



FREE PROMPT PACK

25 practice prompts that build *reflexes.*

Pulled from the Promptifi library — 2,900+ tested AI workflows for B2B sales reps. These 25 work as one system: forge a buyer from your real pipeline, drill the moves that keep costing you deals, and grade yourself against a standard until the reflexes hold under pressure. Paste any prompt into ChatGPT, Claude, or Gemini, fill in the brackets, and run it.

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How to run this pack

- 01 Fill every {bracket} before you run a prompt — the brackets are the fuel. Vague inputs produce vague outputs; two minutes of real context is what separates these from generic advice.
- 02 Chain them. These 25 are one system: the early prompts produce briefs, angles, and evidence the later prompts are built to consume. Watch for the chain references inside each prompt.
- 03 Trust the honesty valves. When a prompt answers WEAK, NO PLAY, or TOO SMALL, that is the prompt working — it just saved you a week of effort on a dead angle.
- 04 These run as-is in ChatGPT, Claude, or Gemini. Paste the whole prompt, brackets filled, and hold the model to the output format it specifies.



SECTION 01 / 05

Buyer simulators

The fastest way to get better at buyers is to spend real time with a hard one who won't go easy on you. These five turn the model into a sparring partner — start with the profile in prompt 01, then put it to work.

PROMPT 01 · BUYER SIMULATORS

The buyer profile forge

Reps practice against a generic skeptic and then lose to a specific human — the gap is that the drill never resembled the deal. Forging one buyer from your real pipeline, plus an honest read of your weakest move, makes every downstream drill rehearse the fight you're actually in.

You are an elite sales trainer with deep expertise in building the practice buyer — the composite prospect, drawn from a rep's real pipeline, that every later drill and lab in this pack rehearses against, so practice finally resembles the deal.

Inputs — My live deals: {two lines each — persona, stage, what's wobbly}. The objections and moments that actually rattle me: {list honestly}. My product in one sentence: {paste}. My win and loss pattern lately: {where deals slip}.

Method: (1) Forge one reusable buyer profile from the pattern — name, title, company shape, three real priorities, two hidden fears, and the tell that shows when they've disengaged — so later prompts simulate a specific person, not a generic skeptic. (2) Write my honest skill baseline: the two moves I'm weakest at under pressure, each with the evidence from my losses. (3) Rank which weakness costs me the most pipeline, so practice targets the expensive gap first. (4) Set the reuse note: exactly which fields to paste into the simulators and labs downstream.

Constraints: no flattering baseline — if the losses show a real gap, name it plainly. If my inputs are too thin to forge a credible buyer, say THIN INPUT and give me the three questions that fill it.

Output: the buyer profile, the skill baseline, the cost ranking, the reuse note.

Run this first — it forges the buyer and the baseline every other prompt in this pack practices against.

PRO MOVE Rebuild the profile each quarter as your pipeline shifts, and keep the fields somewhere you can paste into any simulator in seconds.



PROMPT 02 · BUYER SIMULATORS

The hostile buyer simulator

Objection scripts read fine on paper and fall apart the moment a real buyer stacks a second concern under the first. Six no-mercy exchanges plus a quoted teardown build the composure that only comes from reps, not reading.

You are a battle-tested {job title} at a {company size} {industry} company with deep expertise in shutting salespeople down — skeptical, time-poor, and fluent in every brush-off, and you are not here to make my practice comfortable.

Inputs — The buyer to become: {paste the buyer profile from prompt 01, or describe one}. The scenario: {cold call, post-demo pricing, renewal push — pick one}. The weakness to target: {the move I'm worst at}.

Method: (1) Open in character with a realistic version of my weakest moment — the objection a real buyer of this profile would actually use, not the strawman. (2) React to whatever I say the way this specific buyer would: reward genuine substance with grudging ground, punish scripts and desperation with escalating resistance, and stack a second concern under the first once I clear it, because real buyers do. (3) Run six exchanges without breaking character. (4) Then stop and coach: score me 1-10 on composure, diagnosis, and whether I advanced the deal, quote my exact best and worst lines, and rewrite the worst the way a top rep would have said it.

Constraints: no mercy during the six exchanges. In coaching, one improvement priority only. If I never actually engaged, say NO REPS and restart.

Output: the live exchange, then the scorecard with quotes and the rewrite.

Run it twice a week — ten minutes of live sparring beats an hour of re-reading scripts.

PRO MOVE Run it twice a week against the same buyer profile and track whether your worst line each session keeps improving — that trend is your real progress.



PROMPT 03 · BUYER SIMULATORS

The buying-committee simulator

Most reps rehearse a conversation with one person and then walk into a room where three stakeholders quietly disagree. Practicing the crossfire — conflicting priorities, a hidden veto — is the only way to build the skill of managing a room instead of a person.

You are an elite roleplay engine with deep expertise in the buying committee — the three or four stakeholders who each want something different, whose quiet disagreements kill more deals than any single objection ever does.

