

// SECTION 01 · PROMPT PACK

THE CLOSER LOOP



Four prompts that turn Claude into a supervised sales operator. Find the buyer, sharpen the offer, build the sales kit, and run the follow-up loop without inventing proof or sending a word you did not approve.

```
> boot opusjake_os
> resource: claude-sales-loop
> version: v1.0 · 2026
> status: ready_
```

Claude can do the slow sales work at machine speed while you keep control of the claims, the targeting, and the send button. Give it the product, your proof, and a place to find prospects. These four prompts turn that context into a buyer brief, a defensible offer, a complete sales kit, and a supervised daily loop.



THE SIGNAL



Most bad sales copy starts with the product. Good sales work starts with the pressure already inside the buyer: what changed, what hurts, what they tried, and what proof would make the next move feel safe.

Stay in one Claude chat or Cework project. Attach any offer docs, call notes, testimonials, analytics, or customer research you already have. Then send this.

FIND THE BUYER

// PROMPT 1 – FIND THE BUYER

I want to sell [PRODUCT OR SERVICE] to [AUDIENCE].

First, study what I am selling from these materials:

[PASTE DESCRIPTION, LINK, OR ATTACH FILES].

Then research the market. Find:

- the 3 buyer segments with the strongest reason to care now
- the exact words they use to describe the problem
- what they have already tried and why it disappointed them
- the objections that stop them from buying
- the proof they would need before saying yes
- 5 competing offers and the gap each one leaves open

Separate facts from assumptions. Link every external source. Finish with a one-page buyer brief and tell me which segment I should sell to first, with your reasoning.

Claude comes back with a market map instead of a made-up persona. Check the links. They separate language the market actually uses from language the model only thinks sounds plausible.

THE OFFER

Stay in the same session. Claude already has the buyer brief and your source material. Now it can connect the real problem to the thing you sell.

// PROMPT 2 – BUILD THE OFFER

Using the buyer brief, turn what I sell into one sharp offer.

Create:

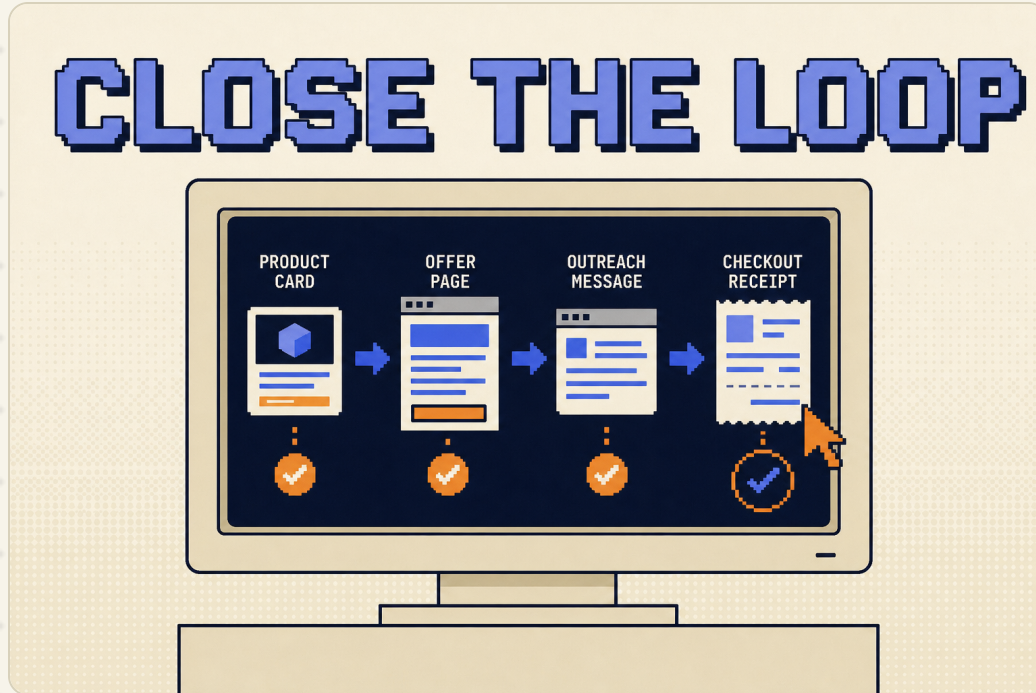
1. one positioning sentence
2. a clear promise that does not exceed my evidence
3. the 3 outcomes the buyer cares about most
4. the mechanism: why this works differently
5. the deliverables, price framing, and next step
6. the 7 strongest objections with honest answers
7. a low-risk guarantee or proof step I can actually honor

Build a "truth ledger" underneath it. Put every claim in a table with the proof I supplied, the proof still missing, and a safer rewrite for any claim we cannot verify.

