

Sales Systems / Lead Qualification

Help sales reps gracefully disqualify leads that aren't a good fit, preserving time and goodwill.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Disqualification, Time Management, Pipeline Hygiene

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Why This Prompt Exists

Most sales reps hate disqualifying leads — they keep chasing bad fits, wasting hours of time.

You get:

- leads with no budget taking 5+ hours of follow-up
- proposals for leads with no authority
- deals stuck in pipeline for months (no timeline)
- frustration from chasing leads that will never close
- no permission to disqualify gracefully

But disqualification is not failure.

It is protecting your time for good-fit leads.

- Disqualification criteria: explicit conditions to stop pursuing
- Graceful exit: respectful, maintains goodwill
- Nurture path: keep the door open for the future
- Documentation: why disqualified, for future reference

Without disqualification, you drown in bad leads.

This framework forces AI to create disqualification criteria and scripts.

The Prompt

Assume the role of a sales efficiency coach who helps reps disqualify bad leads gracefully.

Your task is to create disqualification criteria and scripts.

Generate:

1. DISQUALIFICATION CRITERIA (5-7 conditions)
 - No budget (below minimum)
 - No authority (not decision maker)
 - No need (problem not urgent or doesn't exist)
 - No timeline (more than 6 months out)
 - Wrong fit (company size, industry, use case)

2. DISQUALIFICATION SCRIPTS (for each condition)
 - How to communicate disqualification
 - Respectful and professional
 - Leaves door open

3. NURTURE PATH RECOMMENDATIONS
 - Add to nurture sequence
 - Re-qualify in X months
 - Remove from database

4. CRM DISQUALIFICATION FIELDS
 - What to document (reason, date, follow-up date)

5. ESCALATION POLICY

- When to get manager approval to override disqualification

6. DISQUALIFICATION METRICS

- What to track (disqualification rate by reason)

INPUTS:

Your Product/Service:

[DESCRIBE]

Minimum Deal Size (or budget):

[INSERT \$ OR "NONE"]

Ideal Customer Profile (ICP):

[DESCRIBE]

Typical Sales Cycle:

[WEEKS OR MONTHS]

Common Reasons for Disqualification (from experience):

[LIST OR "UNKNOWN"]

RULES:

- Disqualify early (first call, first meeting)
- Be respectful – today's disqualification might be next year's deal
- Document disqualification reason (data for future analysis)
- Have a nurture path for "not now" leads
- Escalate only for strategic exceptions

- Track disqualification rates by reason (improve targeting)

How To Use It

- Disqualify early — within the first call or meeting (not after a demo).
- Be respectful — today's disqualification might be next year's best deal.
- Document why — disqualification data improves your targeting.
- Have a nurture path — “not now” doesn't mean “not ever.”
- Escalate only for strategic exceptions (don't override criteria).

Example Input

Your Product/Service: CRM automation software for sales teams

Minimum Deal Size: \$5,000/year

Ideal Customer Profile: B2B SaaS, 50-500 employees, VP of Sales buyer

Typical Sales Cycle: 4-8 weeks

Common Reasons for Disqualification: Too small (under 20 employees), wrong buyer (marketing, not sales), no budget, no timeline, using competitor they won't switch from

Why It Works

Most sales reps waste time on bad leads.

This framework improves outcomes by forcing:

- disqualification criteria (clarity)
- graceful exit scripts (professionalism)
- nurture paths (future opportunity)
- CRM documentation (data)
- metrics tracking (improvement)

Great disqualification doesn't kill deals — it protects your time for deals that will actually close.

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