Inputs — The deal: {product in a sentence, stage}. The committee to simulate: {titles and what each cares about — or paste from prompt 01 and add the other roles}. The decision on the table: {what I'm asking them to approve}.

Method: (1) Voice each stakeholder distinctly — label every line with who's speaking — and give them conflicting priorities: the economic buyer wants proof, the user wants no disruption, the skeptic wants to do nothing. (2) Let them react to me AND to each other, so I have to manage a room, not a person. (3) Surface the coalition tell: which stakeholder I'm winning, which I'm losing, and who actually holds the veto. (4) After six exchanges, break and coach: which voice I neglected, the one thing I'd change, and the stakeholder I should have addressed first.

Constraints: stay in character until the debrief; no stakeholder speaks for the group unless they've earned it. If I only ever talk to one voice, flag ONE-THREAD and tell me who I ignored.

Output: the multi-voice exchange, the coalition read, the debrief.

Run it before any deal with more than one decision-maker in the room.

PRO MOVE After the run, note which stakeholder you instinctively ignored; that blind spot repeats across live deals until you drill it out.



PROMPT 04 · BUYER SIMULATORS

The gatekeeper simulator

The gatekeeper is the rep most sellers skip and most deals die behind, because a seller-scented opener never gets past a professional screener. Practicing specific, human openers against realistic deflections turns the wall into a doorway.

You are a seasoned executive assistant with deep expertise in protecting a busy leader's calendar — polite, unhurried, and expert at ending calls that don't earn their way through, and you screen dozens of sellers a week.

Inputs — Who I'm trying to reach: {title}. My reason for the call, honestly: {paste}. The opener I plan to use: {my exact words}.

Method: (1) Answer as the gatekeeper and respond to my opener the way a real one would — a vague or seller-scented line gets the smooth deflection, a specific and human one earns a real question back. (2) Escalate: if I fumble, add the standard screens — 'is this a sales call,' 'send an email,' 'they're not interested' — and make me work each one. (3) Reward respect and specificity with a path through; punish tricks and false urgency by hardening. (4) After four exchanges, break character and coach: my strongest line, the moment I lost you, and the reframed opener that would have worked.

Constraints: never let a manipulative or dishonest pretext through — model the real cost of the trick. If my opener was genuinely strong, say CLEAN PASS and tell me why it worked.

Output: the exchange, the turning point, the reworked opener.

Run it before a cold-call blitz — the gatekeeper is the rep most sellers skip and shouldn't.

PRO MOVE Log the exact opener that earned a pass and reuse its shape — specificity and respect travel across every gatekeeper you'll meet.



PROMPT 05 · BUYER SIMULATORS

The renewal-at-risk simulator

The dangerous churn isn't the angry customer, it's the polite one who's already decided and won't hand you the reason. Practicing the cool renewal — drawing out the real risk without buying it back with a discount — is a distinct skill from winning new logos.

You are a disillusioned customer with deep expertise in being underwhelmed — a current account, mid-contract, quietly deciding whether to renew, carrying every unaddressed frustration from the last year and none of the early goodwill.

Inputs — The account: {what they bought, how long, the health signals}. What's gone wrong from their side: {paste the real complaints}. My renewal ask: {what I want from this call}.

Method: (1) Open cool, not hostile — the dangerous churn is the polite one — and make me draw out the real reasons rather than handing them over. (2) React to my moves: defensiveness or feature-pitching deepens the distance, genuine ownership and a credible plan thaws it slightly. (3) Test whether I diagnose value delivered versus value promised, and whether I bring a save that isn't just a discount. (4) After six exchanges, break and coach: did I uncover the real risk, did I over-concede, and the one move that would have re-earned the renewal.

Constraints: don't gift me the churn reason — make me earn it. If I try to buy the renewal with price alone, flag BOUGHT NOT SAVED and show the non-price save I missed.

Output: the exchange, the risk I uncovered or missed, the coaching note.

Run it a full quarter before a shaky renewal, while there's still time to save it.

PRO MOVE Run it a full quarter before renewal dates so the saves you rehearse still have time to land.



SECTION 02 / 05

Drill builders

Reading about a skill and drilling it are different activities, and only one of them changes a live call. These five build practice sets from your own pipeline and make you complete reps, not recite them.

PROMPT 06 · DRILL BUILDERS

The weekly drill card

Reps improve on what they drill, not what they read, and the best drill set has your own pipeline's fingerprints on it. Five reps a week, each tied to a live deal about to get hit, beats a generic objection list nobody practices.

You are an expert sales enablement designer with deep expertise in deliberate practice — you know reps improve on what they drill, not what they read, and that the sharpest drill set is built from the rep's own live pipeline.

Inputs — My live deals: {two lines each — stage, persona, what's wobbly}. My weakness baseline: {paste from prompt 01}. Minutes I'll honestly practice per day: {number}.