Never invent a customer, number, testimonial, feature, deadline, or result.

The truth ledger is the part most people skip. Keep it. It stops the landing page, outreach, and objection replies from quietly upgrading a hunch into a guarantee.

THE MACHINE



Once the market and offer are clear, Claude can multiply the work. One source of truth becomes every asset the buyer sees, with the same promise, proof, voice, and next step all the way through.

BUILD THE KIT

// PROMPT 3 – BUILD THE SALES KIT

Build the complete sales kit for this offer in one consistent voice.

Deliver:

- a landing page: hero, problem, proof, mechanism, offer, objections, FAQ, and CTA
- a 5-email outbound sequence, under 120 words per email
- 5 personalized opening lines I can adapt to prospects
- 3 LinkedIn posts that teach before they pitch
- a one-page proposal template
- short replies for "too expensive," "not now," "send more info," and "we already use something"

Use only claims in the truth ledger. Make every CTA specific. Remove hype, fake urgency, generic AI language, and anything that could apply to any company.

Read the whole kit once. Cut anything that sounds like someone performing "sales voice." The goal is not more copy. It is one coherent argument that can travel across a page, an email, a post, and a proposal without changing the facts.

THE LOOP

Turn on Cowork for this one. Give Claude access only to the tools and files it needs, then make the approval gate explicit.

// PROMPT 4 – RUN THE SUPERVISED LOOP

Turn on Cowork and help me run a supervised sales loop.

Use this approved offer, truth ledger, and sales kit. Work from [CRM, SPREADSHEET, DIRECTORY, OR WEBSITE] and find [NUMBER] prospects that match the buyer brief.

For each prospect:

- show why they fit, with the source
- find one real trigger or relevant detail
- draft a personalized first message
- record the prospect, source, draft, and status in a table

STOP before sending anything. Show me the full batch for approval. Do not submit a form, send a message, or contact anyone until I explicitly approve that exact action.

After I approve a batch, send only the approved messages through my connected tool. Then schedule a weekday task that checks for replies, updates the table, drafts the next response, and brings every send or promise back to me for approval.

Never claim to be human. Honor opt-outs immediately.

Claude can research, personalize, organize, draft, and keep the loop moving. You still decide who gets contacted, what gets promised, and what leaves your account. That is not a limitation. That is the control system.

BEFORE YOU RUN IT

A few rules that keep the machine useful.

- **Bring proof, not adjectives.** Customer calls, before-and-after metrics, screenshots, product docs, and specific examples beat "innovative," "best-in-class," and "revolutionary" every time.
- **Approve the list before the copy.** Perfect writing cannot rescue bad targeting. Check that every prospect has a real reason to care before polishing a message.
- **Keep the send gate.** Drafting can be autonomous. Contact should be supervised. Review the audience, claim, personalization, and CTA before anything leaves your account.
- **Do not manufacture intimacy.** Personalize from relevant public facts. Do not pretend you met someone, read something you did not read, or know private details about their life.
- **Honor the no.** Respect opt-outs, platform rules, and the laws that apply where you sell. A pipeline that burns trust is not an asset.

WHAT CLAUDE SHOULD OWN

Use the model where speed and synthesis matter. Keep the human where judgment and accountability matter.

CLAUDE HANDLES	YOU APPROVE
Market and competitor research	Who you actually want to sell to
Offer and asset drafts	Every claim, price, and promise
Prospect qualification	The final contact list
Personalized outreach drafts	Every outbound send
Reply summaries and next drafts	Negotiation, exceptions, and the close

Run Prompt 1 on the thing you already sell. If Claude cannot find a buyer with an urgent problem and proof that your offer solves it, do not ask for louder copy. Fix the offer. If it can, the next three prompts turn that signal into a system you can operate every day.