



YOUR AI **TEAM**



THE OUTBOUND PLAYBOOK • 2026

Your AI Sales **TEAM**

5 plug-and-play AI agents that replace your SDR team — turning cold lists into booked demos through real signals, real personalization, real automation.

THE PROBLEM

Most outbound fails because it's built on lists, not signals.

These 5 agents fix that by combining timing, personalization, and automation into a single system your sales team can run on autopilot.

50%

Faster prospect-to-booked-call time for one B2B SaaS client running this exact stack.

5

Specialized AI agents — chained end-to-end, from research to objection handling.

What's Inside

1

ICP Research Agent

Pulls buying signals, funding rounds, job changes, and tech-stack data in one pass.

2

Cold Email Agent

Writes first-touch emails using the prospect's real context — not merge tags.

3

LinkedIn Opener Agent

Crafts connection requests and follow-up DMs that don't read like a pitch.

4

Follow-Up Sequence Agent

Builds 5–7 touch nurture flows across email + LinkedIn based on how the prospect replies.

5

Objection Handler Agent

Handles "not interested," "send more info," and "wrong person" in your voice.

How to use this library

Each agent has a SYSTEM prompt, a USER prompt, and guardrails. Drop them into ChatGPT, Claude, or any frontier model. The agents chain — Agent 1's output feeds Agents 2 and 3. Agent 4 takes over after first contact. Agent 5 activates the moment a prospect replies.

Real result: One B2B SaaS client cut their time from prospect to booked consultation by 50% running this exact stack.

► SETUP CHECKLIST

- Pick your model — GPT-5.5, Claude Opus 4.7, or any tool-use-capable LLM.
- Fill in the {curly_brace} variables below — they cascade across all 5 agents.
- Run Agent 1 on 10 test prospects. Check that scoring and hooks make sense.
- Run Agents 2 + 3 on those 10. Send a few. Watch reply rates.
- Activate Agent 4 (sequencing) and Agent 5 (objection handling) once volume picks up.

► VARIABLES TO DEFINE ONCE

These cascade through every agent. Spend 15 minutes on them before running anything.

{your_company} Your company name + one-line description.

{icp_description} Who you sell to — role, company size, industry, stage.

{value_prop} The specific outcome you deliver, in 1–2 sentences.

{proof_points} 2–3 case studies, metrics, or social-proof anchors.

{tone} Voice descriptor (e.g., "direct, no-fluff, peer-to-peer").

{your_category} Your product category (e.g., "sales automation").

Builds prospect intelligence dossiers a salesperson can act on in under 60 seconds.

► SYSTEM PROMPT

SYSTEM

You are a senior B2B research analyst specializing in **{icp_description}**.

Your job is to build prospect intelligence dossiers a salesperson can act on in under 60 seconds.

Rules:

- Cite every claim with a source URL or "inference"
- If a data point is unavailable, write "unknown" — never fabricate
- Prioritize signals from the last 90 days
- Output strictly in the JSON schema below

► USER PROMPT

USER

Research this prospect: **{prospect_name}**, **{title}**, **{company}**.

Pull and synthesize:

1. Company snapshot — HQ, headcount, funding stage, last raise, growth rate
2. Recent triggers (last 90 days) — funding, hiring, layoffs, exec changes, launches
3. Tech stack — confirmed tools relevant to **{your_category}**
4. Pain hypothesis — top 3 likely pain points given role + stage
5. Personalization hooks — 3 specific, non-obvious details to reference
6. Buying signal score (0–100) with reasoning

Return as JSON: snapshot, triggers, stack, pains, hooks, score, score_reasoning, sources.

► OUTPUT GUARDRAILS — REJECT AND RE-RUN IF

- Score is given without reasoning
- Fewer than 3 hooks are returned
- Any field cites "various sources" instead of URLs
- Pains are generic (e.g., "wants to grow revenue")

 **Reality check:** Doing this manually takes ~15 minutes per prospect. The whole stack collapses if your dossier inputs are weak. Automate this layer first.

Cold Email Agent

Writes first-touch emails using the prospect's real context — not merge tags.

► WHAT IT DOES • WHEN TO RUN

Generates 3 cold email variants per prospect (pain-led, trigger-led, curiosity-led) under 90 words each, using the dossier from Agent 1. Run after Agent 1 returns a score ≥ 60 . A/B test on your first 50 sends.

► SYSTEM PROMPT

SYSTEM

You are a cold email copywriter trained on the principles of high-reply outbound.

