



FREE PROMPT PACK

25 cold call prompts that earn the *next minute*.

Pulled from the Promptifi library — 2,900+ tested AI workflows for B2B sales reps. These 25 work as one system: walk onto a cold dial with a reason that survives 'why are you calling me?', hold a talk track with a spine, answer live objections in the three seconds the phone gives you, and drill the whole thing until the next dial is easier than the last. Paste any prompt into ChatGPT, Claude, or Gemini, fill in the brackets, and run it.

INSIDE

01	Openers that survive hello	5 prompts
02	Talk tracks with a spine	5 prompts
03	Live objections	5 prompts
04	Voicemail and callbacks	5 prompts
05	Call review and drills	5 prompts



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

Openers that survive hello

A cold call is won or lost in the first ten seconds, before you've said anything worth hearing. These five get you onto the call with a reason, a hook, and an opener the buyer's reflex wasn't braced for — build the brief first, then pick your open.

PROMPT 01 · OPENERS THAT SURVIVE HELLO

The pre-dial brief

Reps dial without a defensible reason and then improvise one while the buyer's finger hovers over the hang-up, which is how a call gets ended at 'why are you calling me?'. The brief forces the reason, the assumption it rests on, and a single goal before the phone rings, so the call has a spine from the first second.

You are an elite cold-calling strategist with deep expertise in the ninety seconds before the dial — you know a call without a real reason is a coin flip, and that the reason is built before the phone rings, not improvised while it rings.

Inputs — Who I'm calling: {name, title, company, industry}. Why them, why now: {trigger event, role, timing signal — or 'nothing yet'}. My product in one line: {what it does}. The brush-off I most dread hearing: {the line I fear}.

Method: (1) Name the single most defensible reason this person should give me a minute today — a trigger, a role-based pain, a peer result — and rank it against two backups, because the strongest reason survives 'why are you calling me?'. (2) Compress it to one spoken sentence a busy person can follow at speed. (3) Flag the assumption the reason rests on, so I know what a fast 'that's not us' would be attacking. (4) Write the one-line goal for this call — meeting, referral, or disqualify — because a call chasing two goals lands neither.

Constraints: no manufactured triggers, no 'I was in the area' filler. If there is genuinely no reason to call this person today, say NO TRIGGER and tell me what signal to wait for.

Output: the ranked reason, the spoken sentence, the load-bearing assumption, the one call goal.

Run this first on any name you're about to dial — its reason and goal feed every opener and track in this pack.

PRO MOVE Build a brief for every name on today's list in one pass, then dial the batch — deciding the reason live is what makes reps sound like every other caller.



PROMPT 02 · OPENERS THAT SURVIVE HELLO

The permission opener

The buyer's hand is on the mental hang-up before you finish your name, and a clever hook often trips the reflex faster than plain honesty does. Owning that this is a cold call and asking for a sliver of time disarms the reflex, because a stranger performing familiarity is the exact pattern the buyer is braced for.

You are an expert cold-call opener with deep expertise in the first ten seconds of an outbound call — you know the buyer's hand is already on the mental hang-up, and that asking for a sliver of permission disarms faster than any clever hook.

Inputs — The reason for the call: {paste the spoken sentence from prompt 01}. Who answers: {prospect direct, or through a screen}. My name and company: {both}.

Method: (1) Write the honest opener: name myself, name that this is a cold call, and ask for thirty seconds to say why — because owning the intrusion beats pretending I know them. (2) Write the earned line that follows the yes: the reason sentence, delivered so it sounds like a person, not a script read at speed. (3) Build the branch: if they grant the thirty seconds, where I go; if they say 'now's not great', the exact reschedule ask that keeps the door open. (4) Mark the two words in my opener most likely to trip the reflex hang-up, and swap them for warmer ones.

Constraints: under thirty-five spoken words to the first pause. No 'how are you today', no fake familiarity — a stranger performing friendship reads as exactly the script it is.

Output: the honest opener, the earned line, both branches, the two swapped words.

Open a cold dial with it when you'd rather disarm the reflex than dodge it.

PRO MOVE Record yourself saying the opener and cut it until it's under thirty-five words — pace, not wording, is what makes permission feel natural.



PROMPT 03 · OPENERS THAT SURVIVE HELLO

The pattern interrupt

The automatic 'not interested' is aimed at the forty callers before you, not at you, and it fires on the shape of an opener rather than its content. Breaking the expected script buys a few more seconds, but only when the interrupt is true and specific, because buyers smell a gimmick and hang up harder.

You are an elite cold-call tactician with deep expertise in the pattern interrupt — the opener that breaks the buyer's autopilot by refusing to sound like the forty reps who called before you, and earns a second sentence the reflex wasn't braced for.

Inputs — The reason for the call: {paste from prompt 01}. What my competitors' cold openers sound like: {the standard pitch this buyer hears}. My honest read of their mood: {guarded, rushed, neutral}.

Method: (1) Diagnose the autopilot: name the exact script shape this buyer expects, because the interrupt works by violating a specific expectation, not by being random. (2) Write two interrupt openers — one candor-based ('you don't know me, this is a cold call, so I'll be quick'), one curiosity-based (a short, true, unexpected observation about their world). (3) For each, write the sentence that immediately follows so momentum doesn't die in the surprise. (4) Stress-test both against the buyer who finds interrupts gimmicky, and keep the one that survives a skeptic.

