

THE GROUP SALES 101 SERIES

The ChatGPT Prompt Pack for Group Sales.

Audience. Language. Placement.

Ten ready-to-paste prompts that turn the Group Sales 101 playbook into twenty-minute exercises. Drop in last year's list. Get back clean buckets, tailored pitches, friction-free emails, and an A / B / C calendar built for sellouts — not order taking.

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How to use this pack

This isn't a generic prompt list. Every prompt in here was built around the same three-part playbook Jeremy walks through on the Sports Marketing Machine Podcast: **audience, language, placement**. Run the prompts in order and you'll have a clean group sales operating system by the end of the week.

Each prompt is designed to be copy-pasted directly into ChatGPT or Claude. Replace anything in **[brackets]** with your real data — team name, schedule, list, etc. — and run it. Most prompts will take 5–20 minutes and replace several hours of manual work.

What you'll need:

- Last year's group sales list (CSV or pasted text)
- Your current standard cold email
- This season's full home schedule
- A free ChatGPT or Claude account

The three problems this pack solves:

- 1. Audience.** One email going to a church, a manufacturer, and a little league. Response rate stays flat because nobody hears their own goal.
- 2. Language.** Five-paragraph cold emails that look thorough and read like homework. Friction kills the response before the offer ever lands.
- 3. Placement.** Reps asking "what date works for you?" while the fireworks game sits at 55%. Great reps don't take orders. They place groups.

PART 1

Audience.

Stop sending one email to everyone. Get back the buckets you actually sell to, the buyer behind each one, and the language that lands with each persona.

Prompt 1 — Categorize Last Year's Group List

The 20-minute exercise that reshapes your entire outbound strategy. Drop your CSV in, get back clean buckets and counts.

PROMPT — paste into ChatGPT or Claude

Act as a senior group sales strategist for a minor league sports team.

I'm going to paste a list of last year's group sales accounts below. Each row has the company or organization name, and where available, the contact name and email domain.

Categorize every account into ONE of these buckets:

1. Faith-based (churches, religious schools, ministries)
2. Corporate (businesses, employers buying for staff or clients)
3. Schools (K-12, school districts, PTA, PTO)
4. Nonprofits (charities, civic groups, foundations)
5. Youth sports (little leagues, travel teams, club teams, rec leagues)
6. Other (label what it is in 2-3 words)

Return a clean table with columns: Account | Bucket | Confidence (high/med/low).

Then below the table, give me a count by bucket and a one-sentence note on which buckets are over- or under-represented vs. the others.

Here is the list:

[PASTE YOUR LIST HERE]

Prompt 2 — Build a Buyer Persona for Each Bucket

What is each buyer actually buying? Get a one-page persona for every group type so the whole team writes to the goal, not the inventory.

PROMPT — paste into ChatGPT or Claude

Act as a buyer persona expert for sports group ticket sales.

For each of the following buckets, give me a tight one-page persona built for cold outreach. Focus on what they're actually buying – not the tickets themselves.

Buckets:

1. Faith-based
2. Corporate (specifically HR / office managers)
3. Schools (K-12 administrators)
4. Nonprofits
5. Youth sports (team moms / coaches)

For EACH persona, give me:

- Job title and how they're measured at work
- The real outcome they want from a group outing (fellowship, easy button, memory, etc.)
- Three words they use that I should mirror in my email
- Three words I should avoid (jargon that signals "this is a sales pitch")
- The one objection most likely to kill the deal
- A one-sentence value proposition in their language

Keep it tight. Bullet points. No fluff.

Prompt 3 — Research an Account Before Outreach

For your top 20–30 target accounts. Turn a name on a list into a real person with a real reason to take your call.

PROMPT — paste into ChatGPT or Claude

Act as a B2B sales researcher. I'm reaching out to a specific organization for a group ticket outing.

Organization: [PASTE NAME]

Their website: [PASTE URL]

My team / sport / city: [PASTE]

Give me:

1. A two-sentence summary of who they are and what they care about
2. The likely bucket they fall in (faith-based, corporate, schools, nonprofit, youth sports)
3. Three specific reasons a group outing makes sense for THEM right now (employee event, member appreciation, season wrap-up, etc.)
4. A one-line opener I can use in a cold email that signals I actually researched them – not a generic blast
5. The likely decision-maker title to ask for if I have to call

Be specific. No filler.

