

AI PROMPT PACK

Objection Crusher

60 field-ready AI prompts for every objection you'll face — surgeon, lab director, nurse manager, CFO, VAC committee, and procurement.

Before You Start

Open the **Train Your AI First** guide (included in this pack). Paste your specialty's system prompt into ChatGPT or Claude once at the start of your session. Every prompt below will produce sharper, more field-ready responses after that one step.

How to Use This Pack

Find your objection. Copy the prompt text. Paste it into your AI tool. Fill in the brackets with your device name, account details, and any specifics. You'll have a polished response in under 30 seconds.

Three response types per prompt:

- **Hallway Reply** — Short, verbal, in-the-moment. Use it when you have 20 seconds.
- **Follow-Up Email** — Professional written follow-up for after the conversation.
- **Reframe / Diagnostic** — Strategic guidance on what's really going on and how to uncover it.

See the **Compliance Guardrail Sheet** (included in this pack) before using any AI-generated communication in a professional setting.

SECTION 1 · 15 PROMPTS

Surgeon / Physician / Medical Director

Attending surgeons · Hospitalists · Medical directors · Physician champions

PROMPT 1

"I don't have time to learn this new device."

HALLWAY REPLY

Paste into AI: "Write me a 2-sentence hallway response to a surgeon who says they don't have time to learn a new [device type]. I want to acknowledge their time, then offer a 10-minute in-service on their terms. Confident, not pushy. My device is [device name]."

FOLLOW-UP EMAIL

Paste into AI: "Write a short follow-up email to Dr. [Name] who said they don't have time to learn a new device. Subject line should reference saving time, not learning. Body: 3 sentences. Offer a 10-minute demo during their downtime — before a case, during lunch, or after a procedure. My device is [device name] and it's used for [use case]."

REFRAME / DIAGNOSTIC

Paste into AI: "A surgeon told me they don't have time to learn a new device. Help me understand what they likely really mean — is it fear of disrupting workflow, skepticism about value, or protecting a vendor relationship? Give me one diagnostic question I can ask to find out, and then a reframe that positions my device as time-saving rather than time-consuming. My device is [device name]."

PROMPT 2

"I don't see a clinical difference between yours and what we're already using."

HALLWAY REPLY

Paste into AI: "Write a 2-sentence hallway response to a physician who says they don't see a clinical difference between my device and their current one. I want to ask one question that opens the door to a clinical conversation without being defensive. My device is [device name], it's used for [clinical application], and the key clinical differentiator is [differentiator]."

FOLLOW-UP EMAIL

Paste into AI: "Write a follow-up email to Dr. [Name] who said they don't see a clinical difference between my device and their current one. Reference one specific clinical outcome or published

data point that distinguishes [device name]. Keep it to 4 sentences. End with a request to share a one-page clinical summary."

REFRAME / DIAGNOSTIC

Paste into AI: "A physician says they see no clinical difference between my device and the incumbent. Help me figure out whether this is a genuine clinical knowledge gap, a lack of exposure to my data, or a relationship shield. Give me a diagnostic question and a reframe strategy that leads with outcomes, not features. My device is [device name] and the key clinical advantage is [advantage]."

PROMPT 3

"I need to see peer-reviewed data before I'd consider switching."

HALLWAY REPLY

Paste into AI: "Write a 2-sentence hallway reply to a medical director who wants peer-reviewed data before considering my device. I want to validate the request, confirm I have the data, and set up a time to review it together. My device is [device name]."

FOLLOW-UP EMAIL

Paste into AI: "Write a follow-up email to Dr. [Name] who asked for peer-reviewed data on [device name]. Attach a reference to [study name or journal] that supports [clinical claim]. Keep it to 3–4 sentences. Offer to walk through the data together for 15 minutes."

REFRAME / DIAGNOSTIC

Paste into AI: "A medical director asked for peer-reviewed data before switching to my device. Help me understand whether this is a genuine evidence request or a polite way to delay. Give me a diagnostic question to ask, and a strategy for making the data review a collaborative conversation rather than a one-way presentation. My device is [device name]."

PROMPT 4