Prompt Library Starter Pack

50+ reusable prompts for business teams (sales, support, HR, operations, and leadership).

How to use this pack
Copy a prompt, fill in the bracketed placeholders, and run it with your AI assistant. For best results, paste any relevant context (policies, examples, constraints) and request a specific output format.
House rules
Do not paste confidential or personal data unless you have approval and your tooling is configured for that data class. Always review outputs before sending to customers or making decisions.

Tip: Review outputs before you send them. For high-stakes items, ask for assumptions, risks, and a short verification plan.

Prompting principles (quick)

• Give context: who you are, what you are trying to achieve, and what 'good' looks like.

• Add constraints: tone, length limits, do/don't lists, and what the assistant must not invent.

• Request a format: tables, bullet lists, email drafts, or JSON for downstream automation.

• Provide examples: a good output example beats 500 words of explanation.

• Iterate: ask for a first draft, then refine with 'keep, change, remove' instructions.

• Quality control: request risks, edge cases, and a short verification plan.

Output reliability checklist

[ ] Did the assistant separate facts (from your input) from guesses?

[ ] Are names, dates, numbers, and policy statements correct?

[ ] Is the recommended action safe, legal, and aligned with your internal policies?

[ ] Is anything sensitive included that should be removed or anonymised?

Index

Sales & Growth - 13 prompts
Customer Support & Success - 13 prompts
HR & People Ops - 9 prompts
Operations & Delivery - 9 prompts
Leadership & Strategy - 8 prompts

Each prompt below includes a short context line and a ready-to-copy prompt block.

Sales & Growth

ICP snapshot & outreach angle

Turn a short description of your product and best customers into an ideal customer profile (ICP) and 3 outreach angles.

Prompt

```
You are a B2B sales strategist. Based on:
- Product: [1-2 sentences]
- Best customers: [industry, role, size]
- Outcomes: [top 3]
Create:
1) ICP (firmographics + roles)
2) Top 5 pains (ranked)
3) 3 outreach angles with a 1-sentence value prop each.
Output as a table.
```

Cold email - first touch

Draft a concise first-touch email with a clear CTA and optional personalization placeholders.

Prompt

```
Draft a cold email to [Role] at [Company] about [Outcome].
  Constraints:
- 90-120 words
- 1 subject line + email body
- One clear CTA for a 15-min call
- Add 2 optional personalization slots in brackets.
Include 2 variations: direct and curiosity-led.
```

LinkedIn connection note

Create a low-friction connection note plus a follow-up message sequence.

Prompt

```
Write:
A) A 300-character connection note to [Role] at [Company] abo
  [Topic].
B) A 3-message follow-up sequence (days 2, 5, 10) that adds v
  not pressure.
Use a friendly professional tone. Avoid buzzwords.
```

Discovery call agenda

Create a structured agenda and question bank for discovery calls.

Prompt

```
Create a discovery call plan for selling [Solution] to [Role]
Include:
- 6-part agenda (timeboxed for 30 min)
- 10 questions (pain, process, stakeholders, timing, success
  metrics)
- 5 red-flag signals
- A recap script to confirm next steps.
```

Objection handling scripts

Generate short, respectful responses to common objections.

Prompt

```
List 8 common objections for [Solution] (e.g., budget, timing
  build vs buy).
For each, write:
- A 1-sentence empathy statement
- A 2-3 sentence response
- A question to move forward.
Keep it conversational.
```

Proposal outline & assumptions

Create a proposal skeleton with clear scope and assumptions.

Prompt

```
Draft a proposal outline for [Client] implementing [Project].
Include sections:
- Goals & success criteria
- Scope (in/out)
- Approach & timeline
- Deliverables
- Assumptions & dependencies
- Pricing model options (3)
- Risks & mitigations
Use placeholders where needed.
```

Account plan - next 90 days

Turn account notes into a concrete 90-day plan.

Prompt

```
Using these notes about [Account]: [paste notes]
Create a 90-day account plan including:
- Stakeholder map (roles + influence)
- Hypotheses on top initiatives
- 5 value actions we can do now
- Meeting plan and milestones.
Output as bullets + a simple timeline table.
```

Competitor battlecard

Build a lightweight battlecard without trash-talking competitors.

Prompt

```
Create a battlecard vs [Competitor] for [Solution].
Include:
- When they win (3)
- When we win (3)
- Differentiators (4) with proof points
- Landmine questions (5)
- Short positioning statement (40 words max).
Assume no confidential info; be fair and factual.
```

ROI story with numbers

Translate benefits into a credible ROI narrative using ranges and assumptions.

