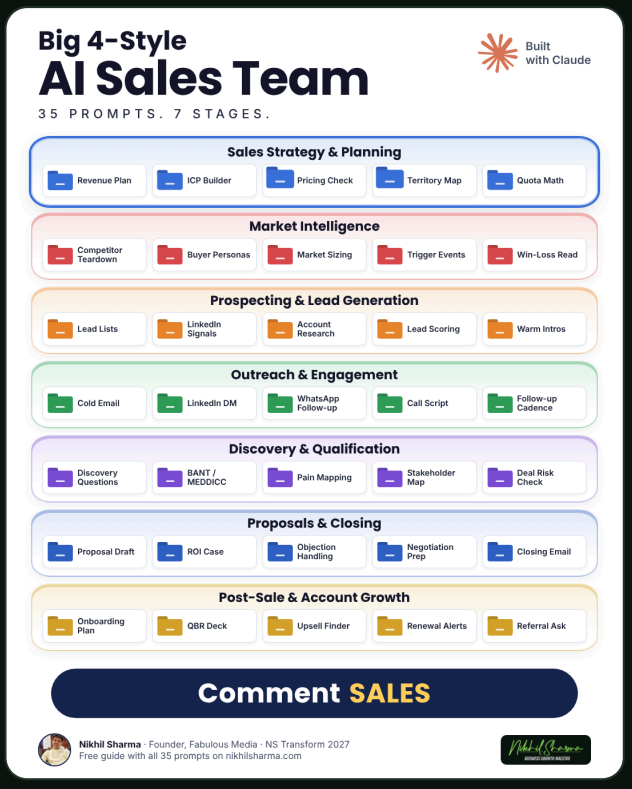
Nikhil Sharma
BUSINESS GROWTH MAESTRO

AI TIPS & TRICKS · NO. 03

Big 4-style AI Sales Team in Claude.

35 copy-paste prompts across the 7 stages of a consulting-grade sales engine. From revenue plan and ICP to WhatsApp follow-ups, closing and upsell. Swap in your product and your market.



35
prompts

7
sales stages

1
tool: Claude

₹0
extra software



Nikhil Sharma · Founder, Fabulous Media · NS Transform 2027
nikhilsharma.com/vidhi

Nikhil Sharma
BUSINESS GROWTH MAESTRO

Five rules for your AI sales team

1 **Give Claude your context once**
Paste a short brief: what you sell, to whom, your price, your best customers and your market. Every prompt after that gets sharper.

2 **Fill every [bracket]**
Each prompt has slots in [brackets]. Replace them with your real numbers and names. Vague in, vague out.

3 **Turn on web search**
Competitor, market and account prompts need fresh facts. Ask Claude to cite every source and to mark anything it could not verify.

4 **Run one stage a week**
Start where your pipeline leaks. Most founders win fastest in Outreach or Discovery. Do not try all 35 in a day.

5 **Keep the human in the loop**
Claude drafts. You decide. Never send a message you have not read, and never invent a number or a customer.

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Sales Strategy & Planning

01 Revenue Plan

I run [business] selling [product] at [price]. My revenue target for the next 12 months is [target]. Work backwards: how many deals, meetings, replies and leads do I need each month at realistic conversion rates for my category? Show the working and flag the weakest assumption.

02 ICP Builder

Here are my 10 best customers and 5 worst: [paste list with industry, size, city, deal value, time to close]. Find the patterns. Write my Ideal Customer Profile in 6 lines: who they are, the trigger that makes them buy, who signs and who blocks.

03 Pricing Check

My product is [product] priced at [price]. Three competitors charge [A], [B] and [C]. Using web search, check what buyers in [market] pay for similar outcomes. Tell me if I am underpriced, overpriced or confusing, and suggest three packages.

04 Territory Map

I sell to [ICP] across [cities or regions]. Rank these territories by number of target accounts, average deal size and ease of reach. Suggest which two to own first and why. Present it as a table.

05 Quota Math

My team has [n] sellers with an average deal of [value] and a [x]% win rate. Our target is [target] this quarter. Set fair monthly quotas and activity targets per person. Show what happens if the win rate drops by 5 points.

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Market Intelligence

06 Competitor Teardown

Using web search, tear down [competitor]: positioning, pricing, ideal customer, top claims, recent launches and the complaints in their reviews. End with three gaps I can attack in my next 10 sales calls. Cite every source.

07 Buyer Personas

Build personas for the three people who decide on [product] at a [company type]: the user, the budget owner and the blocker. For each give goals, fears, words they use and the one question that moves them.

08 Market Sizing

Estimate the market for [product] in [geography] three ways: top-down, bottom-up from [unit] and from competitor revenue. Use web search for inputs and cite them. Give a realistic serviceable market for my next 3 years.

09 Trigger Events

List 10 events that make a [ICP] start looking for [product]: funding, hiring, expansion, regulation and so on. For each, tell me where I can spot it publicly and the first line of an email that uses it.

10 Win-Loss Read

Here are notes from my last 10 won and 10 lost deals: [paste]. Find why we win and why we lose. Separate price, product, timing and seller reasons. Give me three changes to make this month.

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Prospecting & Lead Generation

11 Lead Lists

Build a list of 25 [ICP] companies in [city or sector] using web search. For each give company, website, size, why they fit and a public reason to reach out now. Mark anything you could not verify.