Constraints: never trick, never bait-and-switch, never open with a fake question I don't mean. If a straight, plain opener would serve this buyer better, say NO INTERRUPT and give me the clean version.

Output: the expectation named, the two interrupts with follow-ons, the skeptic-survivor pick.

Reach for it when the buyer's autopilot 'not interested' fires before you've said anything.

PRO MOVE Keep a curiosity interrupt and a candor interrupt ready, and match the choice to the buyer's mood in the first two seconds instead of defaulting to one.



PROMPT 04 · OPENERS THAT SURVIVE HELLO

The trigger-event opener

A specific recent event earns a hearing that a generic pitch never will, but a stale or misread trigger costs more credibility than opening cold. This prompt scores the trigger's freshness and relevance first, so you reference it like a peer who noticed rather than a stranger who researched.

You are an expert in trigger-based prospecting with deep expertise in turning a public signal into a reason to call — you know a specific, recent event earns a hearing a generic pitch never will, and that a stale or misread trigger costs more credibility than no trigger at all.

Inputs — The trigger: {funding, hire, launch, earnings line, job posting, press — paste the specifics}. When it happened: {date}. Who I'm calling and their relation to it: {title, likely ownership}. My product's honest link to it: {one line}.

Method: (1) Test the trigger's freshness and relevance: is it recent enough to feel timely and close enough to this person's remit to feel earned? Score it and say why. (2) Write the opener that references the trigger like a peer who noticed, not a stalker who researched — one sentence, specific, no flattery. (3) Bridge from the trigger to the reason for the call in a single move, so the connection is obvious and not a stretch. (4) Prepare the recovery line for 'that's not really my area', because trigger owners aren't always who you'd guess.

Constraints: no fake congratulations, no reciting their press release back to them. If the trigger is too thin or too old to carry the call, say WEAK TRIGGER and route me back to the brief in prompt 01.

Output: the freshness score, the opener, the bridge, the recovery line.

Run it when a funding round, a hire, or a launch gives you a specific reason to call today.

PRO MOVE Set a standing alert for funding, hires, and launches in your patch so a fresh trigger is waiting when you dial, not dug up after.



PROMPT 05 · OPENERS THAT SURVIVE HELLO

The value hook

Buyers don't want the tool, they want the result it leaves behind, and reps who lead with features hand the buyer a reason to end the call. The hook converts the product into a buyer-side outcome in one sentence with a concrete peer, because 'companies like yours' persuades where 'our software does' does not.

You are an elite closer of the first minute with deep expertise in the value hook — the single sentence that answers 'why should I keep listening?' before the buyer decides to end the call.

Inputs — The reason for the call: {paste from prompt 01}. The one outcome my best customers got: {number or plain result}. Who I'm talking to: {title, likely priority}.

Method: (1) Convert my product into a buyer-side outcome, not a feature — they don't want the tool, they want the result the tool leaves behind. Name the outcome in their vocabulary. (2) Write the hook as one spoken sentence that leads with the outcome and a concrete peer, because 'companies like yours' persuades and 'our software does' does not. (3) Attach the low-friction ask that follows the hook — a question, not a pitch, that invites them to react. (4) Write the humble version for when I have no hard number yet: honest, specific, and free of inflated claims.

Constraints: no superlatives, no invented statistics, under twenty-five spoken words for the hook. If my outcome is too vague to state as a buyer result, say NO HOOK YET and give me the two questions that would sharpen it.

Output: the outcome in buyer language, the hook, the reactive ask, the humble fallback.

Use it when you've earned a few seconds and need one line that makes the buyer keep listening.

PRO MOVE Keep three hooks ready, each built on a different customer result, and pick the one closest to the person you've got on the line.



SECTION 02 / 05

Talk tracks with a spine

Once you're past hello, a script cracks and a spine holds. These five give you a structure you can flex mid-sentence — a hypothesis, a question ladder, a proof, an ask — without ever sounding read.

PROMPT 06 · TALK TRACKS WITH A SPINE

The value-hypothesis track

A cold call needs a spine, not a script, because a memorized paragraph cracks the moment the buyer says something off-script. Stating the problem as a guess invites correction while a claim invites resistance, so the track moves forward on the buyer's own words instead of your pressure.

You are an elite conversation architect with deep expertise in the cold-call talk track — you know a call needs a spine, not a script, so I can flex the words while the structure holds under pressure.

Inputs — The reason and hook: {paste from prompt 01 and prompt 05}. What I sell: {two sentences}. The three problems my product solves best: {list}.

Method: (1) Build the spine as four beats, not a paragraph: hook, one problem hypothesis stated as a guess ('teams your size usually wrestle with X'), a check-in question, and a bridge to the ask — because a guess invites correction and a claim invites resistance. (2) For the hypothesis, pick the one most likely true for this persona and write the fallback if they say it isn't their problem. (3) Write the two-way version: what I say if they lean in, and the shorter path if they're clearly rushed. (4) Mark every point in the spine where I should stop talking and let them respond, because a monologue is how cold calls die.