Method: (1) Build this week's drill card: five reps drawn from where my live deals are most likely to get hit next — not generic classics, the ones with my pipeline's fingerprints on them. (2) For each, write the drill format: the buyer's exact line, the read I should reach, and the response skeleton with only the first sentence given so I complete it live, because completing beats reciting. (3) Sequence the five across the week easiest to hardest, matched to my minutes. (4) Write Friday's cold self-test: two reps from the set, each with a pass bar.

Constraints: five drills, no more — coverage is the enemy of competence. Every drill tied to a named live deal. If my baseline shows one dominant gap, say ONE GAP and spend the whole week there.

Output: the drill card, the daily sequence, the Friday self-test with pass bars.

Run it Monday — it builds the week's practice set from your real pipeline.

PRO MOVE Rebuild the card every Monday from that week's live deals so practice and pipeline never drift apart.



PROMPT 07 · DRILL BUILDERS

The progressive difficulty ladder

A rep who only practices at full game difficulty never builds headroom, and one who only practices easy never transfers to a live call. Climbing five rungs from scaffolded to adversarial builds a skill that holds when the buyer goes off-script.

You are an elite skills coach with deep expertise in progressive overload — you know a rep who only ever practices at game difficulty never builds headroom, and one who only practices easy never transfers to a live call, so the reps have to climb.

Inputs — The single skill to build: {name it — e.g. handling price pushback, or paste the top gap from prompt 01}. My current level, honestly: {what I can already do}. How many sessions before I need it live: {number}.

Method: (1) Define five rungs from assisted to adversarial: the first gives me the buyer's line and a scaffolded response, the last is a hostile buyer with no scaffold and a curveball. (2) Write the exact drill at each rung, with the specific thing that gets harder — less prep time, a colder buyer, a second objection stacked — named at every step. (3) Set the promotion bar: what I must do cleanly to earn the next rung, so I climb on competence, not calendar. (4) Mark the rung where most reps stall and the tell that I'm faking a level I haven't earned.

Constraints: no skipping rungs. If I clear a rung on the first try, say PROMOTE and move me up rather than padding reps at a level I've already beaten.

Output: the five rungs, the drills, the promotion bars, the stall warning.

Run it when one skill needs to go from shaky to reliable before a deadline.

PROMOTE Promote yourself only when you clear a rung clean — climbing on the calendar instead of on competence just rehearses the same shaky level.



PROMPT 08 · DRILL BUILDERS

The talk-track rehearsal drill

There's a gap between a line a rep has written and a line a rep can say under pressure, and only reps close it. Rehearsing one move until it survives an interruption is how a good sentence becomes an automatic one.

You are a demanding speech coach with deep expertise in the spoken rep — you know the difference between a line a rep has written and a line a rep can actually say under pressure, and that only reps close the gap.

Inputs — The one move to rehearse: {the specific thing I say — a reframe, a discovery question, a pricing line}. My current version: {paste exactly what I say now}. The moment it has to survive: {when in the call, how much pressure}.

Method: (1) Diagnose my current version out loud: where it's too long, too soft, too clever, or too rehearsed-sounding, quoting my words back to me. (2) Give me three tightened variants in speakable language — contractions, short sentences, the way it leaves a real mouth — each with a different tone so I can pick what fits me. (3) Build the rep loop: say it cold, say it after a distraction, say it when the buyer interrupts halfway, because a line only counts when it survives interference. (4) Set the mastery bar: the version and delivery that means this move is loaded and I can stop drilling it.

Constraints: nothing longer than what a person says in one breath. If my current version is already strong, say KEEP IT and move me to delivery reps only.

Output: the diagnosis, the three variants, the rep loop, the mastery bar.

Run it on a single line you say often and say badly — rehearse it until it's automatic.

PRO MOVE Pick lines you already say badly and often — the highest return is turning a frequent fumble into a reflex.



PROMPT 09 · DRILL BUILDERS

The rapid-fire objection reflex drill

In the live moment a rep has about three seconds, and it's hesitation, not imperfect wording, that loses the room. Rapid-fire reps under a tight clock build the speed that reading responses never touches.

You are a relentless drill partner with deep expertise in reflex training — you know that in the live moment a rep has about three seconds, and that hesitation, not wrong words, is what loses the room, so speed is the skill we build here.

Inputs — The objections to drill: {list them, or pull the top five from prompt 01}. My weakest response speed: {where I freeze}. The format I want: {typed rapid-fire, or spoken with a timer}.

Method: (1) Fire objections at me one at a time, terse and realistic, and demand a first-sentence response inside a tight window — no throat-clearing, no 'that's a great question.' (2) After each, give a one-word verdict — SHARP, SLOW, or SOFT — and the single tighter opener, then fire the next without lingering. (3) Escalate the pace as I warm up, and slip in the two objections I handle worst more often than the rest. (4) After fifteen, report my reflex profile: which objections I answer clean, which I stall on, and the one to drill tomorrow.

Constraints: verdicts stay to a word or two during the volley — coaching mid-drill kills the tempo. If I stall on the same objection three times, break and say STUCK, then slow down and rebuild just that one.

Output: the volley with verdicts, then the reflex profile.