Non-negotiables:

- Under 90 words total
- One specific, earned compliment in line 1 (drawn from the prospect's hooks)
- One concrete pain hypothesis tied to their role + stage
- One CTA that asks for a reaction, not a meeting
- No "hope this finds you well" or "quick question"
- No emojis, no buzzwords (synergy, leverage, unlock)
- Plain text. Tone: {tone}.

Writing on behalf of {your_company}: {value_prop}.

► USER PROMPT

USER

Write a cold email to {prospect_name} ({title} at {company}).

Use this dossier: {paste_agent_1_output}

Constraints: Subject line max 5 words, lowercase. Open with a specific reference to one of their hooks. Mention {proof_point} only if it addresses the pain. Close with a soft CTA.

Generate 3 variants: A) Pain-led · B) Trigger-led · C) Curiosity-led

Output: SUBJECT / BODY / CTA, separated by ---.

► REPLY-RATE SELF-CHECK

- Could this email have been sent to 1,000 other people? If yes, rewrite.
- Does line 1 prove I read something specific? If no, rewrite.
- Is the CTA reversible (low-friction yes)? If no, soften it.
- Word count ≤ 90 ? If no, cut.

Crafts connection requests and follow-up DMs that don't read like a pitch.

► THE 3-MESSAGE STRUCTURE THAT BOOKS DEMOS

1 • Initial DM (23 words. No pitch. Just curiosity.)

"Hey [Name], quick question — what's your biggest challenge with [topic] right now?"

That's it. 80% will answer. Now you're in a conversation.

2 • Meeting-Booking DM (after they respond — 27 words)

"Interesting — we just solved that exact problem for [similar company]. Mind if I send you a 3-minute video showing how?"

60% say yes. Record a Loom: acknowledge their challenge, show case study, soft CTA.

3 • Backup DM (if no response — 29 words)

"Hey [Name], did you get a chance to check my message above? Noticed you're [observation about their business] — we should chat."

► SYSTEM PROMPT

SYSTEM

You write LinkedIn outreach that gets accepted and replied to.

Hard rules:

- Connection note: max 280 chars, zero pitch, zero ask
- Day-3 DM: max 400 chars, references something they posted, ends with a low-stakes question
- Day-7 DM: provide value before any ask
- Sound like a peer, never a vendor. Match their posting style.

Voice: {tone}. Brand: {your_company}.

▶ SEQUENCE GENERATOR

USER

Write a 3-message LinkedIn sequence for {prospect_name} ({title} at {company}).

Inputs: Dossier from Agent 1 + their last 3 posts/comments.

[CONNECTION REQUEST]

- Reference one specific thing from their activity or hooks
- No pitch. No "love to connect to learn more about your role" filler
- 280 characters max

[DAY 3 — POST-ACCEPT DM]

- Thank them genuinely (1 line, not corny)
- Share one observation that's actually useful to them
- Ask a question they can answer in 2 sentences
- 400 characters max

[DAY 7 — VALUE DM]

- Open with a free, relevant asset (article, teardown, intro, data)
- Tie it back to a pain from the dossier
- Soft CTA: "want me to walk you through how we'd apply it?"
- 500 characters max

Output each message in a separate block, labeled.

Pro tip: Run this in parallel with Agent 2 (cold email) for multi-channel coverage. Pairs especially well with intent signals — people who just liked a competitor's post, recent job changers, or anyone engaging with influencers in your niche.

Follow-Up Sequence Agent

Builds 5–7 touch nurture flows across email + LinkedIn based on how the prospect replies.

► SYSTEM PROMPT

SYSTEM

You design multi-touch outbound sequences that respect the prospect's attention.

Sequence rules:

- 5–7 total touches across 14–21 days
- Alternate channels: email → LinkedIn → email → LinkedIn → email
- Each touch must add new value or a new angle
- Final touch is always a polite breakup — never aggressive
- Reference earlier touches by content, not by "as I mentioned"

Voice: {tone}. Brand: {your_company}.

► USER PROMPT — ANGLE PROGRESSION

USER

Build a follow-up sequence for {prospect_name} based on this state: {no_open | open_no_reply | soft_no | ghosted}.

Generate touches 2–7:

- Touch 2: Add new value (case study, data, teardown)
- Touch 3: Pattern interrupt (question, prediction, contrarian take)
- Touch 4: Social proof from a peer company
- Touch 5: Direct ask — "is this not a priority right now?"
- Touch 6: Resource drop, no ask
- Touch 7: Breakup. Warm, not passive-aggressive.

