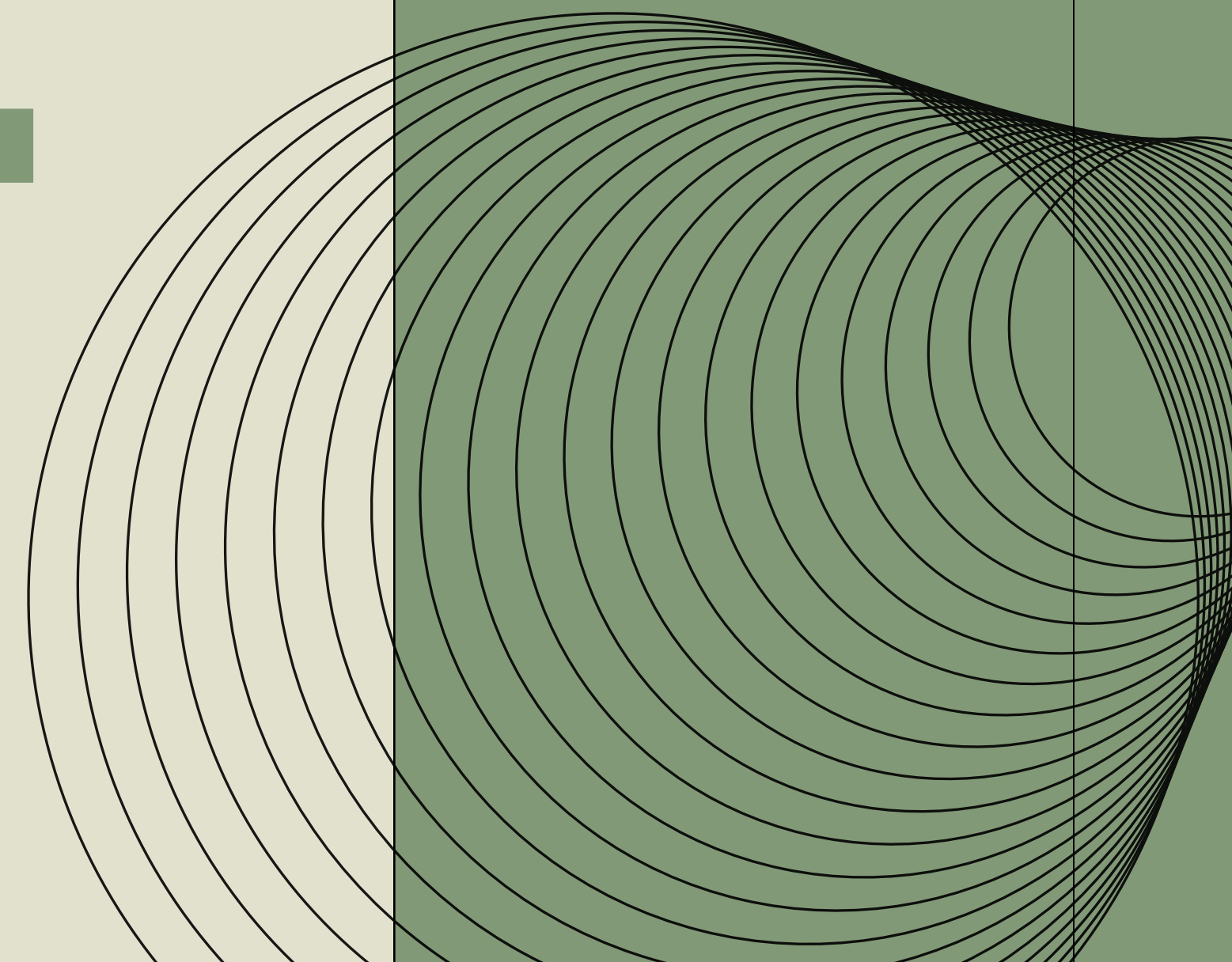


THE CHATGPT SALES EMAIL SYSTEM:

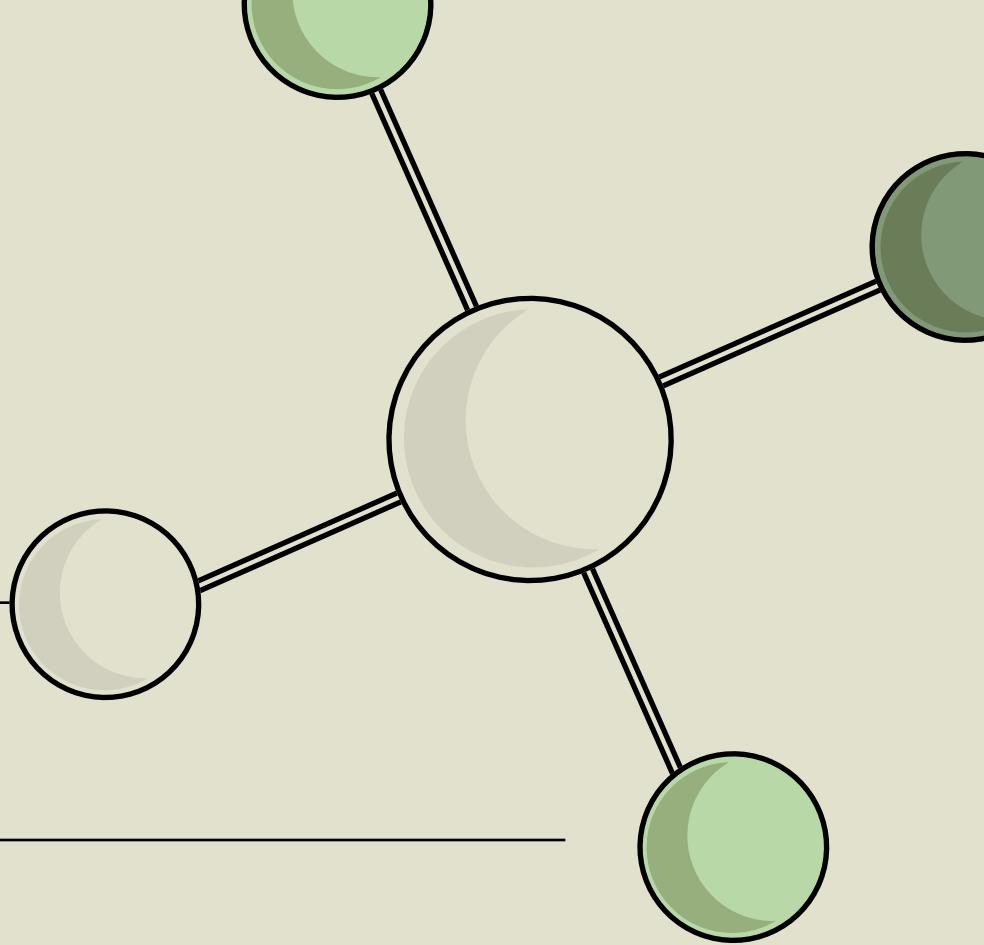
80 READY-TO-USE

PROMPTS



THE QUICK-START GUIDE

3 RULES FOR RESPONSE-WORTHY EMAILS



WHY MOST SALES EMAIL PROMPTS FAIL (AND HOW TO FIX THEM)

Reality check: most ChatGPT prompts for sales emails still produce generic, robotic-sounding messages that scream "mass email" the moment they hit an inbox. The problem isn't ChatGPT. It's that most people treat AI like a magic wand instead of a skilled assistant that needs proper direction.

After analyzing thousands of sales emails, we found what drives higher performance and the common pitfalls that catch AI newbies and pros alike.

Here's what goes wrong:

	✗ WHAT FAILS	✓ WHAT WORKS	
THE CONTEXT CRISIS	"Write a sales email for my software product"	Loading ChatGPT with your prospect's recent LinkedIn posts, company news, tech stack, and specific pain points	Real Example: Instead of "We help companies with marketing automation," try "I noticed you mentioned struggling with lead attribution across multiple channels in your MarTech conference keynote. We helped Shopify unify their attribution data and increase marketing ROI by 34% using HubSpot's new multi-touch revenue attribution."
THE FEATURE FUNERAL	Listing your product's 15 amazing features	One specific outcome that maps to their current priority	The Test: If your email could work for your competitor with minor tweaks, it's too generic.
THE BOT VOICE EPIDEMIC	"I hope this email finds you well. I wanted to reach out regarding..."	"Quick question about your HubSpot workflows—are you using the new AI-powered lead scoring yet?"	