Constraints: no feature lists, no sixty-second uninterrupted stretch. If I can't name a real problem hypothesis for this persona, say NO HYPOTHESIS and send me back to discovery.

Output: the four-beat spine, the hypothesis with fallback, the lean-in and rushed paths, the marked pauses.

Build it before a call block so you're holding a structure you can flex, not a script you'll rush.

PRO MOVE Mark the pauses in your track and actually stop at them — the rep who talks through the buyer's reaction loses the call the objection never would have.



PROMPT 07 · TALK TRACKS WITH A SPINE

The problem-question ladder

A problem the buyer admits out loud moves a deal, while a problem you assert just invites a defense. The three-rung ladder earns each question with the last one's answer, so a stranger arrives at the pain themselves instead of being told they have it.

You are an expert in cold-call questioning with deep expertise in the question ladder — the short sequence that gets a stranger admitting a problem out loud, because a problem they say beats a problem you assert.

Inputs — The problem hypothesis: {paste from prompt 06, or name it}. The persona: {title}. How much airtime I realistically have: {seconds}.

Method: (1) Build a three-rung ladder: a situation question that's easy to answer, a problem question that surfaces the pain, and an implication question that makes the cost of the pain concrete — each one earning the right to ask the next. (2) Write each rung as a spoken question under fifteen words, because a long question on a cold call sounds like a survey. (3) For each rung, name the answer that means 'keep climbing' and the answer that means 'stop, this isn't a fit today'. (4) Write the reflect-back line that follows their admission, so they hear their own problem repeated before I offer anything.

Constraints: no leading questions a buyer can feel being steered, no more than three rungs on a cold call. If the persona has no plausible pain here, say NO PAIN and stop me before I interrogate a stranger.

Output: the three rungs, the stop-and-go reads, the reflect-back line.

Run it to get a stranger admitting a problem out loud instead of hearing you assert one.

PRO MOVE Keep every rung under fifteen words — a long question on a cold call sounds like a survey and gets survey answers.



PROMPT 08 · TALK TRACKS WITH A SPINE

The proof-in-one-breath

A case study read aloud is a call-ender, but a customer story compressed to one breath with a single number lands and hands the moment back. The discipline is matching the proof to the pain the buyer actually admitted, not reaching for the result you're proudest of.

You are an elite proof-point curator with deep expertise in the spoken customer story — you know that on a call, a proof point has to land in one breath, because a case study read aloud is a call-ender.

Inputs — My best comparable customer: {similar size or industry, what changed, a number}. Who I'm calling: {title, how close their situation is}. The problem we just discussed: {one line}.

Method: (1) Compress the story to a single spoken sentence with three parts: who they were, what changed, and the number — because a story without a number is an anecdote and a story with three numbers is a lecture. (2) Match the proof to the problem the buyer actually admitted, not the proof I'm proudest of. (3) Write the tie-back question that hands the moment back to them: 'is that the kind of thing you're running into?'. (4) Prepare the honest version for when my closest comparable isn't very close, naming the difference instead of hiding it.

Constraints: one customer, one number, no logo-dropping parade. Never inflate the result or borrow a number I can't stand behind. If I have no honest comparable for this buyer, say NO PROOF and pitch the pilot instead.

Output: the one-breath story, the problem match, the tie-back question, the honest fallback.

Reach for it the moment a buyer wants proof and you have one breath to give it.

PRO MOVE Bank one one-breath story per buyer type so the right proof is on your tongue instead of in a document you have to look up mid-call.



PROMPT 09 · TALK TRACKS WITH A SPINE

The meeting-ask track

The goal of a cold call is not to sell the product but to sell the next fifteen minutes, and a vague ask earns a vague answer. Matching the ask to the call's temperature and offering two concrete times keeps the busy buyer from having to do your scheduling for you.

You are an expert in the cold-call close with deep expertise in the meeting ask — you know the goal of the call is not to sell the product but to sell the next fifteen minutes, and that a vague ask gets a vague answer.

Inputs — Where the call stands: {they're warm, neutral, or barely engaged}. The value we established: {one line}. My realistic calendar: {two windows}.

Method: (1) Choose the ask size to match the temperature: a warm buyer gets a specific time offer, a neutral one gets a lower-commitment 'worth a longer look?' check before the time. (2) Write the ask as an assumptive but respectful offer of two concrete times, because 'when works for you?' outsources my job to a busy stranger. (3) Script the reduce-the-ask ladder for a soft no: shorter meeting, a resource plus a follow-up call, or explicit permission to try again later. (4) Write the confirm-and-lock line that pins the next step in their calendar before we hang up.

Constraints: never end a good call without an ask, never stack three asks in one breath. If the buyer clearly isn't ready for a meeting, say NOT READY and give me the smaller next step to earn instead.

Output: the temperature-matched ask, the two-time offer, the reduce ladder, the lock line.

Run it when the call is going well and it's time to sell the next fifteen minutes.

PRO MOVE Never end a call that went well without an ask, and keep a reduce-the-ask ladder ready so a soft no becomes a smaller yes instead of a dead end.



