TWELVE PROMPTS FOR SALES AND MARKETING EMAILS

Prompts to copy into an AI assistant, with the parts to complete in square brackets. Written for people who sell to Italian customers and want a draft to reread, not an email to send as it is.

HOW TO USE THEM

Each prompt has the parts to replace with your own details in square brackets. The context below goes at the top of every prompt, once per conversation. Every draft is reread before it goes out.

THE CONTEXT, AT THE TOP OF EVERY PROMPT

You are the sales assistant at [company name], which sells [what, in one line] to [type of customer]. Write in British English, with short sentences, no superlatives and no promises I can't keep. Don't make up prices, dates, names or figures: if something is missing, write [TO COMPLETE].

1. REPLYING TO AN ENQUIRY

I've received this enquiry: [paste the email, without signature or contact details]. Write a reply of no more than 120 words that answers the questions in the order they were asked, suggests one clear next step ([a call, a site visit, a sample]) and asks for the one detail I still need to quote: [which].

Before sending: every answer must match what you actually do.

2. THE EMAIL THAT GOES WITH A QUOTE

Write the email to go with this quote: [product or service, quantity, price, lead time, validity]. No more than 100 words: what's included, what isn't, how long it's valid, how to confirm. No discounts I haven't mentioned.

Before sending: check price, lead time and validity against the attached quote.

3. FOLLOW-UP AFTER A WEEK WITH NO REPLY

I sent this quote on [date] and haven't heard back: [paste the email sent]. Write a follow-up of no more than 70 words that doesn't repeat the quote, adds one useful piece of information ([which]) and ends with a yes-or-no question.

Before sending: the added information must be true and checkable.

4. LAST MESSAGE ON A STALLED DEAL

Write a final message of no more than 50 words to close a deal that has stalled for [how many weeks] politely: I say I won't write again about this offer and leave the door open via [direct contact].

Before sending: no reproachful tone.

5. WINNING BACK A CUSTOMER WHO HAS GONE QUIET

This customer last bought [what] on [date]. Write an email of no more than 90 words that mentions that purchase, introduces [a genuine new product or a related service] and suggests [one specific action]. It should sound like someone who knows them, not like a campaign.

Before sending: the customer must be allowed to receive marketing (consent, or the existing-customer exception in Article 130(4) of the Italian Privacy Code).

6. MONTHLY NEWSLETTER

Using these three facts from this month, [fact 1], [fact 2], [fact 3], write a newsletter of no more than 250 words: a headline, three short paragraphs, a single call to action ([which]). At the bottom, the line to stop receiving it: [text and link].

Before sending: the list holds only people who gave consent; every send has the opt-out line.

7. LAUNCHING A NEW PRODUCT OR SERVICE

Introduce [product or service] to customers who already buy [related product]. No more than 120 words: who it's for, what changes for them, the price or "on request", available from [date]. A single call to action.

Before sending: dates and availability confirmed by the person who manages them.

8. TEN SUBJECT LINES FOR THE SAME EMAIL

Suggest 10 subject lines for this email: [paste the email]. No more than 45 characters each, no all caps, no exclamation marks, no promise the email doesn't keep. Next to each, in a few words, what it promises.

Before sending: pick the subject line that says what's inside.

9. SHORTENING AN EMAIL

Cut this email by half without losing [the information that must stay]: [paste the email]. Keep my tone. Underneath, list what you removed.

Before sending: read the list of what was removed.

10. CHANGING THE TONE

Rewrite this email in a [more formal, more direct, warmer] tone without changing the facts or adding any: [paste the email].

Before sending: compare facts and figures with the original.

11. ANSWERING A COMPLAINT

A customer has sent this complaint: [paste, without personal data]. The verified facts are: [what actually happened]. Write a reply that acknowledges the problem and explains what we will do and by when ([action, date]), without shifting blame and without promising refunds I haven't agreed.

Before sending: it is signed by someone who can decide the remedy.

12. ASKING FOR A REVIEW

Write an email of no more than 60 words asking a customer who is happy with [product or service] for a review, with the link [link]. No incentive in exchange for the review.

Before sending: send once, with no pushy reminders.

Prompts written by Itria. What makes them work, and the rules on marketing emails to check before sending: itria.io/en/prompt-email-marketing

Example texts built by Itria. The rules on marketing communications (Article 130 of the Italian Privacy Code) also apply to emails written with AI: check them with the person who handles privacy at your company.

If you send a lot of emails and the data is already in your business software, an AI system can draft them and leave them for a person to approve. A couple of lines on WhatsApp to +39 350 574 3578 or an email to info@itria.io. How it works: itria.io/en/servizi