Run it for ten minutes before a call-heavy day — it warms the reflexes cold reading can't.

PRO MOVE End every session on the one objection you kept stalling on, so tomorrow's drill starts exactly where today's broke down.



PROMPT 10 · DRILL BUILDERS

The discovery-question drill

Most reps ask questions that collect facts when the deal-moving questions collect motive, emotion, and consequence. Drilling against a buyer who answers only as deeply as your question earns makes the cost of a shallow question impossible to miss.

You are an elite discovery coach with deep expertise in the question that opens a buyer up — you know most reps ask questions that collect facts when the deal-moving questions collect motive, and that the difference is drillable.

Inputs — My deal type and buyer: {paste, or from prompt 01}. The discovery questions I usually ask: {list my real ones}. The stage where my discovery goes shallow: {early, mid, late}.

Method: (1) Grade my current questions: which gather surface facts, which reach motive, emotion, or consequence — the layers that actually predict a deal. (2) For my three weakest, rewrite them into questions that make the buyer reflect rather than report, and name the buyer psychology each one opens. (3) Run the live drill: you play the buyer, I ask, and you answer only as deeply as my question earns — a shallow question gets a shallow answer, so I feel the cost. (4) After eight questions, score my depth and hand me the two follow-up questions I kept failing to ask.

Constraints: buyer answers must be honest to the question's quality — never reward a lazy question with a rich answer. If my questions already reach motive, say DEEP ENOUGH and drill follow-ups instead.

Output: the question grades, the rewrites, the live drill, the depth score.

Run it when your discovery keeps coming back shallow and you can't feel why.

PRO MOVE Keep a running list of the follow-up questions you failed to ask; that list is your discovery weakness, written down.



SECTION 03 / 05

Scorecards and self-review

You can't fix what you won't grade honestly. These five turn calls and responses into scored evidence — and turn a month of that evidence into a map of where you actually leak.

PROMPT 11 · SCORECARDS AND SELF-REVIEW

The call teardown scorecard

A rep who only remembers how a call felt learns nothing, because feeling and transcript tell different stories. Scoring the cold transcript against five dimensions, each backed by a quote, replaces vibes with evidence you can act on.

You are an elite call reviewer with deep expertise in the honest teardown — you know a rep who only remembers how a call felt learns nothing, and that the transcript, read cold, tells a different and more useful story.

Inputs — The call transcript or my detailed recap: {paste}. The call's goal: {what a win looked like}. What I think happened: {my honest read}.

Method: (1) Score the call 1–10 on five dimensions, each with a quoted line as evidence: opening, discovery depth, listening ratio, objection handling, and next-step secured. (2) Contrast my read against the transcript — name specifically where I flattered myself or beat myself up, because miscalibration is its own skill gap. (3) Find the single pivotal moment: the line where the call turned, for better or worse, and what a top rep does there instead. (4) Prescribe one change for the next call — one, so it actually gets made — and the drill from this pack that builds it.

Constraints: every score needs a quote — no vibes-based grading. If the call was genuinely strong, score it high and say SOLID rather than inventing faults to seem rigorous.

Output: the five scores with quotes, the calibration note, the pivotal moment, the one change.

Run it the same day as a real call, while the transcript is honest and the memory is fresh.

PRO MOVE Feed a month of these teardowns into the skill-gap heatmap in prompt 15 to see which dimension keeps failing.



PROMPT 12 · SCORECARDS AND SELF-REVIEW

The single-response grader

Reps can't see the difference between a line that advances a deal and one that merely survives the moment in their own words. Grading a single response on five criteria and fixing only the lowest one lets you feel the isolated difference instead of guessing.

You are an elite response judge with deep expertise in what separates a line that advances a deal from a line that merely survives the moment — the distinction most reps can't see in their own words.

Inputs — The buyer's line: {verbatim}. My response: {what I said or plan to say — paste it honestly, rambling included}. The context: {stage, what I wanted it to do}.

Method: (1) Score my response 1–10 on five criteria, each with one line of quoted evidence: acknowledgment, diagnosis, brevity, advance, and composure. (2) Identify the single lowest score and rewrite my response fixing only that — one variable, so I feel the isolated difference. (3) Give the rewrite in speakable words: contractions, short sentences, the way it would actually leave a mouth. (4) State the one-line principle it teaches, so it transfers to the next response instead of staying a one-off fix.

Constraints: change one thing, not everything — a rewrite that fixes five faults at once teaches none of them. If my response was genuinely strong, score it high and say KEEP IT so calibration cuts both ways.

Output: the five scores with quotes, the single-fix rewrite, the principle.

Run it on any response before it hardens into a habit — grade it, then keep or fix it.

PRO MOVE Grade your responses before they harden into habits — a bad line said a hundred times is a hundred times harder to fix.



PROMPT 13 · SCORECARDS AND SELF-REVIEW

The talk-ratio auditor

The reps who close discovery talk least and ask most, and a rep's memory always flatters the ratio the recording exposes. Auditing both the raw share and the quality of your talk shows where you narrate features nobody asked for.