Prompt

```
Estimate ROI for [Use case] at a company with:
- Team size: [n]
- Volume: [e.g., tickets/week]
- Average fully loaded cost/hour: [£]
Provide:
1) Benefit drivers (time saved, quality, risk reduction)
2) Conservative/base/upside ranges
3) Assumptions list
4) 3 sentences for an executive pitch.
Use simple math and show calculations.
```

Meeting recap & next steps

Turn messy notes into a crisp recap email.

Prompt

```
Convert these notes into a recap email: [paste notes]
Include:
- 4-6 bullet summary
- Decisions made
- Open questions
- Action items table (owner, due date)
- Proposed next meeting options (2).
Tone: crisp and friendly.
```

Lead qualification rubric

Create a scoring rubric for inbound leads.

Prompt

```
Design a lead qualification rubric for [Product].
Criteria: fit, urgency, budget signals, authority, complexity
  risk.
Create:
- 1-5 scale definitions for each
- Weighting suggestions
- Thresholds for route-to-sales vs nurture.
Output as a table + a short how-to.
```

Call recording synthesis

Extract themes and follow-ups from transcripts.

Prompt

```
Analyze this call transcript: [paste transcript]
Return:
- Key pains (ranked)
- Buying signals
- Objections
- Competitor mentions
- Next steps & suggested email
Format: bullets + action table. Do not invent facts; only use
  transcript evidence.
```

Sales enablement one-pager

Create a 1-page internal cheat sheet for reps.

Prompt

```
Create a one-pager for reps selling [Solution].
Include:
- 3-sentence pitch
- Best-fit customers
- 5 discovery questions
- 3 proof points
- 3 common objections + responses
- 2 customer story templates (with placeholders).
```

Customer Support & Success

Support reply - empathetic and efficient

Draft a helpful response that acknowledges the issue and provides steps.

Prompt

```
Write a support reply to a customer reporting: [issue].
Inputs:
- Plan/tier: [tier]
- Context: [what happened]
Return:
1) Short acknowledgement
2) Step-by-step troubleshooting
3) What we need from them (if any)
4) Next action + timeframe.
Keep under 180 words.
```

Ticket triage & routing

Classify tickets and suggest routing based on content and urgency.

Prompt

```
You are a support triage assistant. For each ticket below, ou
- Category (billing, bug, how-to, outage, feature request, other)
- Severity (S1-S4) with 1-sentence justification
- Best team route
- Suggested first response (2-3 sentences)
Tickets: [paste tickets]
```

Knowledge base article draft

Turn a solution into a structured help article.

Prompt

```
Draft a knowledge base article for: [feature/problem].
Include:
- Who this is for
- Prerequisites
- Steps with screenshots placeholders
- Common mistakes
- FAQ (5)
Use clear headings. Keep it skimmable.
```

Bug report from customer email

Extract reproducible steps and the environment details engineers need.

Prompt

```
From this customer message: [paste]
Create an engineering-ready bug report:
- Title
- Expected vs actual
- Steps to reproduce
- Environment checklist (device, OS, browser, app version)
- Impact and frequency
- Attachments requested.
Do not assume missing details; list them as questions.
```

Refund decision helper

Provide a consistent refund recommendation and justification.

Prompt

```
Using this refund policy summary: [paste policy]
And this case: [paste case]
Recommend:
- Approve/deny/partial
- Amount and rationale
- Customer-facing explanation (100 words max)
- Internal notes (bullets).
Be consistent with policy; cite the specific policy clause in
  plain English.
```

Churn risk note for CSM

Summarize signals of churn and suggested interventions.

Prompt

```
Given these signals: [usage metrics + notes]
Create:
- Churn risk level (low/med/high) with reasons
- 3 recommended outreach actions
- A short email draft to the customer
- A list of questions for the next check-in.
Avoid speculation beyond the inputs.
```

CSAT/feedback theme extraction

Find common themes and quantify them from free-text feedback.

Prompt

```
Analyze these feedback comments: [paste]
Return:
- Top 5 themes with % of comments
- Representative quote snippets (max 12 words each)
- Suggested product/support actions (1 per theme).
If counts are uncertain, explain your estimation method.
```

Escalation summary

Create a tight escalation brief for engineering or leadership.

Prompt

```
Write an escalation brief for this issue: [paste details]
Include:
- Customer and impact
- Timeline of events
- What we've tried
- Current status
- Requested action/decision
- Risks if delayed.
Keep it to 12 bullet points max.
```

Support macro improvement

Rewrite a macro for clarity and personalization.

Prompt

```
Rewrite this support macro to be clearer and more human:
[Paste macro]
Constraints:
- Keep key steps intact
- Add 2 personalization slots
- Reduce jargon
- Add a final confirmation question.
Return: old vs new with changes highlighted.
```

SLA breach prevention

Suggest process tweaks to reduce SLA breaches.

