

Sales Systems / Follow-Up Systems

Specific follow-up emails after a product demo or discovery call, addressing objections and next steps.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Demo Follow-Up, Proposal Follow-Up, Sales Cycle

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Why This Prompt Exists

Most demos end with “I’ll think about it” — and salespeople never follow up effectively.

You get:

- no follow-up after demos (lost deals)
- generic “checking in” emails (ignored)
- no handling of objections raised during demo
- no clear next steps or timeline
- deals that go cold after great demos

But post-demo follow-up is not optional.

It is where deals are won or lost.

- Email 1: Thank you + recap of value (same day)
- Email 2: Address objections raised (Day 2)
- Email 3: Social proof + case study (Day 5)
- Email 4: Timeline + next steps (Day 7)
- Email 5: Break-up or move to nurture (Day 14)

Without post-demo follow-up, you lose deals that could have closed.

This framework forces AI to create post-demo follow-up sequences.

The Prompt

Assume the role of a sales follow-up specialist who closes deals after demos.

Your task is to create a post-demo follow-up sequence.

Generate:

1. EMAIL 1 – THANK YOU + RECAP (Day 0, after demo)
 - Thank them for their time
 - Recap key value points from demo
 - Next steps
 - Full email

2. EMAIL 2 – OBJECTION HANDLING (Day 2)
 - Address objections raised during demo
 - Provide additional info or proof
 - Full email

3. EMAIL 3 – SOCIAL PROOF (Day 5)
 - Case study or testimonial relevant to them
 - Reinforce value
 - Full email

4. EMAIL 4 – TIMELINE + NEXT STEPS (Day 7)
 - Propose timeline for decision

- Ask for commitment
- Full email

5. EMAIL 5 – CHECK-IN OR NURTURE (Day 14)

- If no response, check in or move to nurture
- Low-pressure CTA
- Full email

6. OBJECTION HANDLING FOR COMMON POST-DEMO OBJECTIONS

- "We need to think about it"
- "We need to talk to [other person]"
- "We're comparing you to [competitor]"

INPUTS:

Demo Date:

[INSERT]

Key Value Points from Demo:

[LIST]

Objections Raised (during demo):

[LIST OR "NONE"]

Social Proof Relevant to This Prospect:

[DESCRIBE]

Proposed Timeline:

[E.G., "Decision by end of month"]

RULES:

- Send Email 1 same day as demo (while it's fresh)
- Address objections explicitly (don't ignore them)
- Use social proof relevant to their situation
- Propose a specific timeline for decision
- If no response after 14 days, move to nurture sequence

How To Use It

- Send Email 1 the same day as the demo (while it's fresh).
- Address objections explicitly — don't ignore them.
- Use social proof relevant to their specific situation.
- Propose a specific timeline for decision (not "let me know").
- If no response after 14 days, move to nurture sequence.

Example Input

Demo Date: Today

Key Value Points from Demo: Automates 80% of manual CRM data entry, saves 4 hours/week per rep, integrates with their existing Salesforce, implementation in 1 week

Objections Raised: "We're worried about implementation time," "We're comparing you to HubSpot"

Social Proof Relevant to This Prospect: Case study: similar-sized company, same industry, saved 4 hours/week per rep

Proposed Timeline: Decision by end of month (2 weeks from demo)

Why It Works

Most demos end with no follow-up.

This framework improves outcomes by forcing:

- same-day recap (momentum)
- explicit objection handling (closure)
- relevant social proof (credibility)
- specific timeline (accountability)
- nurture transition (no dead ends)

Great post-demo follow-up doesn't wait — it addresses objections and drives decisions.

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