PART 2

Language.

Once you know who you're writing to, the email itself has to do less work. These prompts strip friction out of every email before it goes out.

Prompt 4 — Write 5 Tailored Cold Email Pitches

One short, friction-free pitch per bucket. The five-email starting kit that replaces your one-template-fits-all.

PROMPT — paste into ChatGPT or Claude

Act as a sports group sales copywriter. Write FIVE short cold emails — one per bucket below — for a [TEAM NAME] group outing.

Buckets:

1. Faith-based (churches, congregations)
2. Corporate (HR / office managers)
3. Schools (K-12 administrators)
4. Nonprofits
5. Youth sports (team moms / coaches)

Every email MUST pass this 4-question friction test:

- Is this for me? — first sentence signals the specific persona
- What do I get? — three short bullets, written in their language
- What does it cost? — "starts at \$[X] per person" line included
- What do I do next? — one yes-or-no question they can answer in 10 seconds

Rules:

- Maximum 120 words per email
- No paragraph longer than 3 lines
- Lead with the buyer's GOAL — not the ticket inventory
- Never use: leverage, synergy, robust, unlock, dive in, game-changer
- Pricing per person: \$[X]
- Game / dates I can offer: [PASTE 2-3 A DATES]

Format: SUBJECT LINE on its own line, then the email body.

Prompt 5 — Run the Friction Test on an Existing Email

Paste your current cold email. Get back an honest audit and a tighter rewrite.

PROMPT — paste into ChatGPT or Claude

Act as a brutally honest direct response copywriter who specializes in B2B cold email. I'm going to paste a cold email my group sales team uses. Audit it against the 4-question friction test:

1. Is this for me? – does the first sentence signal a specific buyer, or could it have been sent to anyone?
2. What do I get? – are the benefits in the buyer's language, in 3 short bullets?
3. What does it cost? – is a starting price visible?
4. What do I do next? – is there ONE clear yes/no CTA?

Score each question 1-5 with a one-sentence reason. Then rewrite the email so it passes all four – maximum 120 words, no paragraph longer than 3 lines.

Here's the email:

[PASTE YOUR CURRENT EMAIL]

Prompt 6 — Write Subject Lines That Pass "Is This For Me?"

10 subject line options per persona — designed to get the open, not the eye-roll.

PROMPT — paste into ChatGPT or Claude

Act as a cold email subject line specialist. For each of these five buyer personas, give me 10 subject line options for a group outing pitch from [TEAM NAME].

Personas:

1. Pastor / faith-based leader
2. HR director / office manager
3. K-12 school administrator
4. Nonprofit director
5. Little league / youth sports team mom or coach

Rules:

- Under 8 words
- Specific to the persona – not "group outing opportunity" generics
- No ALL CAPS, no emojis, no "!"
- Lead with the buyer's outcome – fellowship, easy event, memory, etc.
- A mix of question, statement, and curiosity formats

Format as a table: Persona | Subject line | Why it works.

Prompt 7 — Run the Caveman Test

Have AI pretend to be the usher, the groundskeeper, the kitchen worker. 10 seconds. Three questions. Honest answer.

PROMPT — paste into ChatGPT or Claude

Pretend you have never worked in sales or marketing – you work in the kitchen at a minor league ballpark. You have exactly 10 seconds to scan the email I paste below and then answer three questions HONESTLY:

1. Who is this email for?
2. What are they offering me?
3. What do they want me to do?

If you can't answer a question in 10 seconds, say so. Do not be polite. Do not fill in gaps with assumptions. Pretend you are tired, busy, and skimming on your phone between shifts.

After your honest answers, tell me the ONE change that would make all three questions answerable in 10 seconds.

Here's the email:

[PASTE THE EMAIL]

PART 3

Placement.

Great reps don't take orders. They place groups on the games that need them. These prompts build the A / B / C calendar and the talk tracks that go with it.