TRY THIS NOW: THE PATTERN INTERRUPT

Create a pattern interrupt cold email with these inputs: ✕

- **Role:** [VP of Sales]
- **Company type:** [B2B SaaS, 50-200 employees]
- **Unexpected stat:** "73% of sales teams waste 2 hours daily on manual data entry"
- **Related challenge:** Hidden productivity drain
- **How we solve it:** [Your automation approach]
- **Tone:** Conversational and slightly provocative

WHY IT WORKS

Opens with surprising data → Creates urgency → Positions you as the solution



THE PSYCHOLOGY OF EMAILS THAT ACTUALLY GET RESPONSES

Before we dive into prompts, let's talk about what makes someone actually want to reply to a sales email. It's not rocket science, but it does require understanding some psychology:

1 THE 3-SECOND DECISION WINDOW

People decide whether to engage with an email in under 3 seconds. Your subject line and first sentence carry most of that decision weight.

2 WINNING FORMULA:

- **Subject:** [Specific Trigger] + [Curiosity Gap]
- **First Line:** [Personal Context] + [Value Tease]

3 THE 3-SECOND DECISION WINDOW

Subject: "Your Series B announcement + HubSpot automation question"

First Line: "Congrats on the \$50M raise—noticed you mentioned scaling go-to-market ops as a key priority..."

THE CURIOSITY GAP

Share enough to prove you understand their world, but hold back the solution. When you hint at something valuable but don't give it all away, people feel compelled to respond to close that gap. It's like showing someone a treasure map with the X slightly smudged.

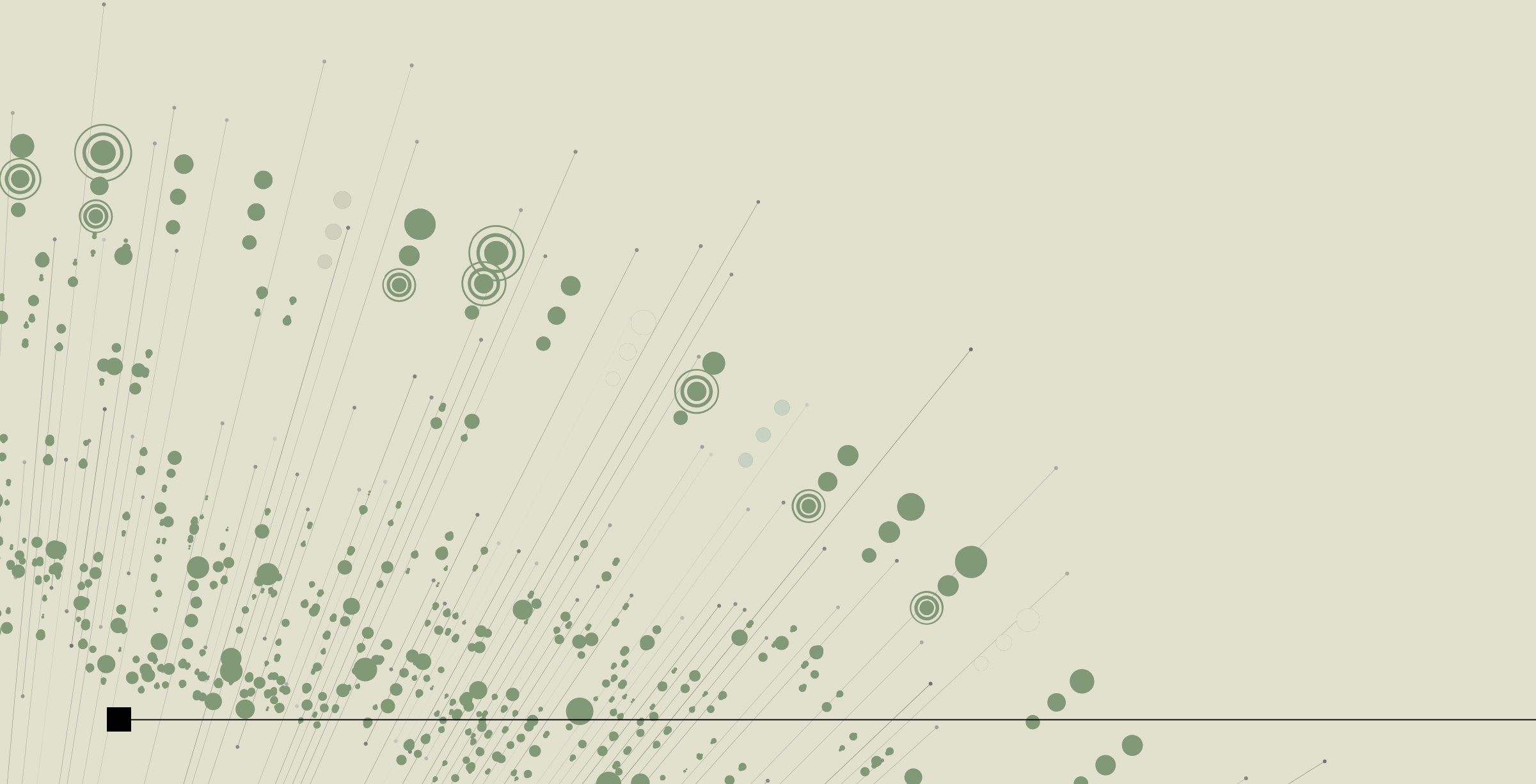
BAD	"We can reduce your marketing costs by 30%"
GOOD	"Found an interesting pattern in how Airbnb uses HubSpot's predictive lead scoring —relevant given your marketplace model?"