12 LinkedIn Signals

I sell [product] to [role]. Tell me which LinkedIn signals show a prospect is ready: posts, job changes, hiring and company news. Give me 8 search strings I can paste into LinkedIn search to find them this week.

13 Account Research

Research [company] for a first sales meeting. Give me what they sell, recent news, leadership, likely priorities this quarter and three ways [product] could help. Keep it to one page and cite sources.

14 Lead Scoring

Here are 40 leads with fields [list fields]: [paste]. Score each from 1 to 10 against my ICP: [paste ICP]. Explain the top 10 in one line each and tell me who to call first.

15 Warm Intros

Here is my LinkedIn connection export and my target accounts: [paste]. Find the shortest warm path to each account. Draft a two-line ask to the connection that makes the intro easy to say yes to.

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Outreach & Engagement

16 Cold Email

Write a cold email to [role] at [company] about [product]. Open with [trigger event]. One clear problem, one proof point with a number, one low-friction ask. Under 90 words. No buzzwords. Give me two subject lines.

17 LinkedIn DM

Write a LinkedIn connection note and a follow-up DM to [name], [role] at [company]. Reference [their post or news]. Sound like a peer, not a seller. Note under 280 characters. DM under 60 words.

18 WhatsApp Follow-up

A prospect gave me their number after [meeting or event]. Write three short WhatsApp follow-ups for day 1, day 4 and day 10. Friendly, respectful and specific to [their need]. Each under 40 words. No pressure.

19 Call Script

Write a cold-call opener for [role] at a [company type]. 20 seconds to earn 2 more minutes. Include a permission line, a reason for calling tied to [trigger], one question and responses to 'send me an email' and 'not interested'.

20 Follow-up Cadence

Design a 14-day, 7-touch cadence across email, LinkedIn, WhatsApp and phone for [ICP]. For each touch give the day, channel, goal and a one-line message. Each touch must add something new.

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Discovery & Qualification

21 Discovery Questions

I have a discovery call with [role] at [company] about [product]. Give me 12 questions in order: situation, problem, impact and decision. Mark the 3 that matter most and what a good and bad answer sounds like.

22 BANT / MEDDICC

Here are my notes from a discovery call: [paste]. Score the deal on BANT and on MEDDICC. Show what we know, what we assume and what we have not asked. Tell me the next question to ask for each gap.

23 Pain Mapping

Turn these call notes into a pain map: [paste]. For each pain give the business impact in rupees or time, who feels it and how [product] removes it. Rank by urgency. Use only what the buyer said.

24 Stakeholder Map

For a deal at [company] I have spoken with [names and roles]. Map everyone likely involved in the decision: champion, economic buyer, users, blockers and procurement. Tell me who I am missing and how to reach them.

25 Deal Risk Check

Here is my pipeline with stage, value, last contact and next step: [paste]. Flag every deal at risk and explain why in one line. Suggest one action per risky deal this week. Be blunt.

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Proposals & Closing

26 Proposal Draft

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Draft a proposal for [company] for [product]. Use their words from these notes: [paste]. Sections: their situation, the outcome, our approach, timeline, investment in three options and next steps. Two pages.
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27 ROI Case

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Build an ROI case for [company] buying [product] at [price]. Inputs: [their volumes, costs and time spent]. Show payback period, 12-month return and the assumption a CFO will challenge. Keep the maths visible.
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28 Objection Handling

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My prospects keep saying: [list objections]. For each give the real concern behind it, a question to uncover more and a short honest response with proof. No pressure tactics.
```

29 Negotiation Prep

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I am negotiating with [company]. They want [ask]. My walk-away is [limit] and I can trade [things]. Plan my opening, three concessions in order with what I ask in return and the line I will not cross.
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30 Closing Email

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The buyer said yes in principle on [date]. Write a closing email that confirms scope, price, start date and the one next action with an owner and date. Warm, clear and under 120 words.
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Post-Sale & Account Growth

31 Onboarding Plan

A new customer, [company], just signed for [product]. Write a 30-day onboarding plan: kickoff agenda, week-by-week milestones, who does what and the first quick win we must deliver by day 14.

32 QBR Deck

Build an outline for a quarterly review with [company]. Inputs: [usage, results and issues]. Slides: goals, results with numbers, what went wrong and how we fixed it, next quarter plan and one expansion idea.

33 Upsell Finder

Here are my customers with product, usage and deal value: [paste]. Find the 10 best upsell or cross-sell opportunities. For each give the reason, the offer and a one-line opener for the account owner.

34 Renewal Alerts

Here are contracts with renewal dates, usage trend and last contact: [paste]. Flag renewals at risk in the next 90 days. For each give the risk, the save action and who should own it.

35 Referral Ask

[Customer] just achieved [result] with us. Write a referral ask that thanks them, names the result and makes it easy to introduce two peers. Give me an email version and a WhatsApp version.

Want this sales engine built for you?

Prompts are the start. The win comes from wiring them into your CRM, your WhatsApp and your weekly rhythm so the engine runs without you. That is what Fabulous Media builds for founders and what NS Transform 2027 helps them scale.

NS Transform 2027

Meeting founders in Pune on 16 and 19 November. Apply at nikhilsharma.com/transform

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Nikhil Sharma · Founder, Fabulous Media (since 2008)
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