You are an expert conversation analyst with deep expertise in the talk-listen ratio — you know the reps who close discovery talk least and ask most, and that a recording tells the ratio a rep's memory always gets wrong.

Inputs — The transcript or my honest recap with rough speaking time: {paste}. The call type: {discovery, demo, negotiation}. What ratio I think I hit: {my guess}.

Method: (1) Estimate my actual talk share and compare it to the healthy range for this call type — discovery should have me well under half, a demo tilts higher. (2) Beyond the raw ratio, judge the quality of my talk: how much was questions, how much was answering myself before they could, how much was feature narration nobody asked for. (3) Find the longest stretch I talked without a question and show what I could have handed to them instead. (4) Prescribe the specific restraint drill: the cue that tells me to stop talking and the question to ask in the silence.

Constraints: ratio alone isn't the verdict — a rep can hit a good number and still monologue in bursts. If my ratio and talk quality were both healthy, say BALANCED and don't manufacture a problem.

Output: the ratio estimate, the talk-quality read, the longest monologue, the restraint drill.

Run it after a discovery call that felt productive — the ratio is usually worse than it felt.

PRO MOVE Pick one restraint cue from the drill and use it live this week — a single trigger to stop talking beats a resolution to talk less.



PROMPT 14 · SCORECARDS AND SELF-REVIEW

The self-review journal builder

The learning lives in the ninety seconds after a call, not in the quarterly review, and a rep with no capture habit relives the same mistake for a year. A two-minute template tied to a real trigger turns every call into data.

You are an elite performance coach with deep expertise in the post-call reflex — you know the learning lives in the ninety seconds after the call, not in the quarterly review, and that a rep without a capture habit relives the same mistake for a year.

Inputs — How I currently review calls: {be honest — usually nothing}. My recurring problems: {paste, or the baseline from prompt 01}. Realistic seconds I'll spend per call: {number}.

Method: (1) Design my after-call template: three to five prompts I answer in under two minutes — what I set out to do, the one moment I'd redo, the tell I noticed too late — tuned to my recurring problems, not generic. (2) Build the weekly rollup: how I scan seven days of entries to catch the pattern a single call hides. (3) Set the trigger that makes it a habit: the exact moment and place I fill it, because a review with no trigger never happens. (4) Give the monthly question that turns the journal into a coaching agenda for prompt 21.

Constraints: the per-call template must be answerable from the parking lot in two minutes — anything longer won't survive a busy week. If I already journal consistently, say HABIT EXISTS and upgrade the questions instead.

Output: the after-call template, the weekly rollup, the habit trigger, the monthly question.

Run it once to design the habit, then keep the template in your pocket for every call after.

PRO MOVE Anchor the review to a fixed moment — the parking lot, the calendar gap after the call — because a habit with no trigger never happens.



PROMPT 15 · SCORECARDS AND SELF-REVIEW

The skill-gap heatmap

A single bad call is weather, but a repeated weakness is climate, and climate is the message your scorecards are sending. Clustering low scores by root skill and by stage shows whether you have a process gap or a skill gap — different fixes entirely.

You are an expert pattern analyst with deep expertise in skill forensics — you know a single bad call is weather but a repeated weakness is climate, and that climate is the message a rep's scorecards are trying to send.

Inputs — My accumulated reviews: {paste the scores and notes from prompt 11 and prompt 12 across the last month}. The stages and personas for each, if I have them: {add where possible}.

Method: (1) Cluster my low scores by underlying skill, not by call — a weak opening, a shallow discovery, and a dropped next step may all trace to one root habit. (2) Build the heatmap: which skills fail most often, and whether they fail everywhere or only at a specific stage or persona, because a stage-locked gap is a process fix and a global one is a skill fix. (3) Name the single highest-impact gap — the one whose repair lifts the most other scores — and why it sits upstream of the rest. (4) Route it: the exact drill or lab in this pack that builds it, and the pass bar that says it's closed.

Constraints: resist the exotic diagnosis — the boring root cause is usually the real one. If I have too few reviews to see a pattern, say THIN DATA and tell me how many more to log.

Output: the clusters, the heatmap, the highest-impact gap, the routed drill.

Run it monthly on your stack of scorecards — one weak call is noise, a pattern is a message.

PRO MOVE Route the top gap straight to the drill or lab that builds it, then re-run the heatmap monthly to confirm the score actually moved.



SECTION 04 / 05

Scenario labs

Single-moment drills build parts; labs build the whole. These five run compressed deals end to end, with a scoring rubric at every stage, so momentum across an arc gets practiced too.

PROMPT 16 · SCENARIO LABS

The full-deal scenario lab

A rep who only practices single moments never learns to carry momentum across a whole deal, which is exactly where deals are won and lost. Running a scored, stage-by-stage cycle tests whether what you set up in discovery survives to negotiation.

You are an elite deal simulator with deep expertise in running a compressed sales cycle end to end — you know a rep who only ever practices single moments never learns to carry momentum across a whole deal, which is exactly where real deals are won and lost.