THE MIRROR EFFECT

People prefer responding to those who "get" them. When your email reflects their specific situation, challenges, or industry language, it creates instant rapport. It's why personalization beats automation every time.

Match their communication style by analyzing their LinkedIn posts or company blog:

- Formal industry → More structured approach
- Startup culture → Conversational and direct
- Technical audience → Lead with data and specifics
- Executive level → Business impact and strategic value



BEFORE AND AFTER:
SEE THE DIFFERENCE

GENERIC PROMPT	✗	IMPROVED PROMT	✓
Write a sales email to a prospect at a growing company about HubSpot's sales automation software.		Write a cold email with these inputs: • Prospect: Randy Zhou, VP Sales at TechCo • Trigger: Just raised \$50M Series B • Their challenge: Scaling SDR team 3x • Our solution: HubSpot's AI lead scoring • Social proof: Similar company saved 2hrs/day per rep • CTA: 15-min call Thursday 2pm • Personal touch: Saw his MarTech keynote on attribution • Tone: Conversational, peer-to-peer • Length: Under 100 words	
GENERIC OUTPUT:	✗	IMPROVED OUTPUT:	✓
Subject: Enhance Your Sales Process Hi [Name], I hope this email finds you well. I wanted to reach out regarding your sales operations at [Company]. We offer a comprehensive solution that can help optimize your sales processes and increase efficiency. Our platform features: • Lead scoring • Email automation • Analytics dashboard • CRM integration • And much more! Would you be interested in learning more about how we can help your team? Best regards, [Your name]		Subject: Your Series B + sales velocity Hi Randy, Saw you just closed \$50M (congrats!). With 3x growth ahead, guessing your SDR team is about to feel the pressure. A similar SaaS company faced the same challenge at your stage - their lead volume exploded but conversion tanked. They fixed it with HubSpot's AI-powered lead scoring that freed up 2 hours/day per rep. Worth exploring? Quick 15-min call Thursday 2pm? [Your name] <i>P.S. Your MarTech keynote on attribution was spot on - HubSpot solves that too.</i>	

QUICK IMPLEMENTATION CHECKLIST

BEFORE EVERY CHATGPT SESSION:

- ☐ Load your company context (value prop, differentiators, success metrics)
- ☐ Research prospect intel (recent news, role challenges, current tools)
- ☐ Choose your email strategy (relationship level, available triggers, goal)
- ☐ Generate draft, then humanize (personal details, tone match, simple language)
- ☐ Track what works (save 20%+ response rate prompts)

5 QUICK TIPS FOR MAXIMUM IMPACT

- 1 Subject Lines Matter:** Keep them under 50 characters, avoid spam triggers, and create curiosity without clickbait
- 2 First Line Gold:** Your opening line appears in the preview so make it about them, not you
- 3 One Clear CTA:** Don't give options. "Thursday 2pm?" beats "Let me know when works"
- 4 Mobile First:** 50% of emails are read on phones. Short paragraphs. Shorter sentences. Scannable.
- 5 Time It Right:** Monday-Thursday, 9am-12pm in their timezone typically see highest engagement

NEXT: ACCESS THE COMPLETE 80-PROMPT LIBRARY

WHAT'S INCLUDED:

- ☒ 80 proven prompts for every sales situation
- ☒ Copy-paste templates with [BRACKET] customization
- ☒ Filterable by scenario, industry, and persona

ACCESS THE FULL SPREADSHEET

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