



THE MONDAY BRIEF · FREE FOR B2B REPS

10 AI SALES PROMPTS

THE B2B SALES PROMPT LIBRARY

For prospecting, meetings and follow up. Copy one, fill in the brackets, and get a draft you can actually use.

FOR

Claude

ChatGPT

Every prompt was run on real sales tasks before it went in.

From Nate Brannock, working B2B sales rep and author of AI for B2B Sales Professionals 2026-2027

START HERE

HOW TO USE THESE

- Paste a prompt into Claude or ChatGPT, then fill in the [brackets] with your details.
 - Take out pricing and anything confidential, and check your company's rules before you paste customer notes into any AI tool.
 - Read every answer before it goes to a buyer. The AI drafts, you do the selling.
 - Ask for changes in plain words, like "shorter," "less formal" or "sound more like me."
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PROSPECTING

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YOUR VOICE

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Research a new account in two minutes

Use it: Before a first meeting, when you want to walk in knowing what's going on at their company.

COPY THIS PROMPT

I have a first meeting with [company name and website] next week. I sell [what you sell] to [who you sell to]. Search the web and write me a one page brief with four parts:

1. What they do and who they sell to, in plain words.
2. Anything new from the last six months, like news, leadership changes, expansion or layoffs.
3. Two or three problems they're likely dealing with that I could help with, and why you think so.
4. Four questions I can ask in the meeting that show I did my homework.

Include a source link for every fact. If you can't find something, say so instead of guessing.

Tip: Turn on web search first. In Claude, click the + and choose Web search. In ChatGPT, type / and choose Search. Click two of the source links before you repeat anything to the buyer.

Tested in Claude with web search, on a made up company.

Write a cold email that sounds like you

Use it: When AI emails come out polished and generic, and you'd never actually send them.

COPY THIS PROMPT

Below are two emails I wrote that sound like me. Study my voice: how long my sentences are, how I open, and how I ask for the next step.

Then write a cold email to [name and title] at [company] about [what you sell]. The reason I'm reaching out: [one specific reason].

Rules: under 90 words. No "I hope this email finds you well." No dashes. One specific reason I'm writing. End with one easy question. Don't make up facts.

Email 1:

[paste an email you wrote]

Email 2:

[paste another email you wrote]

Tip: Take out names and pricing first. Save your two emails in a Claude Project so every new chat starts in your voice.

Tested in Claude on a made up account.

A LinkedIn note they'll accept

Use it: When you want to connect with a buyer without sounding like a pitch.

COPY THIS PROMPT

Write a LinkedIn connection note to [name, title, company]. Keep it under 200 characters. Mention one specific thing from the details below and use my reason for connecting. No pitch, no links and no dashes. Don't make up anything about me. Make it sound like a person wrote it.

Details about them: [a line from their profile, a post they wrote or company news]
Why I want to connect: [one honest line]

Tip: Send it within a day or two of the post or news you mention, while it's still fresh.

Tested in Claude on a made up account.

A voicemail that gets a call back

Use it: Before you dial, so you aren't making it up when the beep hits.

COPY THIS PROMPT

Write a voicemail I can leave for [name, title] at [company]. Keep it under 20 seconds, about 50 words. Say who I am and one specific reason I'm calling, then say my number twice: [your number]. End with an easy next step. Write it the way people talk, with short sentences. Don't make up facts.

Reason I'm calling: [one specific reason]

Who I am: [your name and company]

Tip: Read it out loud once and cut any word you wouldn't actually say.

Tested in Claude on a made up account.

MEETINGS · Prompt 5

Prep for a first meeting

Use it: The night before a first meeting, after you've done your research.

COPY THIS PROMPT

I have a first meeting with [name, title] at [company] about [what you sell].
Here's what I know about them: [paste your notes, their About page or recent news].

Give me four questions that get them talking about their problems, and the two objections they're most likely to raise with a short, honest answer to each. Keep it to one page. Use only what I gave you, and label anything you're guessing.

Tip: If they said something to you before, put it in your notes. Claude will build a question around their own words.

Tested in Claude on a made up account.

MEETINGS · Prompt 6

Sort your notes before the sales meeting

Use it: Five minutes before your Monday meeting, with last week's notes all over the place.