Inputs — The buyer to run: {paste the buyer profile from prompt 01}. My product and price: {paste}. The cycle to compress: {discovery through close, or a specific span}.

Method: (1) Run the deal in scored stages — discovery, demo framing, objection, negotiation, close — pausing between each to score that stage 1–10 against a named rubric before we continue. (2) Carry state forward: what I established in discovery must pay off or haunt me in negotiation, so consistency across the arc is tested, not just moment skill. (3) At each stage, react as the buyer profile would — priorities, fears, and the disengagement tell all in play. (4) At the end, deliver the deal report: stage scores, the stage that decided the outcome, whether I won it, and the one arc-level habit to fix.

Constraints: no resetting a blown stage — I live with my choices, because real deals don't rewind. If I collapse the deal early, stop and say DEAL LOST, then debrief from there.

Output: the staged run with scores, the deciding stage, the verdict, the arc-level fix.

Run it when you can spare twenty minutes to rehearse a whole deal, not just one moment.

PRO MOVE Refuse the urge to reset a blown stage — living with a bad choice for the rest of the arc is the lesson real deals teach.



PROMPT 17 · SCENARIO LABS

The negotiation lab

Reps decide concessions live and always give too much, because procurement is trained to ask, anchor, and let silence work. Practicing against those exact moves builds the instinct to trade instead of give and to hold price without flinching.

You are a hardened procurement lead with deep expertise in extracting concessions — trained to ask, to anchor low, and to make silence do the work, and you have no interest in my quota, only in my price.

Inputs — The deal: {size, stage, how badly I need it — be honest}. My real flexibility: {the floor and the non-price levers I can trade}. The opening demand to simulate: {or let me pick a hard one}.

Method: (1) Open with a concession demand and hold it, using procurement's real tools — the flinch, the higher-authority defer, the take-away — so I practice against the moves I'll actually meet. (2) Reward trades and punish naked giveaways: every time I concede without requiring something back, press harder, because that's exactly what a real buyer does. (3) Track what I gave and what I got, and whether I protected price integrity or taught you that my number was fiction. (4) After the exchange, break and coach: my worst concession, the trade I missed, and the walk-away line I should have held.

Constraints: stay adversarial until the debrief. If I cave to the first demand, stop and say CAVED, then rerun the opening so I feel the hold.

Output: the negotiation, the give-get ledger, the coaching note.

Run it before any deal headed for procurement — practice the squeeze before you feel it live.

PRO MOVE After each run, read the give-get ledger — if you gave more than you got, rerun the same opening until requiring something back is automatic.



PROMPT 18 · SCENARIO LABS

The discovery-call lab

A real buyer reveals a surface complaint, a business consequence, and a personal stake in three separate layers, handing over each only to a question that earns it. Practicing against that layered truth makes a shallow question visibly cost you the information.

You are a guarded but winnable buyer with deep expertise in giving reps exactly as much as they earn — you have a real problem and real budget, but you reveal them only to a rep whose questions prove they've earned the depth.

Inputs — The buyer and problem to simulate: {paste from prompt 01, or describe}. My discovery plan: {the questions I intend to open with}. The time box: {how long the call runs}.

Method: (1) Play the buyer with a layered truth: a surface complaint, a deeper business consequence, and a hidden personal stake — each reached only by a question good enough to earn it. (2) Answer to the exact depth my question earns and no more, so shallow questions visibly cost me the information. (3) Notice and reward the reps who listen and follow the thread versus those who run a checklist; go flat and short when I stop listening. (4) After the call, score my discovery: how deep I reached, the thread I abandoned, and the single question that would have opened the layer I missed.

Constraints: never volunteer the deep truth unprompted — the whole point is that depth is earned. If my discovery genuinely reached the personal stake, say FULL DEPTH and tell me which question did it.

Output: the discovery exchange, the depth score, the abandoned thread, the key question.

Run it the day before a discovery call that has to go deep, not wide.

PRO MOVE When you abandon a promising thread, note it — the thread you drop in practice is the one you'll drop with a real buyer.



PROMPT 19 · SCENARIO LABS

The demo-derailment lab

The failure in a demo isn't the interruption, it's the rep's inability to steer back to value after it. Rehearsing the real hazards — the early feature question, the tangent, the silence — builds the one skill a scripted demo never practices: recovery.

You are a distracted, mildly skeptical evaluator with deep expertise in derailling demos — you interrupt, you ask about the feature I'm not on, you go quiet at the wrong moment, and you have seen a hundred polished demos that led nowhere.

Inputs — What I'm demoing: {product, the story I plan to tell}. My demo flow: {the sequence I intend}. The audience: {title, what they actually care about}.
Method: (1) Throw the real demo hazards at me: the early 'can it do X,' the tangent that pulls me off script, the silence that tempts me to fill it, the feature-tour trap. (2) Reward a demo that stays anchored to my stated problem and punish feature-narration by visibly checking out. (3) Test recovery: when I get pulled off track, do I bridge back to value or chase the tangent — because the derail isn't the failure, the inability to steer back is. (4) After the demo, coach: where I lost the room, whether I demoed to the problem or to the product, and the one steering move to drill.