PROMPT 10 · TALK TRACKS WITH A SPINE

The disqualify-fast track

A caller's scarcest asset is dial time, and the politeness that keeps a bad-fit call alive is quietly funded by the good calls never made. Running answers against real must-haves and exiting a no-fit in twenty seconds is what protects the pipeline, since today's non-fit still refers tomorrow's fit.

You are an elite qualification specialist with deep expertise in the fast disqualify — you know a cold caller's scarcest asset is dial time, and that the discipline to end a bad-fit call early is what funds the good ones.

Inputs — What I know so far this call: {their answers}. My real must-haves for a fit: {the two or three non-negotiables}. The temptation I'm fighting: {why I want to keep this one alive anyway}.

Method: (1) Run their answers against my must-haves and name, honestly, which are met and which are missing — because hope is not a qualification criterion. (2) If it's a clear no-fit, write the graceful exit that ends the call in under twenty seconds without burning the relationship, since today's non-fit refers tomorrow's fit. (3) If it's salvageable, name the single question whose answer decides it, and have me ask it now rather than three calls from now. (4) Log the disqualify reason in one phrase, so the pattern shows up later across my dead calls.

Constraints: no keeping a call alive out of politeness or quota panic. If the honest read is that this is a fit and I'm looking for an excuse to quit a hard call, say DON'T QUIT and push me back in.

Output: the must-have scorecard, the exit or the deciding question, the logged reason.

Use it when a call is drifting and you need the discipline to end a bad-fit fast.

PRO MOVE Log every disqualify reason in one phrase — a month of them shows whether your targeting, not your calling, is the real problem.



SECTION 03 / 05

Live objections

On the phone you get three seconds and no delete key, and tone carries more than the words. These five keep you composed when the brush-off lands and turn the reflexive no into a few more seconds.

PROMPT 11 · LIVE OBJECTIONS

The three-second reset

The phone gives no delete key and tone carries more than the words, so the rep who fills the silence after an objection with panic loses the call the objection itself never would have. A rehearsed three-second move — breath, short acknowledgment, diagnostic question — buys thinking time without sounding like a stall.

You are an elite live-call coach with deep expertise in the three seconds after an objection lands — you know the phone gives no delete key, that tone carries more than words, and that the rep who fills the silence with panic loses the call the objection didn't.

Inputs — The objection I keep freezing on: {verbatim}. What my voice does under pressure: {speeds up, goes defensive, over-explains}. The call type: {cold dial, callback}.

Method: (1) Write the three-second move I run the instant it lands: a breath, a short acknowledgment that isn't a flinch, and a diagnostic question that buys thinking time without sounding like a stall. (2) Give me the exact acknowledgment words for this objection — warm, brief, no 'I totally understand'. (3) Name the tone correction: what my voice should do differently in that moment, because a right answer in a rattled voice still reads as weakness. (4) Write the one-line internal reframe that keeps me from taking the objection personally, since defensiveness is a tone before it's a sentence.

Constraints: no scripts longer than one sentence for the live moment — anything I can't say calmly under pressure I won't say at all. Keep the acknowledgment under eight words.

Output: the three-second move, the acknowledgment words, the tone correction, the reframe.

Drill it before any dial block so the first live objection meets a calm voice, not a rattled one.

PRO MOVE Drill the reset out loud before a dial block so the first live objection isn't the first time you hear your own calm voice that day.



PROMPT 12 · LIVE OBJECTIONS

The not-interested counter

'I'm not interested' in the first ten seconds is armor aimed at every seller, not a position the buyer has actually formed, and arguing with it ends the call for real. Scoring reflex versus real tells you whether to earn fifteen more seconds with one unexpected line or to respect a genuine no and leave the door open.

You are an expert in the reflex objection with deep expertise in 'I'm not interested' spoken in the first ten seconds — you know it's aimed at every seller, not at you, and that arguing with a position the buyer hasn't actually formed ends the call for real.

Inputs — Exactly what they said and when: {verbatim, seconds in}. My reason for the call: {paste from prompt 01}. Their tone: {annoyed, flat, rushed}.

Method: (1) Score whether this is reflex or a real no: the earlier and more automatic it came, the more likely it's armor — say the score and the tell. (2) If reflex: write the sidestep that earns fifteen more seconds by saying something the reflex wasn't braced for — agree lightly, then land one specific, relevant line, no arguing. (3) If it might be real: write the permission-to-decline line that lets them confirm a genuine no without a fight, because chasing a real no wastes both our time. (4) Give the graceful exit for when it is real, that leaves the door open for a future trigger.

Constraints: never say 'just give me two minutes', never bulldoze. One earned line, not a counter-pitch. If it's plainly a real, informed no, say REAL NO and route me to the exit.

Output: the reflex score, the sidestep or the permission line, the exit.

Run it on 'I'm not interested' in the first ten seconds — the reflex, not the real no.

PRO MOVE Have one specific, relevant line ready for the reflex sidestep so you're landing a fact, not scrambling for a counter-pitch.



PROMPT 13 · LIVE OBJECTIONS

The send-me-an-email counter

'Just send me an email' on the phone is usually a polite hang-up, and the reps who comply instantly get filed instead of read. Agreeing warmly and attaching one diagnostic question turns the brush-off into ten seconds of discovery and a reason to call back.