Prompt

```
We missed SLA on these tickets: [paste examples + timestamps]
Identify:
- Root causes (process, staffing, tooling)
- Quick fixes (1-2 weeks)
- Medium fixes (1-2 months)
- Metrics to track.
Output as a prioritized list with owners.
```

On-call handover note

Generate a handover note that reduces repeat work.

Prompt

```
Create an on-call handover note from these notes: [paste]
Include:
- Current incidents (status, next check time)
- Pending customer commitments
- Known workarounds
- Links placeholder list
- Risks and watch-outs.
Keep it concise.
```

Support performance dashboard spec

Define a simple metrics dashboard and how to interpret it.

Prompt

```
Design a support dashboard for [Team].
Include:
- 10 core metrics (definitions + formulas)
- 5 segmentation cuts (tier, channel, product area, etc.)
- 3 leading indicators
- A short guide: what 'good' looks like and common pitfalls.
Keep tool-agnostic.
```

Customer-facing outage update

Write a calm update message with next update time and what to do now.

Prompt

```
Draft an outage update for customers.
Inputs:
- Symptom: [what users see]
- Scope: [who impacted]
- Status: [investigating/identified/fix in progress]
- Next update time: [time]
Return:
- Status page post (120-160 words)
- Short in-app banner (max 140 chars)
- Internal Slack update (bullets).
```

HR & People Ops

Job description - balanced and inclusive

Draft a JD that is specific without being exclusionary.

Prompt

```
Create a job description for [Role] at [Company].
Include:
- Mission (3 bullets)
- Responsibilities (8-10 bullets)
- Must-have vs nice-to-have
- Interview loop outline
- Inclusive language check.
Avoid inflated requirements; focus on outcomes.
```

Interview question bank

Generate structured interview questions with scoring rubrics.

Prompt

```
Create 8 interview questions for [Role] mapped to these
  competencies:
[competencies]
For each:
- Question
- What a strong answer includes
- Red flags
- 1-5 scoring rubric.
Keep questions job-relevant.
```

Performance review draft

Turn highlights into a balanced performance review with evidence.

Prompt

```
Using these notes: [paste]
Draft a performance review with:
- Summary (5-6 sentences)
- What went well (bullets with evidence)
- Areas to develop (2-3) with specific actions
- Goals for next period (SMART format)
Tone: fair and constructive.
```

Onboarding plan - first 30/60/90

Create an onboarding plan with milestones and owners.

Prompt

```
Build a 30/60/90-day onboarding plan for [Role].
Include:
- Learning goals
- Key relationships
- First deliverables
- Weekly check-in agenda
- Access/tools checklist.
Output as a table with owners.
```

Policy rewrite - plain English

Rewrite internal policy text to be clear and non-legalistic.

Prompt

```
Rewrite this policy in plain English without changing meaning
[Paste policy]
Deliver:
- Plain-language version
- 6-question employee FAQ
- 'What changed' summary (bullets).
```

Compensation band rationale

Explain salary bands and progression in a transparent way.

Prompt

```
Draft an internal explanation of pay bands for [Role family].
Include:
- What bands are for
- How leveling works
- How progression decisions are made
- What is and isn't considered
- Example scenarios (3).
Tone: transparent and respectful.
```

Employee pulse survey

Create a short pulse survey with analysis plan.

Prompt

```
Create a 10-question employee pulse survey about [topic].
Mix:
- 6 Likert questions
- 2 open text
- 2 demographic/segment (optional)
Also provide:
- How to analyze results
- 3 actions to take based on common patterns.
```

Training plan from skills gaps

Turn gaps into a training plan with practice loops.

Prompt

```
Given these skills gaps: [list]
Create a 6-week training plan including:
- Learning objectives
- Practice assignments
- Coaching prompts for managers
- A final skills check rubric.
Keep it practical.
```

Sensitive HR message draft

Draft a tactful message with options and resources.

Prompt

```
Draft a message to an employee about: [topic].
Constraints:
- Assume this is sensitive
- Use neutral, non-accusatory language
- Offer options and resources
- Include next steps and who to contact.
Keep under 220 words.
```

Operations & Delivery

Process documentation from chaos

Turn informal notes into a clear SOP (standard operating procedure).

Prompt

```
Create an SOP for this process: [paste notes]
Output:
- Purpose
- Trigger and inputs
- Step-by-step procedure
- Exceptions/edge cases
- Quality checks
- Owner and review cadence
Use headings. Keep steps actionable.
```

Meeting agenda builder

Generate an agenda that produces decisions, not vibes.

Prompt

```
Create an agenda for a [meeting type] with [attendees].
Include:
- Desired outcomes
- Pre-reads
- Timeboxed agenda
- Decision points
- Notes template.
Keep it to one page.
```

Project plan - thin but real

Create a lightweight project plan with risks and milestones.

