

Sales Systems Prompts

Map an entire sales process from first contact to closed deal and identify exactly where revenue is being lost, slowed down, or weakened inside the funnel.

Difficulty: Advanced

Model: ChatGPT / Claude

Use Case: Sales Optimization

Updated: May 2026

Why This Prompt Exists

Most sales teams don't lose deals at the "closing stage."

They lose them earlier—often quietly.

A weak lead qualification step, a confusing offer, slow follow-up, or inconsistent messaging can all quietly erode conversion rates long before a salesperson ever "closes" anything.

The problem is visibility.

Most teams see outcomes, not breakdown points.

This framework reconstructs the entire sales system and exposes where deals are actually being lost so performance improvements can be made structurally, not just tactically.

The Prompt

Assume the role of a senior sales systems architect and revenue operations strategist with deep expertise in funnel design, conversion optimization, and enterprise sales performance analysis.

Your task is to analyze a complete sales process and identify exactly

where revenue is being lost, delayed, or weakened within the funnel.

Before producing recommendations, evaluate the system carefully.

Identify:

- lead sources and quality
- qualification criteria and process
- sales funnel structure (stages from lead to close)
- messaging and offer clarity
- follow-up speed and consistency
- objection handling process
- closing process and decision friction

Then produce a structured sales funnel diagnosis:

1. SALES SYSTEM OVERVIEW

Describe the full journey from first contact to closed deal.

2. FUNNEL STAGE BREAKDOWN

Map each stage:

- lead capture
- qualification
- discovery
- proposal
- negotiation
- close

3. CONVERSION ANALYSIS PER STAGE

Estimate or assess where drop-off is occurring and why.

4. FUNNEL LEAK IDENTIFICATION

Highlight exact breakdown points such as:

- poor lead quality
- weak qualification filters
- unclear offer positioning
- slow response times
- inconsistent follow-up
- pricing or objection friction
- lack of trust at key stages

5. ROOT CAUSE ANALYSIS

Explain the underlying system issues causing funnel inefficiency.

6. OPTIMIZATION OPPORTUNITIES

Provide actionable improvements for each weak stage:

- messaging fixes
- process improvements
- sales script adjustments
- automation opportunities
- qualification tightening
- offer restructuring

7. HIGH-IMPACT FIXES (80/20)

Identify the 2–3 changes that would most improve conversion rate and revenue.

INPUTS:

Business Type:

[INSERT BUSINESS TYPE]

Sales Process Description:

[INSERT CURRENT SALES FLOW]

Lead Sources:

[INSERT WHERE LEADS COME FROM]

Known Issues:

[INSERT OBSERVED PROBLEMS OR "UNKNOWN"]

OUTPUT RULES:

- Be direct and diagnostic, not motivational
- Focus on system failures, not individual performance
- Prioritize structural improvements over tactical tips
- Think like someone responsible for fixing revenue leakage

How To Use It

- Use when sales performance is inconsistent or unclear.
- If output is too general, add:
"Be more specific about where in the funnel conversion drops."
- Combine with CAC and positioning prompts for full revenue system analysis.
- Re-run after major changes to pricing or sales process.
- Use output to redesign the funnel, not just optimize it.

Example Input

Business Type: B2B SaaS tool for scheduling automation

Sales Process Description: website signup → demo call → proposal → close

Lead Sources: Google Ads, organic search

Known Issues: high demo attendance but low close rate

Why It Works

Most sales problems are misdiagnosed as “closing issues.”

In reality, they are system design issues.

This framework improves revenue performance by enforcing:

- full-funnel visibility instead of end-stage focus
- stage-by-stage conversion accountability
- structural diagnosis instead of individual blame
- clarity on where and why deals are lost

Better sales performance starts with seeing the system clearly—not just the outcome.

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