

Business Development Rep

AI Prompt Library: High-Value Prompts by Common Motion

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Each prompt is designed to be pasted into an AI assistant with your specifics filled in. Replace every [BRACKET] with real context. The more specific the input, the better the output. Never send AI-generated copy without reading and editing it first.

01 PERSONALIZED OUTREACH

COLD OUTREACH

Write a Personalized Cold Email That Does Not Sound Like One

When to use: When building the first touch for a high-priority account or persona.

Customize: [ACCOUNT NAME], [PROSPECT NAME], [TITLE], and anything specific about them you paste in.

I'm a BDR at [YOUR COMPANY] prospecting into [ACCOUNT NAME]. Here's what I know about [PROSPECT NAME, TITLE]: [PASTE LINKEDIN BIO / RECENT NEWS / JOB POSTING / COMPANY ANNOUNCEMENT]. Our product helps [ONE-LINE: WHO + WHAT OUTCOME]. Write a cold email that: (1) Opens with something specific to them or their company — not a compliment. (2) Connects their likely priority to what we help with in a single sentence. (3) Has one clear call to action for a 15-minute call. (4) Is under 85 words. Do not use: 'I hope this finds you well', 'I wanted to reach out', 'I came across your profile', or any variation of 'quick call.'

02 SEQUENCE WRITING

SEQUENCE WRITING

Build a 5-Touch Outreach Sequence for a Specific Persona

When to use: When launching a new sequence for a target persona or vertical.

Customize: [TARGET PERSONA], [YOUR COMPANY VALUE PROP], and the channel plan (email + LinkedIn).

I'm a BDR building an outreach sequence targeting [PERSONA: e.g., VP of Sales at a Series B SaaS company, 50-200 employees]. Our product: [ONE-LINE VALUE PROP]. Write a 5-touch sequence: Touch 1 — Day 1: Cold email, under 80 words. Lead with a specific insight or observation, not a product pitch. Touch 2 — Day 3: LinkedIn connection request note, under 30 words. Touch 3 — Day 5: Email follow-up, under 60 words. Reference touch 1 briefly, add a new angle or piece of social proof. Touch 4 — Day 8: Email with a new hook — a stat, case study reference, or question about a known pain, under 80 words. Touch 5 — Day 12: Break-up email, under 50 words. Each touch must feel distinct — not a restatement of the first email.

03 VOICEMAIL SCRIPTING

VOICEMAIL

Write a 20-Second Voicemail That Gets Called Back

When to use: Any time you are leaving a cold or warm voicemail.

Customize: [PROSPECT NAME], [COMPANY], and the specific reason you are calling (trigger event or hook).

Write a voicemail script for [PROSPECT NAME] at [COMPANY]. Calling reason / trigger: [SPECIFIC REASON — e.g., they just hired a new VP Sales, posted 5 SDR roles, or announced a new product]. My name: [YOUR NAME]. My company: [YOUR COMPANY]. The voicemail must: (1) State who I am and why I'm calling in the first 5 seconds. (2) Reference the specific trigger so it sounds researched, not random. (3) End with a single callback ask — not 'call me back if you're interested.' (4) Sound like a real person talking, not a script being read. Under 45 words when read at a natural pace. No filler words.

04 RE-ENGAGEMENT

RE-ENGAGEMENT

Re-Open a Prospect Who Has Gone Dark

When to use: When a prospect was engaged but stopped responding, and it has been 14+ days.

Customize: [LAST INTERACTION CONTEXT], [TIME ELAPSED], and anything new about them or their company.

A prospect at [COMPANY] went dark after [DESCRIBE LAST INTERACTION: e.g., they replied to my second email asking for more info, I sent a deck, and then nothing]. It has been [X] days. Here is their context: [WHAT I KNOW ABOUT THE PROSPECT AND THEIR COMPANY]. Any recent news or trigger: [OR WRITE 'nothing specific']. Write a short re-engagement email, under 75 words, that: (1) Creates a new reason to talk — a relevant insight, trigger event, or fresh angle. (2) Does not reference the fact that they went dark or that I sent previous messages. (3) Does not apologize or ask if they are still interested. (4) Ends with a low-friction ask — not a 30-minute call.

05 OBJECTION HANDLING (FIRST CALL)

COLD CALL OBJECTIONS

Handle the Most Common Initial Outreach Objections

When to use: After receiving an objection via cold email reply or at the start of a cold call.

Customize: The exact objection they gave you and a line or two of their company context.

A prospect responded to my outreach with the following: '[PASTE THEIR EXACT RESPONSE — e.g., We already use something for this / Not the right time / Send me some information / We're not looking at this right now].' Their company context: [ONE LINE — size, stage, industry]. Write a response that: (1) Acknowledges their position in one sentence — without being sycophantic or defensive. (2) Pivots to a specific question or insight that might shift the framing. (3) Keeps the conversation alive without pushing for a meeting immediately. (4) Is under 75 words. Do not say 'I understand' or 'That makes total sense' in the opening.