Prompt

```
Build a project plan for [Project].
Include:
- Goal and scope
- Milestones (6-10) with dates placeholders
- Dependencies
- Risks (top 5) with mitigations
- RACI (roles only)
Output as tables where helpful.
```

RACI matrix generator

Turn a list of activities into a RACI matrix.

Prompt

```
Create a RACI matrix for these activities: [list]
Roles: [list roles]
Return a table with R/A/C/I assignments and a short note on
  decision rights.
```

Weekly status update - exec ready

Summarize progress, risks, and asks in a consistent format.

Prompt

```
Write a weekly status update from these notes: [paste]
Format:
- Overall status (green/amber/red) with reason
- Progress this week (5 bullets)
- Risks & blockers (3 bullets)
- Decisions needed (if any)
- Next week's plan (4 bullets).
Keep under 220 words.
```

Vendor evaluation notes

Structure vendor notes into a decision-ready comparison.

Prompt

```
We interviewed vendors A/B/C. Notes: [paste]
Create:
- Summary table (strengths, weaknesses, risks, best fit)
- Key unanswered questions per vendor
- Recommendation with rationale and conditions.
Be explicit about assumptions.
```

Data extraction spec

Define what to extract from documents/emails and the target format.

Prompt

```
We need to extract data from: [document type].
Fields needed: [list]
Define:
- Field definitions and examples
- Validation rules
- Output format (JSON schema)
- Edge cases to handle
Keep it implementation-ready but tool-agnostic.
```

Stakeholder update pack

Tailor the same update for execs, users, and delivery teams.

Prompt

```
Using this update: [paste]
Create 3 versions:
1) Exec (5 bullets + 1 ask)
2) Team (more detail + actions)
3) End users (benefits + what changes for them).
Keep messages consistent.
```

Risk register starter

Generate a risk register with probability/impact scoring.

Prompt

```
Create a risk register for [Project] with at least 12 risks.
For each risk include:
- Description
- Probability (1-5)
- Impact (1-5)
- Mitigation
- Owner role
- Early warning indicator.
Return as a table.
```

Leadership & Strategy

Strategy memo - one-pager

Draft a strategy memo that is short, opinionated, and measurable.

Prompt

```
Write a 1-page strategy memo on: [topic].
Include:
- Context (3 bullets)
- The choice we are making (1 paragraph)
- What we will do (5 bullets)
- What we will not do (3 bullets)
- Success metrics (5)
- Risks and mitigations (3).
```

Decision brief (DACI)

Create a decision brief that clarifies options and trade-offs.

Prompt

```
Create a DACI decision brief for: [decision].
Include:
- Decision statement
- Options (3) with pros/cons
- Recommendation + rationale
- Roles: Driver, Approver, Contributors, Informed (placeholders)
- Decision deadline and dependencies.
```

OKRs draft

Turn priorities into OKRs with measurable key results.

Prompt

```
Draft OKRs for [team] for [quarter].
Provide:
- 3 Objectives
- 3-5 Key Results per Objective (measurable)
- Risks to OKRs
- Weekly metrics to track.
Avoid vanity metrics.
```

Board update - narrative + metrics

Create a board-ready update with structure and transparency.

Prompt

```
Create a board update from these notes: [paste]
Include:
- Executive summary (6 sentences max)
- KPI table (choose 8-10)
- Wins (3) and misses (3)
- Risks (top 5) and mitigations
- Asks / decisions needed.
Tone: direct and factual.
```

Change management plan

Plan a rollout with comms, training, and feedback loops.

Prompt

```
Create a change management plan for rolling out [new process/tool
  to [audience].
Include:
- Stakeholder groups + concerns
- Comms plan (channels + cadence)
- Training plan
- Support plan (office hours, champions)
- Adoption metrics and feedback loops.
```

Policy/risk review checklist

Generate a checklist to review AI or automation initiatives for risk.

Prompt

```
Create a risk review checklist for [initiative].
Cover:
- Data privacy
- Security
- Bias/fairness
- Transparency to users
- Human oversight
- Vendor/third-party risk
- Incident response
Return as a checklist with 'evidence required' for each item.
```

Executive Q&A; prep

Prepare answers to hard questions, with evidence and uncertainty.

Prompt

```
I have a meeting with [audience] about [topic].
Generate:
- 12 likely questions (including skeptical ones)
- Suggested answers (2-4 sentences) using only these facts: [paste
  facts]
- Where we should say 'we don't know yet' + next steps to find
  out.
```

Narrative from metrics

Turn a metrics table into a story and 3 action recommendations.

Prompt

```
Here are metrics: [paste table]
Write:
- What changed and why (hypotheses)
- What we should do next (3 actions)
- What to monitor (5 metrics)
Be explicit about uncertainty; separate facts vs interpretation.
```