COPY THIS PROMPT

I have a sales meeting in 30 minutes. My notes from last week are below. Sort them into four groups: deals that moved forward, deals that stalled, new leads, and anything I promised to send but haven't sent yet. For each item, write one sentence I can say out loud in the meeting. Use only what's in my notes, and don't fill in anything I didn't write.

[paste your notes here]

Tip: Add "Flag any deal I haven't touched in two weeks" to the end, and Claude will point out what's going quiet.

Tested in Claude on a made up account.

MEETINGS · Prompt 7

Turn meeting notes into a follow up email

Use it: Right after a meeting, while your notes are still half sentences.

COPY THIS PROMPT

Here are my rough notes from a sales meeting. Write a follow up email to [name] that I can send today.

Rules: Open with one specific thing they said in the meeting. List each next step with who owns it and when. Under 150 words. Plain language. No dashes. No "I hope this email finds you well." Don't add anything that isn't in my notes. If something in my notes is unclear, put [CHECK] next to it so I can fix it.

Then, below the email, write a two line note for my CRM: what they need and the next step with a date.

My notes:
[paste your notes]

Tip: Tap the microphone in ChatGPT and talk through your notes in the parking lot, right after the meeting.

Tested in ChatGPT on made up meeting notes.

FOLLOW UP · Prompt 8

Follow up when they go quiet

Use it: After two emails and no reply, when "just checking in" is all you've got.

COPY THIS PROMPT

I sent a prospect two emails and haven't heard back. Write a short follow up that gives them a new reason to talk.

Rules: Under 70 words. No "just checking in," no "circling back" and no dashes. Open with something useful to them, like a quick idea or a fact from my notes. End with one easy yes or no question. Don't make up facts.

Who they are: [name, title, company]

What I sell: [one line]

My last email: [paste it]

Anything new I know about them: [news, a job post, something they said]

Tip: Use a real reason from the last two weeks, like a job post or a press release. That's what makes it worth a reply.

Tested in Claude on a made up account.

Answer a long buyer email

Use it: When a buyer sends five questions in one email and you need to reply fast.

COPY THIS PROMPT

Below is a long email from a buyer. First, tell me in two lines what they need from me and by when. Then write a reply under 100 words that answers each of their questions in order and confirms the next step. No dashes. If they asked something I can't answer from their email, put [CHECK] there so I can fill it in.

Their email:
[paste it]

Tip: Fill in every [CHECK] before you send. Those are the spots where a wrong guess costs trust.

Tested in Claude on a made up account.

Start your About Me file

Use it: Once, so Claude learns how you sell and how you talk before it writes anything for you.

COPY THIS PROMPT

Help me build a reusable About Me file for my B2B sales work. Interview me one question at a time, starting with my role and what I sell. Don't invent anything about me, and label any guess as tentative so I can confirm it.

Tip: Answer by talking instead of typing. It's faster, and it sounds more like you. The free About Me kit at natebrannock.com/#kit has the full interview.

Tested in Claude.

TAKE THE NEXT STEP

FREE

The About Me Kit

Claude interviews you and writes a one page profile of how you sell and how you talk. Every draft after that starts from you, so you stop rewriting AI emails.

natebrannock.com/#kit

FREE

How To Videos

Short screen recordings of these prompts at work in Claude and ChatGPT, with every prompt in the description.

youtube.com/@AIB2BSales

FREE WITH THE BOOK

The Members Area

Every prompt in the book with a copy button, the seven touch follow up planner, the 150 letter mailer guide, a sample letter format, an import template and more. You unlock it with a free login and one question from the book.

natebrannock.com/b2bsalestracker

KEEP GOING

A NEW PROMPT EVERY MONDAY

This library grows every week. Each Monday, The Monday Brief brings you what's new in AI for B2B sales and one more prompt to try before your sales meeting.

The Monday Brief

Free, five minutes, every Monday: natebrannock.com/newsletter

Watch three of these prompts in action

[Research a new account](#) · [Cold email in your voice](#) · [Meeting notes to email](#)

Build your own sales tracker with Claude

No coding. The book walks you through it step by step: [AI for B2B Sales Professionals 2026-2027 on Amazon](#)