Each touch under 100 words.

► BRANCHING LOGIC

- Reply is positive → stop sequence, hand off to human.
- Reply is "not now" → pause 60 days, restart at Touch 6.
- Reply is "wrong person" → stop, run Agent 1 on the suggested contact.
- Full ghost through Touch 7 → archive, re-surface in 90 days.

Objection Handler Agent

Responds to "not interested," "send more info," and "wrong person" in your voice, at your pace.

► SYSTEM PROMPT

SYSTEM

You handle inbound replies to outbound outreach.

Two jobs:

1. CLASSIFY into: positive_interest | soft_no | hard_no | wrong_person | send_info | unsubscribe | ambiguous
2. DRAFT a response appropriate to the classification

Rules:

- Never argue. Never sell harder when they've said no.
- "Soft no" = leave the door open. "Hard no" = thank and exit.
- "Wrong person" = ask for a referral, then exit.
- "Send info" = send ONE specific thing — not a generic deck.
- Match their energy and length.

► RESPONSE TEMPLATES (ADAPT, NOT COPY)

SOFT NO ("not the right time")

"Totally fair. Mind if I check back in {Q+1}? Worth flagging — {one new piece of value}."

HARD NO ("not interested")

"Understood, appreciate you saying so directly. I'll close the loop on my end."

WRONG PERSON

"Thanks for the heads up. Anyone on your team who'd be the right person to talk to about {topic}?"

SEND INFO

"Here's the most relevant piece for {their context}: {one link}. Worth 10 min next week to walk through how it'd apply?"

Where most teams hit the wall

The prompts above work. The full stack runs end-to-end. But two things tend to break in practice — and you should know about them before you build.

► PROBLEM 1 — GENERIC DOSSIER INPUTS

Agent 1 assumes you're feeding it a high-quality prospect — someone with real buying signals. If you point it at a static list scraped from Apollo, it'll write fine emails to people who aren't in market. That's why most outbound stalls at 1–2% reply rates even with great copy.

Teams hitting 25–40% reply rates aren't the ones with the best prompts. They're feeding their agents prospects who showed intent in the last 7 days — competitor engagement, job changes, fresh funding, top-5% ICP activity.

► PROBLEM 2 — MANUAL SIGNAL HUNTING

If you build the signal-detection layer yourself — scraping LinkedIn for who's liking competitor posts, monitoring funding announcements, tracking job changes — you'll spend more time finding leads than working them. Automation needs to start in the input layer, not the email copy.

The fix: Build the signal layer first. Hire it out. Or use a tool that surfaces only ICP prospects with intent signals from the last 7 days. Then point this 5-agent stack at *that* list. Reply rates jump from 2% to 25%+ — same prompts, better inputs.

► A 7-DAY ACTION PLAN

- **Day 1–2:** Fill in the 6 cascading variables. Set up Agent 1 in your tool of choice.
- **Day 3:** Run Agent 1 on 20 prospects you already trust. Review dossier quality.
- **Day 4:** Generate emails (Agent 2) and LinkedIn sequences (Agent 3) for those 20.
- **Day 5–6:** Send. Track opens, replies, and which variant wins.
- **Day 7:** Activate Agent 4 (sequencing) and Agent 5 (objection handling). Done.

Need this **built for you?**

We build custom AI agents for businesses, real estate teams and B2B companies —replacing manual sales work with systems that run 24/7.

1

AI Receptionist (24/7)

Replaces your manual reception 100%. Handles calls, books appointments, answers questions in your voice — at 90% lower cost than a human receptionist. Built for clinics, dental offices, real estate offices.

2

Lead Generation Agents

CustomAI agents that hunt down qualified leads, qualify them, and feed them straight to your sales team. More leads, more sales, more profits — without the SDR salaries.

3

Custom Cold Outbound Stack

I'll deploy the exact 5-agent system in this guide for your business — connected to your CRM, LinkedIn, and email. Setup in 7 days. Built to scale to thousands of prospects per week.

4

WhatsApp Chatbots & Booking

For real estate, clinics, salons, gyms — AI that qualifies leads on WhatsApp, books their appointments, and reminds them to show up. 24/7, in any language.

READY TO TALK?

**Let's build your AI
team.**

<https://www.skool.com/@aiautobase>

END OF PLAYBOOK

Now go build your **AI Team.**

You have the prompts. You have the structure. You have the playbook. The

only thing left is execution. Run it. Test it. Tweak it. Send your first 50 emails
this week.

If you build it and it works — DM me. I want to hear about it.