Constraints: interrupt like a real buyer, not a heckler — the hazards must be plausible. If I steered every derail cleanly back to value, say ON RAILS and raise the difficulty next run.

Output: the demo run with hazards, the moment I lost the room, the steering fix.

Run it before a demo that matters — rehearse the interruptions, not just the happy path.

PRO MOVE Drill the bridge-back sentence until it's automatic, so a buyer's tangent becomes a pivot instead of a derailment.



PROMPT 20 · SCENARIO LABS

The pricing-conversation lab

Buyers hunt the flinch — the hedge, the unprompted discount, the rush to justify — and a rep who practices only the pitch never practices the silence after the number. Rehearsing the uncomfortable pause builds the composure to hold price with warmth.

You are a cost-conscious buyer with deep expertise in the pricing squeeze — you go quiet when the number lands, you compare it to things it isn't, and you watch closely to see whether the rep flinches at their own price.

Inputs — My price and structure: {paste}. The value I've built so far: {what they've seen}.

My habit under price pressure: {do I discount, over-explain, or hold — be honest}.

Method: (1) Deliver the price reaction I most need to practice against — the silence, the 'that's a lot,' the competitor comparison — and hold it without rescuing me. (2) Watch for the flinch: hedging, unprompted discounting, rushing to justify, and press exactly where I show weakness, because buyers hunt the flinch. (3) Reward a rep who anchors to the cost of the problem and asks a question back over one who defends the number. (4) After the exchange, coach: my tell under price pressure, the concession I gave too easily, and the one line that would have held the price with warmth.

Constraints: make the silence uncomfortable — that's the actual skill being built. If I held price without flinching and reframed to value, say HELD and tell me exactly which line did it.

Output: the pricing exchange, my pressure tell, the coaching line.

Run it when the price conversation is where your deals keep wobbling.

PRO MOVE Name your own tell under price pressure and watch for it live — a weakness you can see coming is one you can interrupt.



SECTION 05 / 05

Manager-grade coaching

The best reps get coached even when no manager is watching. These five make the model the demanding coach — a development plan, a debrief, a deal challenge, and a real standard for what good looks like.

PROMPT 21 · MANAGER-GRADE COACHING

The coaching-plan builder

Effort sprayed across ten weaknesses changes nothing, and most reps mistake a syllabus for a plan. Picking the one gap that sits upstream of the others and drilling it for a month is how development actually compounds.

You are a demanding sales manager with deep expertise in building a rep's thirty-day development plan — you know effort sprayed across ten weaknesses changes nothing, and that a plan lives or dies on picking the one gap that unblocks the others.

Inputs — My skill baseline: {paste from prompt 01}. My review patterns: {paste the heatmap from prompt 15 if I have it}. Hours a week I can truly protect for practice: {honest number}.

Method: (1) Pick the single highest-impact skill to build this month and justify why it sits upstream of my other gaps. (2) Lay out four weeks: the drills and labs from this pack in sequence, each week with a concrete rep target and a pass bar, escalating from assisted to live. (3) Build in measurement: what I capture each week so progress is visible, not felt, and the checkpoint that says keep going or switch focus. (4) Name the failure mode of this plan — the week I'll be tempted to skip — and the guardrail against it.

Constraints: one focus skill for the month, not a syllabus — depth beats breadth every time. If my baseline shows no single dominant gap, say BROAD FRONT and give me a rotation plan instead.

Output: the focus skill, the four-week plan with pass bars, the measurement, the failure guardrail.

Run it once a month — it turns your baseline and your reviews into a plan with a single focus.

PRO MOVE Protect the practice hours on your calendar like real meetings — the week you're tempted to skip is the week the plan is doing its work.



PROMPT 22 · MANAGER-GRADE COACHING

The roleplay debrief coach

An un-debriefed roleplay just rehearses the habits you already have, because the skill moves in the coaching after the reps, not during them. Separating the moments that mattered from the ones you're fixating on, then turning the top fix into a drill, is what makes practice stick.

You are an elite roleplay debrief coach with deep expertise in turning a practice session into a lesson that sticks — you know an un-debriefed roleplay just rehearses existing habits, and that the coaching after the reps is where the skill actually moves.

Inputs — The session to debrief: {paste the transcript from a simulator or lab — prompt 02, 16, 17, or another}. What I was trying to build: {the target skill}. How it felt to me: {my honest read}.

Method: (1) Separate signal from noise: the two or three moments that actually mattered versus the ones I'm fixating on, quoting the lines. (2) Name what I did well first and specifically — un-earned praise is useless, but so is coaching that only ever cuts — then the single highest-priority fix. (3) Turn the fix into a rep: the exact drill and the pass bar, so the debrief ends with a next action, not just insight. (4) Calibrate my self-read against the tape: where I was too hard or too easy on myself, because a rep who can't grade their own reps can't practice alone.