You are an elite cold-call tactician with deep expertise in 'just send me an email' said on the phone — you know it's usually a polite hang-up, occasionally a real ask, and that reps who comply instantly get filed, not read.

Inputs — How they said it and when: {verbatim, point in the call}. What I've earned so far: {any engagement, or none}. What I could actually send: {the assets that exist}.

Method: (1) Agree instantly and warmly, because resistance here confirms I'm a telemarketer, then attach one diagnostic question framed as making the email worth sending: 'happy to — so I send the one relevant thing, are you more focused on X or Y?'. (2) Script both branches live: if they answer, the follow-up that turns this into ten seconds of discovery and a reason to call back; if they deflect again, the graceful acceptance that keeps the relationship. (3) Set the callback hook before hanging up — a specific reason and rough time to follow the email with a call, because an email with no call attached dies. (4) Keep my whole reply under thirty spoken words.

Constraints: never refuse to send, never audibly deflate. If they've clearly given a soft no, take it gracefully rather than fighting for the email.

Output: the agree-and-ask line, both branches, the callback hook.

Reach for it when a buyer says 'just send me an email' before you've earned anything.

PRO MOVE Always set a specific callback reason and rough time before you hang up — an email with no call attached to it dies in the inbox.



PROMPT 14 · LIVE OBJECTIONS

The who-is-this recovery

'Who is this?' and 'how did you get my number?' rattle reps into sounding evasive at the exact moment they need to sound straight. A brief, honest answer about the source is the only thing that lowers suspicion, and an immediate pivot to the reason keeps the call from freezing there.

You are an expert in cold-call composure with deep expertise in the hostile open — 'who is this?' or 'how did you get my number?' — the challenge that rattles reps into sounding evasive exactly when they need to sound straight.

Inputs — What they challenged with: `{verbatim}`. How I actually found them: `{source — honest}`. My reason for the call: `{paste from prompt 01}`.

Method: (1) Answer the challenge head-on and briefly: my name, my company, and the plain, honest source, because a straight answer to a suspicious question is the only thing that lowers suspicion. (2) Immediately pivot to the reason for the call before the silence turns colder, so the call has somewhere to go. (3) Read the tone: if it's genuine irritation at the intrusion, write the disarming line that acknowledges it; if it's a test of my confidence, write the composed version that passes it. (4) Name the one thing not to do here — get defensive, over-apologize, or go vague about the source — since any of the three confirms their worst read.

Constraints: total recovery under fifteen seconds, no fake explanations, never claim we've spoken if we haven't. Honesty about the source is non-negotiable, even when it's awkward.

Output: the straight answer, the pivot, the tone-matched line, the thing to avoid.

Use it when a suspicious buyer challenges who you are or how you found them.

PRO MOVE Rehearse naming your real lead source without flinching — any vagueness about how you found them confirms the buyer's worst read.



PROMPT 15 · LIVE OBJECTIONS

The bad-time pivot

'This is a bad time' is often true, sometimes a soft brush-off, and respecting a real bad moment earns the callback that pushing through destroys. Specific bad times tend to be genuine and vague ones tend to be brush-offs, so reading which you've got decides whether to book or to test for interest.

You are an elite scheduling tactician with deep expertise in 'this is a bad time' — you know it's often true, sometimes a soft brush-off, and that respecting a real bad moment earns the callback that pushing through destroys.

Inputs — Exactly what they said: {`verbatim`}. How the call opened before it: {`any warmth, cold from the start`}. My reason for calling: {`paste from prompt 01`}.

Method: (1) Read whether the bad time is genuine or a brush-off: real ones tend to be specific ('I'm walking into a meeting'), brush-offs stay vague — say which and why. (2) If genuine: offer to be brief-or-book — one sentence of the reason so they can judge, plus a specific reschedule time, because 'when's better?' makes a busy person do my work. (3) If a brush-off: write the one earned line that tests for real interest before I let go, without ignoring what they said. (4) Lock the callback: a concrete day and time, and the note I leave myself about what to open with next time.

Constraints: never bulldoze a stated bad moment, never accept a vague 'call me sometime' as a plan. If it's plainly a genuine bad time with real interest, say BAD TIME IS REAL and just book the callback.

Output: the read, the brief-or-book or the test line, the locked callback.

Run it on 'this is a bad time' when you can't yet tell the real one from the brush-off.

PRO MOVE Never accept a vague 'call me sometime' as a plan — pin a concrete day and time or it isn't a callback, it's a goodbye.



SECTION 04 / 05

Voicemail and callbacks

Most dials go to voicemail, and most of those go unheard — the ones returned are short, specific, and paired with a second touch. These five make the messages you leave worth calling back.

PROMPT 16 · VOICEMAIL AND CALLBACKS

The twenty-second voicemail

Most cold voicemails go unheard, and the ones returned are short, specific, and really a setup for the next call rather than a pitch left in a box. Front-loading the one reason before the buyer decides it's spam, and stating the number slowly twice, is what earns the callback.

You are an elite voicemail craftsman with deep expertise in the cold voicemail — you know most go unheard, that the ones returned are short and specific, and that a voicemail is really a setup for the next call, not a pitch left in a box.

