

Sales Systems / Cold Calling

Write voicemail scripts that actually get callbacks (not deleted), using curiosity gaps and specific value props.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Voicemail, Cold Calling, Prospecting

Updated: May 2026

Why This Prompt Exists

Most voicemails are deleted instantly — they're generic, boring, or too long.

You get:

- “Hi, it’s [Name] from [Company], give me a call back” (deleted)
- voicemails that are 60+ seconds (no one listens that long)
- no reason to call back
- no curiosity gap
- no specific value proposition

But a voicemail is not a message.

It is a callback request with a reason.

- Curiosity gap: open a loop they want closed
- Specific value: mention a result or problem
- Callback reason: why they should call back
- Length: under 20 seconds

Without a value voicemail, you never get a callback.

This framework forces AI to write voicemails that earn callbacks.

The Prompt

Assume the role of a cold calling coach who writes voicemails that get callbacks.

Your task is to create voicemail scripts.

Generate:

1. VOICEMAIL SCRIPTS (3-5 scripts)
 - Curiosity gap
 - Problem-focused
 - Result-focused
 - Mutual connection reference
 - Pattern interrupt
2. SCRIPT REQUIREMENTS
 - Under 20 seconds
 - Specific reason to call back
 - Callback number mentioned twice
3. TIMING GUIDANCE
 - Best time to leave voicemail
 - How many voicemails to leave before stopping
4. FOLLOW-UP ACTION
 - What to do after leaving voicemail
5. SUCCESS METRICS

- What a good callback rate looks like

INPUTS:

Your Name:

[INSERT]

Your Phone Number:

[INSERT]

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Problem You Solve (short, specific):

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

Result You Provide:

[E.G., "Save 4 hours/week per rep"]

Mutual Connection (if any):

[NAME OR "NONE"]

RULES:

- Voicemail under 20 seconds (15 is better)
- State your name and company early
- Give a specific reason to call back

- Mention phone number twice (they won't rewind)
- Don't say "I'll try again later" (removes urgency)
- No filler ("hope you're having a great day")
- End with the phone number

How To Use It

- Keep voicemails under 20 seconds (15 is better).
- State your name and company at the beginning.
- Give a specific reason to call back (curiosity gap).
- Mention your phone number twice (they won't rewind).
- Don't say "I'll try again later" (removes urgency).

Example Input

Your Name: Alex Rivera

Your Phone Number: 555-123-4567

Prospect Name: Sarah Chen

Prospect Role: VP of Sales

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

Result You Provide: Save 4 hours/week per rep

Mutual Connection: Mark from Acme

Why It Works

Most voicemails are deleted.

This framework improves outcomes by forcing:

- multiple script styles (testing)
- 15-20 second length (attention)
- curiosity gaps (callback motivation)
- specific value (relevance)
- phone number repetition (action)

Great voicemails don't just leave a message — they earn a callback.

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