

Reo Copilot

Prompt Library

A practical prompt library designed to transform developer activity into clear sales context for faster prospecting and outreach.



Reo.Dev



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Category 1: Account Research & Intelligence

1.1 COMPANY OVERVIEW

>- What does [COMPANY NAME] do? Explain in simple terms

Use Case: Get a quick understanding of prospects before diving into technical signals

Follow-up: Use this context to tailor your positioning

1.2 TECHNICAL STACK ANALYSIS

>- What technologies and tools does [COMPANY NAME] use? Focus on their development and infrastructure stack

Use Case: Identify technical fit and integration opportunities

1.3 COMPETITIVE LANDSCAPE

>- Who are [COMPANY NAME]'s main competitors and what challenges might they face in their industry?

Use Case: Understand market pressures that drive needs

Follow-up: Position your offering as a solution to industry-specific challenges



Category 2: Activity Analysis & Intent Signals

2.1 WEBSITE ACTIVITY SUMMARY

>- Summarize Docs and Website activity insights for [COMPANY NAME]

Use Case: Understand what resources prospects are consuming

Follow-up: Reference specific documentation they've viewed in outreach

2.2 CLI ACTIVITY ANALYSIS

>- Summarize CLI commands executed in the last 30 days for [COMPANY NAME]

Use Case: Identify active usage and implementation patterns

Follow-up: Offer help with specific commands or use cases they're exploring

2.3 DEVELOPER ENGAGEMENT PATTERNS

>- What developer activities has [COMPANY NAME] shown in the past [30/60/90] days? Focus on engagement patterns and frequency

Use Case: Understand development velocity and team size

Follow-up: Tailor outreach to match their development cycle

2.4 INTENT SIGNAL ANALYSIS

>- Based on [COMPANY NAME]'s recent activity, what stage of evaluation are they likely in? What does their engagement pattern suggest about their needs?

Use Case: Determine sales approach (educational vs. commercial)

Follow-up: Adjust messaging based on evaluation stage



Category 3: Buyer Persona Identification

3.1 BUYER PERSONA DISCOVERY

>- Find me buyer personas from [COMPANY NAME]

Use Case: Identify decision makers and influencers

Follow-up: Research individual contacts for personalized outreach

3.2 TECHNICAL CONTACT ANALYSIS

>- Who are the technical contacts at [COMPANY NAME] that have been engaging with our resources?

Use Case: Find champions and technical evaluators

Follow-up: Craft bottom-up technical outreach

3.3 DECISION MAKER MAPPING

>- Based on [COMPANY NAME]'s organizational structure and recent activities, who are likely decision makers?

Use Case: Identify C-level and director-level prospects

Follow-up: Develop top-down sales strategy



Category 4: Personalized Outreach Generation

4.1 TECHNICAL OUTREACH (BOTTOM-UP)

 Draft a personalized outreach message for [CONTACT NAME] ([TITLE] at [COMPANY NAME]). Make it technical and focused on helping them succeed with [YOUR COMPANY]. Reference their recent [CLI activity/documentation usage/GitHub activity].

Use Case: Engage technical users and developers

Follow-up: Replace with specific activities from account timeline

4.2 EXECUTIVE OUTREACH (TOP-DOWN)

 Draft a personalized outreach message for [CONTACT NAME] ([TITLE] at [COMPANY NAME]). Focus on business value, compliance benefits, and risk reduction.

Use Case: Engage VPs, Directors, and C-level executives

Follow-up: Include ROI and business impact metrics

4.3 DESIGN PARTNERSHIP OUTREACH

 Draft a design partnership proposal for [CONTACT NAME] at [COMPANY NAME]. Position it as early access and exclusive collaboration. Make it slightly more technical and less about prospecting.

Use Case: Engage forward-thinking technical leaders

Follow-up: Offer exclusive access or preview features

4.4 PROBLEM-SOLVING OUTREACH

Draft an outreach message for [CONTACT NAME] at [COMPANY NAME] who appears to be having challenges with [SPECIFIC ISSUE/USE CASE]. Offer immediate help and position yourself as the solution.

