

[Template] 10 AI Prompts to Use in B2B Prospecting

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Table of Contents

- **Introduction** — 04
- **1. What is an AI Prompt for B2B Sales Prospecting?** — 06
- **2. 10 AI Prompts to Use in B2B Prospecting** — 12
- **3. How to Go Beyond Generative AI** — 17
- **Key Takeaways** — 18

Introduction

In today's competitive business landscape, B2B prospecting demands increasingly sophisticated and efficient approaches. With the advancement of artificial intelligence, new tools and strategies are transforming how companies identify, approach, and connect with potential clients.

In 2023, there was an explosion of AI applications hitting the market. ChatGPT, for instance, attracted 100 million monthly users just two months after its launch, according to Reuters. Rapidly, the use of these tools became fundamental to the commercial process. In fact, 71% of sales teams already consider AI and automation tools useful for prospecting, according to HubSpot.

Using AI in B2B prospecting not only increases efficiency but also allows for unprecedented personalization, optimizing every interaction and significantly increasing conversion rates. To help you learn how to use it in the best possible way, we have gathered 10 AI prompts in this template to set your B2B prospecting strategy on the right track.

These prompts were carefully selected and crafted to help identify qualified leads, better understand the needs of your potential clients, and personalize your sales approaches more effectively. Each prompt offers a practical and actionable approach, empowering your sales team to work smarter and achieve better results.

By exploring them, you will see how the combination of rich data and intelligent analysis can provide valuable insights and help your company stand out in the market. Get ready to

transform your B2B prospecting approach and reach new heights of success with the help of artificial intelligence.

Enjoy the reading!

1. What is an AI Prompt for B2B Sales Prospecting?

An AI prompt for B2B sales prospecting is a specific instruction given to an artificial intelligence tool to execute a task that assists in the business-to-business sales process.

These prompts guide the AI to perform actions such as identifying qualified leads, analyzing company information, personalizing prospecting messages, among other activities that facilitate prospecting and customer conversion in a B2B context.

In fact, 85% of salespeople who use AI state that it makes their prospecting efforts more effective, according to a study by HubSpot. Today, sales professionals spend only 37% of their time building connections with prospects and customers because they have many other manual tasks to perform. Sales professionals who use AI to automate these types of tasks can save 2 hours and 15 minutes per day. Thus, they can focus more time on the human side of sales, building long-term relationships.

Benefits of AI Prompts for B2B Sales Prospecting

- **Operational Efficiency:** They automate repetitive and time-consuming tasks, freeing up time for salespeople to focus on more strategic activities.
- **Deepening:** They provide data and insights about leads and the market.
- **Scalable Personalization:** They allow the creation of highly personalized sales approaches, increasing the relevance of interactions with potential clients.
- **Information Analysis:** They can analyze information to identify patterns and opportunities that might not be obvious at first glance.

In short, AI prompts for B2B sales prospecting are a powerful tool to optimize the sales process, allowing sales teams to work smarter and more effectively.

Understanding the Prompting Techniques: Zero-shot, One-shot, and Few-shot

Going deeper into AI prompting techniques, there are zero-shot, one-shot, and few-shot prompts.

Zero-shot

In this technique, the language model is asked to perform a task without being provided any specific example to guide it—only the direct instruction or question about what needs to be done. This challenges the model to use its pre-trained knowledge to interpret the task and generate an appropriate response without explicit guidance.

It can be used to explore what the model can do without being influenced by specific examples, evaluate the flexibility and breadth of the model's pre-trained knowledge, or in situations where creating examples is impractical due to the nature of the task.

Zero-shot Prompt Example: *"Write a prospecting email for a potential client in the technology sector, highlighting the benefits of our sales automation solution."*

One-shot

A single example is provided to the language model to guide it in generating the desired response. It is useful when you want to show the model the format or type of response expected using a specific example, but without overwhelming it with too many examples. The goal is to help the model better understand the task or context with a single example, thereby improving the quality of the generated response.

One-shot Prompt Example:

Prospecting Email Example: Subject: Improve your sales team's efficiency with our solution

Hello [Client Name],

My name is João Silva and I am a representative from [Company Name], specialized in sales automation tools. We help companies like yours increase sales team productivity and efficiency.

With our solution, you can automate repetitive tasks, manage leads more effectively, and improve conversion rates. Recently, we helped [Name of a Satisfied Client] increase their sales by 30% in just three months.

Would you like to schedule a quick meeting to discuss how our solution can benefit your company?

Looking forward to your response.

Sincerely, João Silva [Company Name] [Contact]

Prompt: Based on the example above, write a prospecting email for a potential client in the technology sector.

Few-shot

This is the technique where the language model receives a few examples (typically 2 to 5) of how to perform a specific task before being asked to generate a response for a new, similar case. These examples help guide the model, providing a better understanding of the desired format and the type of response expected. It is useful for improving the accuracy and relevance of the model's responses, especially for tasks that require a specific format or context.

