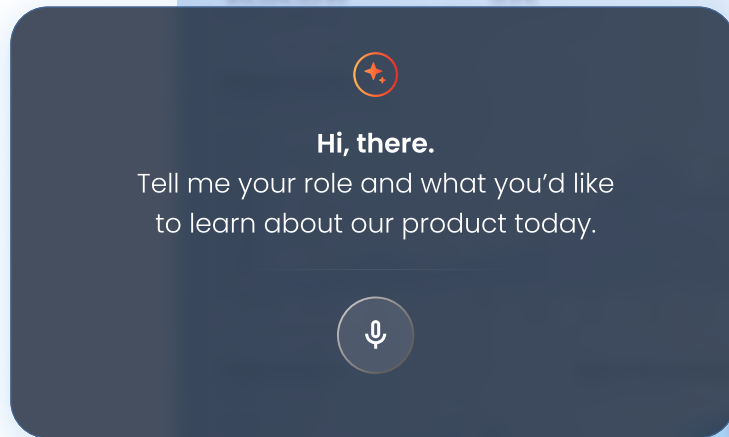
By offering generative AI context like product descriptions, target personas, and company descriptions, you can extract more custom-tailored responses as your AI learns more about you. AI will remember data and use the information you provide to shape future prompt outcomes to better suit your needs.



Be specific

When asking AI to generate information, consider the industry, recency, role of your buyer, and other key elements. Adding as much specificity as you can to your prompts will help optimize results for your exact intentions.

Even with these tips, writing your own AI prompts can be hard. Using templates can help you get your feet wet with generative AI before taking the plunge with creating prompts from scratch.



Get Your Product Talking.

Turn your demos, static pdfs, videos, tours, and more into a conversation. With Consensus' Talkables, use conversational AI to scale your expertise...even while you're asleep.



Let Buyers Talk to Your Product.

Peel's voice-driven agents turn demos, videos, and documents into live conversations: qualifying buyers, answering questions, and demonstrating value instantly, without a rep.



AI Agents for Every Stage of the Buying Journey.

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Know What Buyers Actually Care About.

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About Consensus

Consensus is the world's most trusted AI-powered Interactive Demo Platform—delivering intelligent, always-on product experiences that accelerate and inform decisions.



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Marketing gains visibility into real product engagement tied directly to pipeline. Presales scales expertise without repeating demos. Sellers focus on opportunities with verified interest and clear intent, rather than passive curiosity. The result is measurable: better-qualified deals, stronger stakeholder alignment, and faster sales cycles.



Trusted by 60% of the world's largest software companies, including Oracle, Atlassian, Salesforce, and SAP, Consensus is #1 in Demo Automation on G2 and recognized as a Great Place to Work.