Prompt 8 — Rank Your Schedule A / B / C

Paste your full home schedule plus what you know about each game. Get back the desk-card every rep should have in front of them.

PROMPT — paste into ChatGPT or Claude

Act as a strategic group sales advisor for a minor league sports team.

I'm going to paste my home schedule below. For each game, I'll note any promotional element I already know about – fireworks, opening night, rivalry, bobblehead, theme night, or nothing.

Categorize every game as:

- A – games we're trying to sell out. Fireworks, opening night, rivalry, major giveaway. Maximum 8-10 A dates for the whole season.
- B – solid promotional nights with real value but no headline draw.
- C – everything else. Midweek games with minimal promotion.

Return a clean table with columns: Date | Opponent | Promo / Theme | Tier (A/B/C) | One-line reason for the tier.

Then below the table, give me:

1. The total count of A, B, and C dates
2. A one-line "rep desk card" that summarizes the rule: lead with A, fallback to B, never lead with C
3. Three A dates I should prioritize FIRST in every group sales conversation this week

Schedule:

[PASTE YOUR HOME SCHEDULE]

Prompt 9 — Steer a Group to an A Date

The exact language your reps use when a buyer asks for a midweek game.

PROMPT — paste into ChatGPT or Claude

Act as a sports group sales coach. A buyer just asked for a specific midweek date (a C date on our calendar). I need to steer them – without sounding pushy – to one of our A dates instead.

Write three short scripts a rep can use in this exact situation. Each script should:

- Acknowledge the buyer's date request
- Reframe to the buyer's actual outcome (great atmosphere, easy logistics, photos their members or staff will love)
- Offer a specific A date with one concrete reason it's better for THEM
- Offer ONE B date as a fallback
- Never apologize or sound like we're upselling

Variables:

- Buyer type: [Pastor / HR / School / Nonprofit / Team Mom]
- Their requested date: [DATE]
- My A date offer: [DATE + PROMO]
- My B date offer: [DATE + PROMO]

Format: Script 1, Script 2, Script 3. Under 80 words each.

Prompt 10 — Set Group Concentration Goals by Game

Turn the A/B/C calendar into a real attendance plan. Group quotas per A date.

PROMPT — paste into ChatGPT or Claude

Act as a strategic group sales planner. Below are our A-tier games for this season (8-10 games we want to sell out). For each, I'll give you our current attendance target.

For every A date, recommend:

1. How many groups should land on this game (size mix and total head count)
2. Which buckets to pitch FIRST for this specific game (faith-based, corporate, schools, nonprofits, youth sports) and why
3. A weekly tracking metric the GM should see every Monday

Return a clean table: Date | Promo / Theme | Attendance target | Recommended group head count | Top 2 buckets to pitch | Reason.

Then below the table, give me one paragraph on how to brief the entire group sales team on Monday about concentration goals.

A dates:

[PASTE YOUR A-TIER GAMES + ATTENDANCE TARGETS]

What to do this week.

Don't run all ten prompts on day one. Run them in order, one per problem.

Monday — Audience. Prompts 1 and 2. Drop last year's list in. Get your buckets and personas back. Print the personas. Tape them to every rep's desk.

Tuesday — Language. Prompts 4, 5, and 7. Generate the five-pitch starter pack. Audit your current cold email. Run the caveman test. Rewrite tonight if it fails.

Wednesday — Placement. Prompt 8. Build the A / B / C calendar. Print it. Hand it out at Thursday's team meeting.

Thursday — Train. Prompts 9 and 10. Run the steer scripts in a 30-minute role-play. Set group concentration goals for the first three A dates of the season.

Friday — Send. First five emails go out using the tailored pitches. Track response rates by bucket.

One last thing.

Group sales isn't a revenue line. It's an attendance strategy. The teams treating it that way are the ones building sellouts — not just sales.

Listen to the full Group Sales 101 series on the Sports Marketing Machine Podcast (powered by Revelocity Sports):

- Ep. 168 — Personalization Wins Group Sales
- Ep. 169 — Apply the Friction Test to Your Outreach
- Ep. 170 — Great Reps Place Groups

Want to know how your team's group sales operation stacks up?

Book a free digital audit with Revelocity Sports at revelocity.com.