

PROMPT PACK

SELLING WHEN YOU HATE SELLING: 20 ZERO-HYPE PROMPTS

Run honest discovery, navigate tough pricing objections, write lean proposals, and close deals without feeling pushy.

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AI is useful when you give it a clear job. These 20 prompts are built for founders and freelancers who want to win clients without hype, manipulation, or fake urgency.

They are starting points, not answers. Give the model your real context, ask it to show its assumptions, and check anything important with a human.

HOW TO USE THIS PACK

- Replace every [bracket] with specific details about your project or client.
- Paste in real notes, messages, or emails instead of describing them from memory.
- Ask for options first, then ask the model to challenge its own favourite.
- Keep the output short enough to act on today.

PREPARE

1. RESEARCH A PROSPECT WITHOUT FAKE FLATTERY

Act as a commercial researcher. Review the public profile, recent posts, and announcements for [target company]: [context or links]. Identify 3 concrete operational problems they likely face right now around [domain, e.g. onboarding, retention, cloud bills]. Format as 3 bullets under 150 words. Do not invent awards, metrics, or personal flattery.

2. MAP CUSTOMER PAIN TO PAST BEHAVIOR

Act as an evidence-based sales researcher. I help [audience] solve [problem]. List 5 observable behaviors that prove a company is actively suffering from this problem today, rather than just complaining about it. For each, give me one diagnostic question to verify whether they have tried and failed to solve it before.

3. WRITE A ZERO-HYPE COLD MESSAGE

Act as a founder writing to another founder. Write a cold email to [prospect role] at [company type]. It must be under 80 words, mention one verifiable problem [specific problem], describe how we solve it in one sentence, and propose a low-friction question rather than asking for a call. No buzzwords, no fake familiarity, and no false urgency.

4. PRESSURE-TEST POSITIONING AGAINST COMPETITORS

Act as a skeptical buyer reviewing vendors. I provide [offer] to [niche]. My main competitors are [Competitor A] and [Competitor B]. Analyze where my positioning is genuinely differentiated versus where it sounds like everyone else. Rank the 3 weakest claims in my positioning and explain how a buyer will dismiss them.

DISCOVERY CALLS

5. UNCOVER PAST PURCHASING BEHAVIOR

Act as a discovery interviewer. I am speaking with a prospect who says they want to solve [problem]. Generate 5 discovery questions to uncover past behavior: what they tried, who paid for it, how long it took, and why it failed. Do not ask speculative 'would you pay' questions. Limit questions strictly to past actions.

6. FRAME AN HONEST CALL OPENING

Act as a consultant setting meeting expectations. Write an opening script for a 25-minute call with [prospect title]. The script must establish a collaborative tone, invite the prospect to disqualify themselves if we are not a fit, and state that the goal is mutual evaluation, not a pitch. Keep it under 70 words.

7. CLARIFY VAGUE PROBLEM STATEMENTS

Act as an active-listening sales coach. During discovery, a prospect told me: [paste prospect's statement, e.g. 'Our current setup is too clunky']. Give me 3 non-leading follow-up questions to uncover concrete metrics: business impact, team hours wasted, and the cost of doing nothing. Rank them from gentle probe to high-impact question.

8. DISQUALIFY POOR-FIT PROSPECTS GRACEFULLY

Act as an ethical business advisor. Based on these call notes: [call notes], evaluate whether this prospect is a poor fit for my offer: [describe core offering]. If they are a poor fit, write a polite 80-word email explaining why we cannot help them right now, and recommend an alternative resource or tool they should explore instead.

OBJECTIONS AND PRICING

9. HANDLE 'YOUR PRICE IS TOO HIGH' WITHOUT DISCOUNTING

Act as a value-based pricing strategist. A prospect responded to my quote with: 'We like the solution, but your price is over our budget.' Write a calm, consultative reply under 100 words. Acknowledge their constraint, resist reflex discounting, outline scope adjustments to meet their budget, and ask what tradeoffs they prefer.

10. DECONSTRUCT 'NOT RIGHT NOW'

Act as a deal diagnostician. A prospect sent this message: 'This looks great, but we are too busy to implement it right now. Let's revisit next quarter.' Analyze the 3 real reasons behind this: lack of urgency, unaddressed risk, or missing buy-in. Draft a 70-word reply that tests which reason is true without applying pressure.