Constraints: one priority fix, not a list — a debrief that names ten things gets none of them done. If the session was genuinely strong, say **STRONG REP** and lock in what worked so I don't lose it.

Output: the moments that mattered, the strength, the priority fix as a drill, the calibration note.

Run it right after any simulator or lab in this pack, while the reps are still warm.

PRO MOVE Always end a debrief with a named drill and a pass bar, so insight becomes a next action instead of a nice observation.



PROMPT 23 · MANAGER-GRADE COACHING

The deal-review challenger

The deal a rep is most confident about is often the one with the softest floor, because confidence hides the questions you've been avoiding. A manager-grade interrogation separates what you know from what you assume — the gap where deals quietly die.

You are a skeptical deal-review manager with deep expertise in pressure-testing a rep's own deals — you ask the questions the rep has been avoiding, because the deal a rep is most confident about is often the one with the softest floor.

Inputs — The deal to challenge: {stage, size, my read on it}. Why I think it'll close: {my honest case}. What I actually know versus what I assume: {separate them if I can}.

Method: (1) Interrogate the deal like a manager who's seen this one slip before: is the pain quantified, the champion real, the economic buyer engaged, the next step mutually set — and make me answer, not hand-wave. (2) Flag every assumption I'm treating as a fact, because deals die on the gap between the two. (3) Force the uncomfortable question I've been dodging and the exact wording to ask my buyer this week to close the gap. (4) Score the deal's real health and tell me whether to invest, verify, or deprioritize — with the tripwire that would change the call.

Constraints: no comfort — a review that flatters my forecast is worthless. If the deal is genuinely well-qualified, say CLEAN DEAL and name the single risk still worth watching.

Output: the interrogation, the assumptions flagged, the question to ask, the health call.

Run it on the deal you're most sure about — that's the forecast most likely to be lying to you.

PRO MOVE Run it on your top forecasted deal, not your shakiest — the surprise you find there is worth more than confirming a loss you already expected.



PROMPT 24 · MANAGER-GRADE COACHING

The skill-certification rubric

A rep can't practice toward a target they can't see, and a vague standard lets a weak rep feel finished. Defining good as observable behaviors across three tiers gives practice a real finish line instead of a feeling.

You are a rigorous sales-certification designer with deep expertise in defining what 'good' actually looks like — you know a rep can't practice toward a target they can't see, and that a vague standard lets a weak rep feel finished.

Inputs — The skill to certify: {name it — e.g. discovery, objection handling, negotiation}. My current level: {honest read, or the baseline from prompt 01}. Who I'd have to convince I'm certified: {my own bar, or a manager's}.

Method: (1) Define the skill in observable behaviors across three tiers — developing, proficient, certified — each written as something a reviewer could check off a transcript, not a feeling. (2) For each tier, give a concrete example line so I can hear the difference between proficient and certified, not just read it. (3) Build the certification test: the exact scenario, the pass conditions, and the disqualifiers that fail a run outright. (4) Locate me honestly on the ladder right now and name the one behavior that separates my current tier from the next.

Constraints: certified must be a high bar — inflated standards produce false confidence that dies in front of a real buyer. If I already perform at the certified tier, say CERTIFIED and give me the next skill to build.

Output: the three-tier rubric, the example lines, the certification test, my current placement.

Run it when you want to know, honestly, whether a skill is built or just familiar.

PRO MOVE Write the rubric before you drill the skill, so every rep is aimed at a specific behavior rather than a general sense of improvement.



PROMPT 25 · MANAGER-GRADE COACHING

The pre-week coaching prime

Monday isn't the place for new skills, it's the place to load the one you've already built so it's ready when the week's real calls arrive. Pointing this week's calls at your focus skill is how practice and pipeline stop being separate lives.

You are an elite performance coach with deep expertise in the Monday-morning prime — not the place for new skills, the place to load the one rep already built so it's ready when the week's real calls arrive.

Inputs — This week's key calls: {who, stage, what's at stake for each}. My focus skill this month: {paste from prompt 21}. The drills I've done: {what's loaded}.

Method: (1) Map my week's calls against my focus skill: which calls are live reps for what I'm building, so practice and pipeline stop being separate lives. (2) For the highest-stakes call, compress my preparation to the one load-bearing move I must not lose under pressure, because reps fall to their strongest habit, not their best intention. (3) Set the week's single practice commitment — one drill, scheduled, tied to a real call — and the tripwire that tells me I'm skipping it. (4) Write the two-line confidence anchor: the true things about my progress I read before the hardest call.

Constraints: nothing new this week — the prime sharpens what's loaded, it doesn't add material. If none of this week's calls exercise my focus skill, say NO LIVE REPS and give me the simulator to run instead.

Output: the call-to-skill map, the load-bearing move, the practice commitment, the anchor.

Run it Monday morning to point the week's real calls at the skill you're building.

PRO MOVE Compress your highest-stakes call to a single load-bearing move — under pressure you fall to your strongest habit, not your best intention.



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