Few-shot Prompt Example:

Prospecting Email Examples:

Example 1: Subject: Improve your sales team's efficiency with our solution Hello [Client Name], My name is João Silva... [insert full Example 1 here]

Example 2: Subject: Transform your sales process with our innovative technology Hello [Client Name], My name is Ana Pereira and I am a representative from [Company Name], specialized in technological solutions for sales automation. Our mission is to help companies like yours optimize their sales processes and increase efficiency. Our platform allows your sales team to automate repetitive tasks, improve lead management, and significantly increase conversion rates. For example, recently we helped [Name of a Satisfied Client] reduce their sales cycle by 25% and increase sales by 40% in six months. How about scheduling a brief meeting to discuss how our technology can boost your sales team's results? Looking forward to your reply. Sincerely, Ana Pereira [Company Name] [Contact]

Prompt: Based on the examples above, write a prospecting email for a potential client in the technology sector.

The lesson this differentiation should teach you is: **whenever you interact with a Large Language Model (LLM), the quality of the model's response depends on the quality of your input.** If you provide a poor prompt, you will limit the quality of the response.

2. 10 AI Prompts to Use in B2B Prospecting

Below are some prompts that can be used for different tasks in a salesperson's daily routine. Depending on the level of detail you need, consider adapting them according to the techniques outlined above.

1. Identification of Potential Clients

Prompt: "Identify companies in the [sector] sector that have recently raised capital or launched new products. Look for companies with more than [X] employees and an annual revenue above [Y]."

2. Lead Qualification

Prompt: "Analyze the available data about the company [company name] and determine if it fits my ideal customer profile for [product/service]. Consider that my company's ideal customer profile is [insert your business ICP definition here]."

3. Market Research

Prompt: "List the main trends and challenges faced by companies in the [sector] sector in [year]. Provide examples of companies that are leading in these areas."

4. Personalization of Approach

Prompt: "Analyze the website and social profiles of the company [company name]. Summarize the main points of focus and strategic goals of the company so that I can personalize my prospecting message."

5. Value Proposition Creation

Prompt: "Based on the needs of [company name] identified in their recent publications, how can I position [your product/service] as a solution to their challenges? Create a specific value proposition for them."

6. Prospecting Email

Prompt: "Create a personalized prospecting email for [company name], highlighting how our [product/service] can solve their specific problems listed in their latest annual reports and public information."

7. Effective Follow-up

Prompt: "Help me create a follow-up email for [contact name] at [company name] that demonstrates additional value and offers our solution [name of your company's solution] for the potential client's problems [specific problem]."

8. Market Segmentation

Prompt: "Divide our target market [state the market] into smaller segments based on criteria such as company size, geographic location, and annual revenue, and suggest specific prospecting strategies for each segment."

9. Competitor Analysis

Prompt: "Compare our [product/service] with our main competitors in the market [name the competitors] and highlight the strengths that can be used in prospecting campaigns."

10. Cross-Sell and Up-Sell Opportunity Identification

Prompt: "Based on the purchase history of the company [company name], what additional products or services would be relevant to offer as a cross-sell or up-sell?"

3. How to Go Beyond Generative AI

Now you know, in practice, how generative AI can help you optimize time and simplify daily tasks. But did you know it is possible to go even further with Artificial Intelligence?

With the right technology, such as Cortex's **Go-to-Market Intelligence** solution, it is possible to use AI to completely manage your GTM strategy and grow your business more efficiently. This is because this type of tool is built on predictive Artificial Intelligence, Data Science, Big Data, and Analytics.

As a result, Marketing, Sales, and Market Intelligence professionals can:

- Map and understand the ideal customer profile by capturing thousands of data sources and more than 200 proprietary variables;
- Get contact details for prospecting and enrich the CRM with exclusive information about target companies;
- Understand the true size of their market, discover new niches, and analyze the competition;
- Analyze the client portfolio in real time to recommend deals based on propensity to close;
- Have consultative support for commercial performance management, featuring strategic KPI measurement and executive dashboards with relevant reports and insights;
- And much more.

Key Takeaways

- An AI prompt for B2B sales prospecting is a specific instruction given to an artificial intelligence tool to execute a task that assists in the sales process.
- Among the benefits that AI prompts bring to B2B prospecting are operational efficiency, scalable personalization, and information analysis.
- On the technical side of AI prompting, there are **zero-shot** prompts (no examples given), **one-shot** prompts (one example given), and **few-shot** prompts (2 to 5 examples provided as a base).
- Always remember that the quality of the AI's response depends on the quality of your input.
- Generative AI is highly useful for simplifying daily tasks. However, to make the commercial process more efficient and achieve sustainable growth, it is essential to invest in cutting-edge technology, such as Cortex's Go-to-Market Intelligence solution, which uses AI to identify the ideal customer profile, analyze the competition, perform predictive analysis, and manage the entire GTM cycle.

About Cortex

Cortex is the leading company in AI applied to business and Go-to-Market Intelligence in Latin America.

Its Sales Intelligence solution uses Data Science and Big Data on market and company information to accelerate your Marketing and Sales results. Have Data Intelligence as your ally in your Go-to-Market management. Find more qualified B2B leads by mapping your ideal customer profile (ICP) and your addressable market. Improve your conversion rates, gain revenue predictability, and, above all, hit your sales goals with greater efficiency and profitability.

Schedule a conversation with us!