11. CLARIFY COMPETING INTERNAL PRIORITIES

Act as an executive deal coach. My champion at [prospect organization] says leadership is debating between [our project] and [competing internal initiative]. Write a 120-word comparison framework my champion can share internally, contrasting the cost of delaying our project against the returns of their alternative.

12. STRUCTURE A THREE-TIERED PRICING MENU

Act as a pricing consultant for solo operators. I am packaging [service or product] for [ideal customer]. Create a 3-tier pricing menu: Starter, Core, and Scale. For each, specify the target use case, 3 included deliverables, key boundaries, and the price anchor. Recommend the tier to optimize for, then challenge your own top pick.

PROPOSALS

13. STRUCTURE A LEAN ONE-PAGE PROPOSAL

Act as a proposal architect who dislikes 20-page decks. Based on these notes: [agreed problem, outcome, scope], generate a 1-page proposal structure. Use exactly 5 sections: Problem Statement, Desired Outcome, Scope of Work, Investment & Milestones, and Next Steps. Keep total length under 300 words. Do not invent fake statistics.

14. DEFINE UNAMBIGUOUS PROJECT BOUNDARIES

Act as a risk-conscious services director. Based on this proposed scope: [scope of work], write an explicit 'What is out of scope' section with 5 precise bullet points. Cover common scope traps like extra revision cycles, third-party maintenance, out-of-hours support, and custom asset production.

15. FORMULATE MUTUAL SUCCESS MILESTONES

Act as a project delivery lead. For a project delivering [deliverable] to [client industry], draft a table of 3 milestone gates. For each, specify: Target Date placeholder, Concrete Deliverable, Client Verification Criteria (how they test it), and Payment Trigger. Keep criteria objective and measurable.

16. STRIP SALES FLUFF FROM A PROPOSAL DRAFT

Act as a ruthless commercial editor. Here is a draft section from my proposal: [text]. Strip out all corporate jargon, passive voice, and ungrounded self-praise (e.g. 'world-class', 'seamless', 'cutting-edge'). Rewrite it to sound direct, confident, and grounded strictly in observable deliverables. Make it 30% shorter than the original.

FOLLOW-UP AND PIPELINE

17. RE-ENGAGE A STALLED DEAL WITH FRESH CONTEXT

Act as a professional relationship builder. A high-priority prospect went silent 14 days ago after receiving a proposal. Write a non-pushy follow-up email under 75 words. Instead of asking 'just checking in', share a concrete insight relevant to [their specific challenge], and ask if priorities have shifted.

18. AUDIT WHY STALLED DEALS FAILED TO CONVERT

Act as an objective sales auditor. Here are raw notes from 3 deals that stalled or were lost this month: [anonymized summaries]. Identify common patterns across these losses. Categorize root causes into: audience mismatch, unclear value, pricing misalignment, or sloppy qualification. Return a prioritized list of 3 process fixes for next month.

19. ASK FOR INTRODUCTIONS FROM HAPPY CLIENTS

Act as an advisor on client advocacy. I recently delivered successful results for a client: [delivered outcome]. Draft an email under 80 words asking if they know 1 or 2 other founders facing similar challenges. The tone must be gracious, zero-pressure, and make it easy for them to decline without awkwardness.

20. RUN A POST-MORTEM ON A LOST DEAL

Act as an analytical post-sales investigator. I just lost a bid for [deal scope] to [competitor or decision to do nothing]. Write an email to the decision-maker thanking them and asking for 2 minutes of candid feedback. Include 3 multiple-choice questions to learn where our proposal missed the mark, making it frictionless to answer honestly.

A NOTE ON JUDGMENT

AI can help you ask better questions, but it cannot decide for you. Treat every suggestion, pitch angle, and negotiation draft as an unverified starting point that requires your authentic voice and practical understanding of client relationships. Never paste proprietary client data, NDA terms, or confidential numbers into any prompt without explicit consent.

If one of these prompts helps you move forward, tell us which one. We will keep adding resources that are useful, specific, and honest.