

# Account Executive

## AI Prompt Library: High-Value Prompts by Common Motion

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Each prompt below is designed to be pasted directly into an AI assistant (Claude, ChatGPT, Gemini) with your specifics filled in where you see [BRACKETS]. Replace every bracketed placeholder with real context — the more specific you are, the better the output.

### 01 PRE-CALL RESEARCH

#### PRE-CALL RESEARCH

##### Build an Account Intelligence Brief

*When to use: 24-48 hours before any discovery or follow-up call.*

*Customize: [COMPANY], [PROSPECT NAME], [PROSPECT TITLE], and any news/LinkedIn/job postings you paste in.*

I'm an AE preparing for a discovery call with [PROSPECT NAME], [TITLE] at [COMPANY]. Here's what I know about them: [PASTE LINKEDIN BIO / RECENT NEWS / JOB POSTINGS / COMPANY PAGE SUMMARY]. Help me: (1) Identify the 3 most likely business priorities for a [TITLE] at a company this size and stage. (2) Suggest 2 specific conversation openers tied to something real about their company or role — not a generic compliment. (3) Draft 3 discovery questions tailored to their likely pain points. (4) Flag any competitive risks I should anticipate based on their tech stack or funding stage. Keep each section to 3-4 sentences maximum.

### 02 DEAL QUALIFICATION

#### DEAL QUALIFICATION

##### Fill and Pressure-Test MEDDPIC

*When to use: After discovery — before moving a deal to Demo or Proposal stage.*

*Customize: [DEAL NOTES / CALL SUMMARY], and which stage the deal is in.*

I'm an AE qualifying a deal using MEDDPIC. Here are my deal notes from the last interaction: [PASTE NOTES OR CALL SUMMARY]. Based on what's here: (1) Fill in what I know for each MEDDPIC element: Metrics, Economic Buyer, Decision Criteria, Decision Process, Paper Process, Identify Pain, Champion, Competition. (2) Flag which elements are missing, weak, or based on assumption rather than confirmed fact. (3) Generate 2-3 specific questions I should ask in the next call to fill the highest-risk gaps. (4) Give me an honest assessment of whether this deal is ready to advance to [NEXT STAGE] and what would need to be true for it to be.

### 03 MULTI-THREADING

#### MULTI-THREADING

##### Coach Your Champion to Introduce the Economic Buyer

*When to use: When you have a strong champion but have not yet reached the economic buyer.*

*Customize: [CHAMPION NAME/TITLE], [ECONOMIC BUYER TITLE], and the key business outcome from your discovery.*

I'm an AE working a deal at [COMPANY]. My champion is [CHAMPION NAME, TITLE]. I need to get the [ECONOMIC BUYER TITLE] involved — ideally through a warm introduction from my champion rather than a cold outreach from me. Deal context: [BRIEF SUMMARY OF WHAT THEY ARE TRYING TO ACHIEVE AND WHY]. Write a short email my champion could send to the economic buyer that: (1) Opens with a business framing relevant to what the EB cares about — not a product pitch. (2) Establishes why a 30-minute conversation is worth their time. (3) Includes me naturally without making it feel like I wrote it. Keep it under 120 words. My champion's communication style is [FORMAL / CASUAL / DIRECT].

## 04 BUSINESS CASE & PROPOSAL

### BUSINESS CASE

#### Write a One-Page Business Case in the Buyer's Language

*When to use: Before sending a proposal or entering the Negotiate stage.*

*Customize: [DISCOVERY NOTES], [PAIN POINTS THEY SHARED], and any ROI numbers they mentioned.*

I'm an AE at [YOUR COMPANY] and I need to write a business case for [PROSPECT COMPANY]. Here is the context from our discovery conversations: [PASTE NOTES]. Our product: [ONE-LINE DESCRIPTION OF WHAT IT DOES]. The key pain points they described: [LIST]. Any numbers they mentioned: [COST, TIME, HEADCOUNT, REVENUE FIGURES]. Write a one-page business case that: (1) Opens with a quantified cost-of-inaction framed in their words, not ours. (2) Connects our solution to their specific outcomes — not features. (3) Projects ROI or time-to-value using the numbers they shared (show your math). (4) Closes with a single recommended next step and why it's low-risk. Do not use the phrase 'best-in-class' or 'industry-leading.'

## 05 OBJECTION HANDLING

### OBJECTION HANDLING

#### Prepare Responses for a Specific Set of Objections

*When to use: Before any call where you anticipate pushback — especially Negotiate stage.*

*Customize: [LIST OF EXPECTED OBJECTIONS] and a brief description of the deal and buyer context.*

I have a deal at [COMPANY] and I expect the following objections in our next call: [LIST EACH OBJECTION ON A NEW LINE]. Deal context: [BRIEF: stage, ACV, key stakeholders, what they care about most]. For each objection: (1) Identify the real concern behind it — what is the buyer actually worried about? (2) Write a response that acknowledges the concern without being defensive, then reframes it around their stated priorities from discovery. (3) Suggest one follow-up question that shifts the conversation forward. Do not use the phrase 'That's a great question' or 'I totally understand.'

## 06 POST-CALL FOLLOW-UP

### FOLLOW-UP

#### Write a Tight, Outcome-Led Follow-Up Email

*When to use: Within 2 hours of any call — discovery, demo, or negotiation.*

*Customize: [YOUR NOTES FROM THE CALL] and the specific next step you agreed to.*

I just finished a [STAGE] call with [NAME] from [COMPANY]. Here are my notes: [PASTE CALL NOTES]. Write a follow-up email that: (1) Confirms what we discussed — in their language, focused on their goals, not our product. (2) Summarizes the 2-3 outcomes they are trying to achieve. (3) Restates the specific next step we agreed to, with the date and who is responsible. (4) Is no longer than 140 words total. Tone: direct and professional. No fluff opening. Do not start with 'It was great speaking with you.'