

## Sales Systems / Cold Calling

Create attention-grabbing opening statements (first 10-15 seconds) that reduce hang-ups and earn permission to continue.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Cold Calling, Prospecting, Sales Development

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Why This Prompt Exists

Most cold calls fail in the first 10 seconds — the opening is boring, generic, or immediately rejected.

You get:

- “Hi, this is [Name] from [Company]...” (they hang up)
- “How are you today?” (disqualifying small talk)
- “I’m not selling anything” (nobody believes this)
- openings that are about you, not them
- no reason to stay on the line

But an opening is not an introduction.

It is a permission request with a reason to listen.

- Permission-based: “Did I catch you at a bad time?”
- Value-based: “I’m calling about [specific problem]”
- Mutual connection: “[Name] suggested I reach out”
- Curiosity-based: “I noticed [specific observation]”

Without a strong opening, you never get to the conversation.

This framework forces AI to write openings that earn the right to continue.

The Prompt

Assume the role of a cold calling coach who writes openings that reduce hang-ups.

Your task is to generate cold call opening scripts.

Generate:

1. OPENING SCRIPTS (5-7 scripts)
  - Permission-based
  - Value-based (problem or result)
  - Mutual connection reference
  - Curiosity/observation-based
  - Pattern interrupt
2. FIRST 10 SECONDS ONLY (the critical window)
  - Word-for-word script
  - Tone guidance
3. PERMISSION QUESTION
  - After the hook, how to ask for permission to continue
4. TRANSITION TO DISCOVERY
  - How to move from opening to first discovery question
5. TONE RECOMMENDATIONS

- Confident, not aggressive
- Conversational, not scripted

INPUTS:

Your Name:

[INSERT]

Company Name:

[INSERT]

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Prospect Company:

[INSERT]

Problem You Solve (short, specific):

[E.G., "Sales teams wasting 5+ hours/week on manual CRM entry"]

Mutual Connection (if any):

[NAME OR "NONE"]

Specific Observation (recent company news, LinkedIn post):

[INSERT OR "NONE"]

## RULES:

- Opening must be under 15 seconds
- No "How are you?" (small talk kills calls)
- No "I'm not selling anything" (no one believes it)
- Ask permission before launching into pitch
- Use prospect's name once (not repeatedly)
- Sound confident, not scripted
- Have a reason for calling (not just "checking in")

## How To Use It

- First 10 seconds determine the outcome of the call.
- Ask permission before continuing ("Did I catch you at a bad time?").
- Have a specific reason for calling (not "checking in").
- Sound confident, not scripted (practice until it's natural).
- Use the prospect's name once (not repeatedly).

## Example Input

**Your Name:** Alex Rivera

**Company Name:** CRMPro

**Prospect Name:** Sarah Chen

**Prospect Role:** VP of Sales

**Prospect Company:** ScaleFlow

**Problem You Solve:** Sales reps waste 5+ hours/week manually entering data into CRM

**Mutual Connection:** Mark from Acme (sales leader)

**Specific Observation:** ScaleFlow just announced 50% growth, hiring 10 sales reps

Why It Works

Most cold calls die in the first 10 seconds.

This framework improves outcomes by forcing:

- multiple opening styles (testing)
- permission-seeking (respect)
- problem-focused hooks (relevance)
- mutual connection usage (trust)
- curiosity gaps (engagement)

Great cold call openings don't introduce — they earn the right to continue.

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