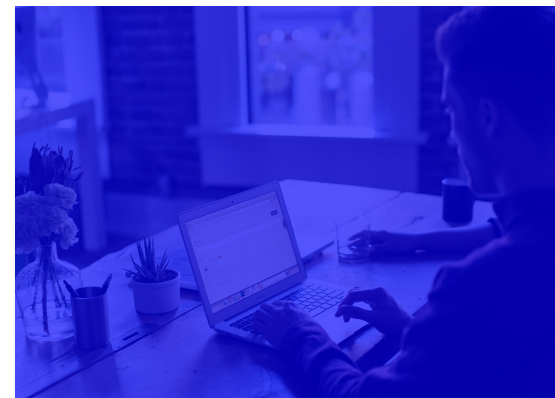
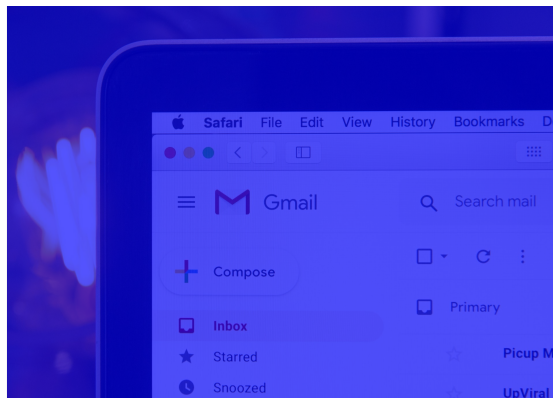


# Good/Great Prompt Examples

## #2 Sales Funnel Example

AE wants to send a follow-up email after finishing a discovery call with a prospect.



## Good Prompt

I want to write an email as an AE that summarizes a discovery call I just had. Here are a few key points from the call:

Tom is facing rising costs and more competition on Facebook ads, making acquisition there less efficient.

He has researched some other ad platforms like Google and Mobvista, but hasn't found them to provide enough value yet.

Tom was initially skeptical about TikTok's user base, but I explained how we can create effective ads optimized for the platform to achieve his ROI goals, like we've done for other gaming clients.



## Good Response

Here is a draft email summarizing the key points from your discovery call with Tom:

Subject: Summary of our discovery call

Hi Tom,

It was great speaking with you earlier today to learn more about your current advertising challenges and how we may be able to help. As discussed, here are the key takeaways from our conversation:

Facebook advertising is becoming less efficient for you due to rising costs and more competition. This platform that used to work well is now providing diminishing returns on your ad spend.

You've researched other platforms like Google and Mobvista but haven't found them to drive enough value yet compared to the

effort and budget required.

While you were initially skeptical about TikTok's user base, I explained how our team can create optimized gaming ads for that platform to help you achieve your target ROI and KPIs. We've done this successfully for other gaming clients and believe TikTok holds significant potential for your customer acquisition goals.

Please let me know if I missed anything important from our discussion today. I'm happy to answer any other questions as you evaluate advertising partners. Our team has proven success in maximizing ROI across multiple platforms - I'm confident we can do the same for you.

Looking forward to continuing the conversation.

Regards,  
[Your name]

## Great Prompt

Act as an expert Sales Account Executive that specializes in email communication. I'll provide a Discovery Call Transcript and I would like help creating the perfect email response using the most effective email sequence formatting.

#Here is an example of an email template that our company has had success with:

Hi [prospect name],

Thanks for a productive conversation today. We discussed the [obstacles you're facing in X area, progress you're hoping to make with Y initiative, changes you're implementing to Z], specifically:

[Point #1]

[Point #2]

[Point #3]

I'm linking to more information on those points and potential solutions.

As mentioned, the next step is X. I'll [talk to you, look for your email, see you at our meeting] on [date and time].

Best, [Your name]

#important criteria for emails

-Short and concise

-addresses specific points from the call

-discusses next action steps

## Great Response

Here is a draft email response summarizing the key points from our discovery call:

Subject: Next steps after our call  
Hi Katan,

It was great speaking with you today and learning more about your goals for [Company] this year. I appreciate you taking the time to walk through your current situation and desired outcomes.

To quickly summarize our discussion:

You're on track for \$7M in revenue this year, but aiming to hit an aggressive goal of \$10M by end of year. This would require acquiring 30 new clients at around \$100k each.

Currently your lead gen relies heavily on inbound referrals, which can be unpredictable. You want to supplement with more

consistent, predictable lead sources.

Outbound prospecting is on your radar as a potential solution to fill the gap, though you have some hesitation around effectiveness and pricing.

I'm putting together a custom proposal for you that will outline an outbound campaign to deliver 60 qualified opps over the next 7 months. The campaign budget would be approx. \$250-300k to generate an extra \$3M in revenue.

The proposal will include case studies, pricing rationale, and ramp-up periods with targets for the first few months.

Let's plan for a follow up call on Tuesday, August 2nd at 2pm EST to review the plan details and discuss next steps. Please let me know if you need to adjust that time.

Looking forward to speaking again soon!

Best,  
[Your name]