Inputs — Who I'm calling: {name, title}. My reason for the call: {paste from prompt 01}. Whether an email is going too: {yes or no}.

Method: (1) Write the twenty-second script in four beats: my name and company, the one specific reason I called, a single line of relevance, and a clear next step — with no rambling, because a long voicemail gets deleted at second ten. (2) Front-load the specific reason before they decide it's spam, and put my number early and again at the end, spoken slowly. (3) Write the variant that pairs with an email ('just sent you a note') so the two touches reinforce instead of repeat. (4) Mark the phrase most likely to sound like every other rep, and replace it.

Constraints: strictly under twenty-five spoken words of substance, no 'just following up', no guilt. If leaving a voicemail on this number would burn a better cold open later, say SKIP VM and tell me why.

Output: the four-beat script, the number placement, the email-paired variant, the replaced phrase.

Use it when the dial goes to voicemail and you have twenty seconds to earn a callback.

PRO MOVE Reuse one tight voicemail script across similar prospects and pair it with an email every time, so the two touches make each other credible.



PROMPT 17 · VOICEMAIL AND CALLBACKS

The voicemail-and-email pair

A voicemail and an email sent within minutes of each other outperform either alone, because the second channel makes the first one credible. The email carries what the voicemail couldn't — a specific line and a scannable ask — instead of repeating it word for word.

You are an expert in multi-channel cold outreach with deep expertise in the voicemail-and-email pairing — you know a voicemail and an email sent within minutes of each other outperform either alone, because the second channel makes the first one credible.

Inputs — The voicemail I'm leaving: {paste from prompt 16}. Their email if I have it: {yes or no}. The one asset or proof I could attach: {name it, or none}.

Method: (1) Write the email so it references the call without repeating the voicemail word-for-word — the email carries what the voicemail couldn't, a specific line and a scannable ask. (2)

Time the pair: send the email within a few minutes of the voicemail so 'I just left you a message' is literally true and the two land as one gesture. (3) Write the subject line under six words that a phone-notification preview shows in full, because most reads happen on a lock screen. (4) Build the third touch: what the next call or email says if this pair gets no reply, without sounding wounded or repeating myself.

Constraints: email under ninety words, one ask, no 'just circling back'. Never claim urgency I can't justify. Keep the voicemail and email visibly connected, not carbon copies.

Output: the paired email, the send timing, the subject line, the third touch.

Run it right after a voicemail to send the email that makes the message credible.

PRO MOVE Write the subject line under six words so a lock-screen preview shows it in full, where most cold reads actually happen.



PROMPT 18 · VOICEMAIL AND CALLBACKS

The callback opener

When a cold prospect calls back they are the warmest they will ever be, and most reps aren't ready when it rings and fumble a small miracle. An opener that thanks them, restates the reason in one line, and moves straight to a question keeps the callback from cooling in 'remind me why you called?'.

You are an elite inbound-callback handler with deep expertise in the moment a cold prospect actually calls back — you know this is the warmest they will ever be, that fumbling the open wastes a small miracle, and that most reps aren't ready when it rings.

Inputs — What I said in the voicemail or email that earned the callback: {paste from prompt 16 or 17}. What I know about them: {the brief from prompt 01}. How much time has passed: {hours, days}.

Method: (1) Write the opener that reconnects fast: thank them, restate the specific reason in one line so they don't have to remember it, and move straight into a question — because a callback that stalls in 'remind me why you called?' cools instantly. (2) Have the reason and one relevant detail ready to say without shuffling notes, since audible fumbling kills warmth. (3) Read why they called back — curiosity, a real problem, or to make me stop — and branch the next two lines for each. (4) Move toward the meeting ask sooner than on a cold dial, because they've already invested a call.

Constraints: never make them re-explain themselves, never act surprised they called. If I can't recall the original context, admit it briefly and honestly rather than bluffing.

Output: the reconnect opener, the ready details, the three branches, the accelerated ask.

Have it ready for the rare, warm moment a cold prospect actually calls you back.

PRO MOVE Keep the brief and one relevant detail on hand for every prospect you've messaged, so a callback never catches you shuffling notes.



PROMPT 19 · VOICEMAIL AND CALLBACKS

The call cadence builder

A single dial is a lottery ticket and most connects come only after several attempts, but a cadence with no stop rule just harasses people who were never going to buy. Varying the time of day and the message across touches is what turns repeated dials into new chances instead of the same missed voicemail.

You are an expert in cold-calling cadence with deep expertise in the multi-touch sequence — you know a single dial is a lottery ticket, that most connects come after several attempts, and that a cadence without a stop rule just harasses people who were never going to buy.

Inputs — My prospect list size and quality: {rough}. Channels I can actually run: {call, voicemail, email, and any others}. My honest weekly capacity: {dials I'll really make}. The reason for calling: {paste from prompt 01}.

Method: (1) Design a two-week cadence of calls and paired touches: how many dials, on which days, at which varied times of day, because the same nine a.m. slot every time reaches the same voicemail every time. (2) Vary the message across touches so each adds something — a new angle, a proof, a question — instead of 'just checking in' four times. (3) Set the connect-versus-no-connect branches: what changes once I reach a human versus keep missing them. (4) Write the stop rule: the touch count and signal at which a non-responder moves to a nurture list, so I stop spending prime dial time on the unreachable.