Use Case: When activity indicates struggles or questions

Follow-up: Provide immediate value before asking for meetings



Category 5: Account Prioritization

5.1 ACCOUNT SCORING ANALYSIS



Based on [COMPANY NAME]'s activity patterns, engagement frequency, and signals, how would you score this account from 1-10 for immediate outreach priority? Explain your reasoning

Use Case: Prioritize daily prospecting efforts

Follow-up: Focus on highest-scored accounts first

5.2 TIMING ANALYSIS



Based on [COMPANY NAME]'s recent activity surge, what's the optimal timing for outreach? What specific signals suggest urgency?

Use Case: Strike while interest is high

Follow-up: Act quickly on surge activities

5.3 OPPORTUNITY ASSESSMENT



What opportunity size and deal potential does [COMPANY NAME] represent based on their size, technical activity, and industry? What's the likely deal timeline?

Use Case: Resource allocation and deal forecasting

Follow-up: Adjust effort level based on opportunity size



Category 6: Competitive Intelligence

6.1 COMPETITIVE TOOL ANALYSIS



What AI & Agent Engineering platforms might [COMPANY NAME] currently be using? What gaps could [YOUR COMPANY] fill?

Use Case: Understand competitive landscape

Follow-up: Position your company's unique advantages

6.2 MIGRATION OPPORTUNITY



Based on [COMPANY NAME]'s current tech stack and recent activities, what migration or replacement opportunities might exist for [YOUR COMPANY]?

Use Case: Identify displacement opportunities

Follow-up: Build migration value proposition



Category 7: Follow-up and Nurturing

7.1 FOLLOW-UP TIMING



Based on [COMPANY NAME]'s response patterns and engagement cycle, what's the optimal follow-up strategy and timing?

Use Case: Maintain engagement without being pushy

Follow-up: Set appropriate follow-up cadence

7.2 CONTENT RECOMMENDATION



What type of content (case studies, technical docs, webinars) would be most valuable for [COMPANY NAME] based on their current evaluation stage and interests?

Use Case: Nurture prospects with relevant content

Follow-up: Share targeted resources

7.3 OBJECTION HANDLING



Based on [COMPANY NAME]'s industry and current setup, what objections might they have to adopting [YOUR COMPANY]? How should we address them?

Use Case: Prepare for common objections

Follow-up: Develop targeted responses



Category 8: Team Collaboration

8.1 ACCOUNT HANDOFF

 Summarize [COMPANY NAME]'s profile, activity, and engagement history for handoff to [TEAM MEMBER/ROLE]. Include key contacts, activity patterns, and recommended next steps

Use Case: Transfer accounts between team members

Follow-up: Ensure smooth transition and context preservation



Best Practices for Using Reo Copilot

PROMPT STRUCTURE TIPS:

1. **Be Specific:** Include company names, timeframes, and specific activities
2. **Provide Context:** Reference the account's current status or recent changes
3. **Chain Prompts:** Use initial insights to ask deeper follow-up questions
4. **Combine Data Sources:** Ask for analysis across multiple signal types

WORKFLOW INTEGRATION:

1. Start Broad: Begin with company overview and activity summary
2. Narrow Focus: Dive into specific signals or contacts
3. Generate Action Items: Create outreach messages or next steps
4. Update Status: Use insights to update Review Hub status

QUALITY CHECKS:

- Verify personalization details before sending outreach
- Cross-reference activity data with timeline for accuracy
- Ensure messaging aligns with account's evaluation stage
- Confirm contact information is current

CUSTOM PROMPT TEMPLATES:

Create your own prompts by combining elements:

[ACTION] + [SPECIFIC DATA] + for [COMPANY] + [CONTEXT/TIMEFRAME] + [DESIRED OUTCOME]



Measuring Success

TRACK THESE METRICS WHEN USING REO COPILOT PROMPTS:

- Time saved on account research
- Response rates on Copilot-generated outreach
- Meeting conversion rates by prompt type
- Account progression through sales stages



Reminder

Reo Copilot provides the intelligence, but your expertise and understanding of customer needs drives the strategy and relationship building.