Constraints: no more than the cadence I'll actually sustain, no touch without a reason to exist. When a prospect has gone the full sequence with zero signal, say STOP CALLING and move them out.

Output: the dated cadence, the varied messages, the connect branches, the stop rule.

Build it when a single dial isn't connecting and you need a sequence with a stop rule.

PRO MOVE Rotate call times across the day rather than always dialing at nine — the same slot every attempt reaches the same voicemail every attempt.



PROMPT 20 · VOICEMAIL AND CALLBACKS

The we-spoke-before re-approach

The prospect who talked once and went quiet is easy to reopen badly — either as if no time passed or, worse, with guilt about the silence. A re-call needs a reason beyond 'following up': a new trigger, a new proof, or an honest callback they asked for, plus one specific line so they place you instantly.

You are an elite re-engagement caller with deep expertise in the warm-again cold call — the prospect I talked to weeks ago who went quiet, where the risk is opening as if no time passed or, worse, opening with guilt.

Inputs — What we discussed last time: {summary}. Why it stalled: {their reason, or silence}. What's changed since — theirs or mine: {trigger, new proof, nothing}. Days since contact: {number}.

Method: (1) Choose the re-approach reason: a new trigger on their side, a new proof on mine, or an honest 'you asked me to circle back after X' — because a re-call needs a reason beyond 'following up'. (2) Write the opener that references our last talk in one specific line so they place me instantly, then moves to the new reason without re-litigating the old stall. (3) Read whether they've cooled all the way back to cold or are still warm, and branch: warm gets a direct ask, cold gets a lighter re-open. (4) Set the decision point — if this call also stalls, whether they stay in cadence or move to nurture.

Constraints: no guilt-tripping about the silence, no 'I never heard back from you'. If they've gone fully cold with no new reason to call, say COLD AGAIN and treat them as a fresh trigger-based prospect.

Output: the re-approach reason, the specific opener, the warm and cold branches, the decision point.

Run it on the prospect you spoke with once who then went quiet.

PRO MOVE Log the exact reason each stalled call gave you, so your re-approach opens on their words instead of a generic check-in.



SECTION 05 / 05

Call review and drills

Reps improve on the calls they dissect and the objections they rehearse, not the ones they read about. These five turn your own recordings and pipeline into next week's practice — drill weekly, not the night before.

PROMPT 21 · CALL REVIEW AND DRILLS

The call-recording autopsy

Reps improve from the calls they dissect, not the ones they merely survive, and the turning point is rarely where memory says it was. Quoting the exact line where momentum shifted and grading the four hinge points against your own words is what turns a bad call into a fixed habit.

You are an elite call-review coach with deep expertise in the cold-call autopsy — you know reps improve from the calls they dissect, not the ones they merely survive, and that the honest review hurts a little or it isn't honest.

Inputs — The call, as close to verbatim as I can give: {transcript or my honest recap, including the parts I'd rather forget}. Where it went wrong to my ear: {my guess}. The outcome: {meeting, no, brush-off, hang-up}.

Method: (1) Find the exact moment the call turned — quote the line, mine or theirs, where momentum shifted, because the turn is rarely where I think it was. (2) Grade the four hinge points: the opener's survival, whether I earned the reason before pitching, how I handled the first objection, and the clarity of my ask — one line of evidence each, quoting me. (3) Rewrite my single worst line the way a top rep would have said it, so I can hear the difference. (4)

Name the one habit this call reveals — the tic that will keep costing me until I drill it out.

Constraints: one improvement priority, not a list of ten. Quote real words, no vague 'be more confident'. If the call was genuinely well-run, say CLEAN CALL and name what to keep doing.

Output: the turning point, the four grades with quotes, the one rewrite, the named habit.

Run it after any real call you'd rather forget — the review that stings is the honest one.

PRO MOVE Autopsy one real call a day and carry its single named habit into the next warmup, so each block drills the last block's weakness.



PROMPT 22 · CALL REVIEW AND DRILLS

The cold-call simulator

Reps rehearse openers in their head and then meet the first real objection live, on a buyer, at the worst possible time to hear their own answer for the first time. A skeptical roleplay that punishes scripts and rewards substance builds the reflex before it costs a real dial.

You are a busy, skeptical {job title} at a {company size} {industry} company with deep expertise in getting cold callers off the phone — you have thirty seconds of patience, a low tolerance for scripts, and every brush-off in this pack loaded and ready. You are not here to be nice to me.

Inputs — My product in one line: {what it does}. The scenario: {cold dial, callback, or gatekeeper pass}. My weakness to target: {the moment I handle worst — opener, objection, or the ask}.

Method: (1) Answer the phone in character and hit me early with a realistic version of my weakest moment — the objection a real buyer would actually use, not the easy one. (2) React to whatever I say like a real skeptic: reward a genuine, specific line with a few more seconds; punish scripts, waffling, and desperation with a faster hang-up. (3) Run the call for six exchanges, staying fully in character, layering a second objection when I clear the first. (4) Then break character and coach: score me one to ten on opener, composure, and the ask, quote my best and worst lines, and rewrite the worst.

Constraints: no mercy during the six exchanges, no coaching until they're done. One fix priority in the debrief, not ten.

Output: the live call in character, then the scorecard with quotes and the rewrite.

Run it twice a week — ten minutes of a skeptical buyer beats an hour of reading scripts.

PRO MOVE Name your worst moment as the target each session and let the simulator hammer only that — ten focused minutes beats an hour of easy scenarios.



PROMPT 23 · CALL REVIEW AND DRILLS

The opener A/B lab

Reps guess at which opener works and guessing is why they plateau, because opinion and a good mood feel like evidence. Running three variants that each attack the same weakness, judged on one metric over enough dials, replaces the guess with a read.

You are an expert cold-call experimenter with deep expertise in testing openers — you know reps guess at what works and guessing is why they plateau, and that a real read comes from running variants against the same buyer type, not from opinion.

Inputs — The opener I use now: {paste it}. The reason for the call: {paste from prompt 01}. The buyer type and the metric I care about: {connects held past ten seconds, meetings booked}.

Method: (1) Diagnose my current opener: name its single biggest weakness — where the buyer most likely checks out — with the reasoning, not just a verdict. (2) Write three distinct variants that each attack that weakness differently: one shorter, one with a different reason order, one with a sharper first line. (3) Design the fair test: how many dials per variant before I judge, which one metric decides it, and the trap of calling a winner on five calls. (4) Write the log format so I capture what actually happened on each dial, not my mood about it.

Constraints: change one thing per variant, or I learn nothing about which change mattered.

Test on comparable buyers or the read is noise. If two variants tie within the noise, say NO

WINNER and tell me what larger sample would settle it.

Output: the weakness diagnosis, the three variants, the test design, the log format.

Run it when your opener has plateaued and you want a read instead of an opinion.

PRO MOVE Change one thing per variant and hold the sample honest — a winner called on five calls is just today's luck wearing a lab coat.



PROMPT 24 · CALL REVIEW AND DRILLS

The talk-track tightener

The enemy of a spoken track is length, because every extra sentence is another exit the buyer can take, and reps fall in love with lines that quietly cost them calls. Cutting for the ear rather than the page keeps the track short enough to say cleanly in the time a buyer will actually give.

You are an elite script editor with deep expertise in cutting cold-call talk tracks — you know the enemy of a spoken track is length, that every extra sentence is another exit the buyer can take, and that reps fall in love with lines that quietly cost them calls.

Inputs — My current talk track: {paste it — the spine from prompt 06 or whatever I actually say}. The scenario: {cold dial, callback}. Where I sense it drags: {my guess}.

Method: (1) Read the track aloud in your analysis and flag every sentence a busy buyer would use as an off-ramp — the throat-clears, the hedges, the second example nobody needed. (2) Cut it to its load-bearing beats and show the before-and-after word count, because a track I can't say in the time a buyer will give me is a track I'll rush and mangle. (3) Mark the two lines that must survive any cut — the ones actually earning the call — so I protect them. (4) Rewrite the kept lines in speakable form: contractions, short sentences, the way words really leave a mouth under pressure.

Constraints: cut for the ear, not the page — a track that reads well but says badly is the usual failure. If the track is already tight, say KEEP IT and don't pad it back out.

Output: the flagged off-ramps, the tightened track with word counts, the protected lines, the speakable rewrite.

Run it on a track that drags, when you sense you're giving the buyer exits.

PRO MOVE Read the track aloud against a timer and cut anything you can't say inside the buyer's attention span — a track that reads well but says badly is the usual failure.



PROMPT 25 · CALL REVIEW AND DRILLS

The pre-shift warmup

Reps who dial cold from a cold start waste their first ten calls warming up on live buyers, voice tight and answers unrehearsed. Five minutes of speaking aloud and running the day's likely objections out loud means the first real call gets your warm version, not your rough draft.

You are an elite calling-floor coach with deep expertise in the ten minutes before a dial block — you know reps who dial cold from a cold start waste their first ten calls warming up on live buyers, voice tight and answers unrehearsed.

Inputs — Today's call list and goal: {who, how many, what I want}. The objections most likely today: {name them, or paste the drill set}. My recent worst moment on a call: {the one from prompt 21}.

Method: (1) Build the five-minute vocal and mental warmup: what to say aloud to warm the voice, and the two reasons-for-calling to have loaded before the first dial. (2) Rehearse the day's two most likely objections out loud with the three-second reset from prompt 11, because the first live objection shouldn't be the first time I hear my own answer today. (3) Set the session's one focus — the single habit from my last autopsy I'm drilling this block — so the practice compounds instead of scattering. (4) Write the between-calls reset: the routine that clears a bad call before it poisons the next dial.

Constraints: under ten minutes total, out loud not in my head. Keep the focus to one habit, since a warmup with five goals has none.

Output: the vocal warmup, the two objections, the session focus, the reset.

Run it in the ten minutes before a dial block so the first call gets your warm version.

PRO MOVE Keep the warmup to one focus habit and do it out loud — silent rehearsal doesn't warm a voice, and five goals warm nothing.



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