

AI in Trade

Practical Prompts for Finding EU Buyers

How to use this guide: Fill in the placeholders in [SQUARE BRACKETS] with your own company details. Every prompt is ready to paste directly into Strawberry Browser or Perplexity. Build your own version once - then use it again and again for any member company.

PROMPT 1 - Analyse Your Company as a Buyer Sees It

Tool: Strawberry Browser

Use this first. Before you find buyers, understand what they see when they visit your website.

You are a European [SECTOR - e.g. food / textile / wood] importer looking for a new supplier. Visit [YOUR WEBSITE URL] and give me an honest assessment: What are the strongest selling points of this company? What information is missing that a buyer would need? What would make you trust them enough to make contact?

What you will get: A buyer's honest view of your website - strengths, gaps, and what to fix before you start outreach.

PROMPT 2 - Research Your EU Market

Tool: Perplexity

Understand the market before you approach it.

Which EU countries are the largest importers of [YOUR PRODUCT - e.g. organic frozen raspberries / wooden furniture / garments] from the Balkans or Eastern Europe? What certifications do EU buyers in this sector typically require from suppliers? What are the current market trends for [YOUR PRODUCT] in Europe in 2025-2026?

What you will get: Market size, top importing countries, required certifications, and trends - all with cited sources.

PROMPT 3 - Find Target Buyer Companies

Tool: Strawberry Browser

Find the right companies to approach.

Find me 5 European companies that import or buy [YOUR PRODUCT]. Focus on [TARGET COUNTRIES - e.g. Germany, Netherlands, Austria, Scandinavia]. I am looking for [TYPE OF BUYER - e.g. wholesalers / food manufacturers / retailers]. For each company give me: company name, country, website, what they buy, and why they could be a good match for a Serbian supplier.

What you will get: A shortlist of 5 real, relevant EU buyer companies with websites and reasons why they fit.

PROMPT 4 - Find the Decision Maker

Tool: Strawberry Browser + LinkedIn

Never email a general inbox. Find the specific person who can say yes.

Go to LinkedIn and find the person responsible for purchasing or sourcing [YOUR PRODUCT] at [TARGET COMPANY NAME]. I am looking for job titles like Purchasing Manager, Category Manager, Head of Sourcing, or Procurement Director. Give me their full name, job title, LinkedIn profile URL, and how long they have been in this role.

What you will get: The name, title and LinkedIn profile of the right person to contact at your target company.

PROMPT 4b - Find Their Email Address

Tool: Strawberry Browser

A name without an email is just a LinkedIn connection request.

Visit [COMPANY WEBSITE] and find any professional email addresses listed publicly - this could be on their contact page, team page, press/media section or anywhere on the site. List every email address you find and who it belongs to or what department it is for.

What you will get: All publicly listed email addresses on the company website - the most reliable way to find a direct contact without guessing.

PROMPT 5 - Research the Person Before You Write

Tool: Strawberry Browser

Turn a cold email into a warm one. Know who you are writing to.

Research this LinkedIn profile: [PASTE PROFILE URL]. Tell me: What are their recent posts or activity about? Have they mentioned anything about sourcing, suppliers, or [YOUR PRODUCT / SECTOR]? What do I know about them that I could reference naturally in a first outreach email to make it feel personal and relevant?

What you will get: Recent activity, priorities and personal details you can reference to make your email feel tailored, not generic.

PROMPT 6 - Write the First Outreach Email

Tool: Strawberry Browser

The email that starts the relationship. Short, relevant, personal.

Write a short first outreach email from [YOUR COMPANY NAME], a Serbian [YOUR PRODUCT] supplier based in [YOUR CITY], to [BUYER NAME], [JOB TITLE] at [COMPANY NAME].

About my company: [2-3 sentences - your product, certifications, years in business, and any unique story e.g. location, heritage, sustainability credentials]

About the buyer: [PASTE RELEVANT DETAILS FROM PROMPT 5 - their recent activity, priorities, anything personal]

The email should:

- Be maximum 5 sentences
- Open with something specific and relevant to the buyer, not a generic introduction
- Mention one or two of our strongest credentials naturally
- End with a single soft call to action - a short call or a reply
- Sound human, warm and professional - not like a template

What you will get: A personalised, professional first email ready to send - in English, tailored to the specific buyer.

PROMPT 7 - Check and Improve Your English

Tool: Strawberry Browser

Make sure your email sounds natural to a Northern European buyer.

Here is a draft email written by a Serbian exporter in English. Please rewrite it so it sounds natural, professional and warm to a Northern European buyer - remove any phrases that sound translated or overly formal. Keep it short and direct. Here is the draft: [PASTE YOUR DRAFT]

What you will get: A polished, natural-sounding English email that reads like it was written by a native speaker.

PROMPT 8 - Build a Personalised Landing Page

Tool: Mutiny

When the buyer clicks through, make sure they land on something built for them.

I need to create a personalised landing page for a specific EU buyer. My company is [YOUR COMPANY NAME], a Serbian [YOUR PRODUCT] supplier. The buyer is [BUYER NAME / COMPANY NAME] from [COUNTRY]. They care most about [KEY BUYER PRIORITIES - e.g. EU organic certification / reliable delivery / sustainable sourcing / competitive pricing].

Write the following for my personalised landing page:

1. A headline that speaks directly to this buyer's priorities (max 10 words)
2. An opening paragraph (3 sentences) that connects our product to their specific needs
3. Three bullet points highlighting our strongest credentials relevant to this buyer
4. A single call to action (e.g. Request a sample / Book a 15-minute call)

What you will get: Ready-to-use copy for a Mutiny landing page personalised to your specific buyer - paste it directly into Mutiny and send the link in your outreach email.

BONUS PROMPT - Follow Up After No Reply (7 Days Later)

Tool: Strawberry Browser

Most deals start with a follow-up, not the first email.

Write a short follow-up email to [BUYER NAME] at [COMPANY NAME]. I sent them a first outreach email 7 days ago introducing [YOUR COMPANY NAME] as a [YOUR PRODUCT] supplier. They have not replied. The follow-up should: be 3 sentences maximum, reference the first email briefly, add one new piece of value or information they did not have before, and end with a simple question that is easy to answer.

What you will get: A short, non-pushy follow-up that adds value and makes it easy for the buyer to reply.

YOUR COMPANY INFORMATION (fill in once, use everywhere)

Use this section to fill in your details before you start. Copy and paste into any prompt above.

- Company name:
- Product(s):
- City / Region:
- Certifications:
- Years in business:
- Website:
- Unique story (location, heritage, sustainability):
- Target countries:
- Type of buyer you are looking for:

THE COMPLETE PROCESS AT A GLANCE

Step	Prompt	Tool	Time
1	Analyse your company as a buyer sees it	Strawberry	5 min
2	Research your EU market	Perplexity	5 min
3	Find 5 target buyer companies	Strawberry	5 min
4	Find the decision maker	Strawberry + LinkedIn	5 min
5	Research the person	Strawberry	3 min
6	Write the first outreach email	Strawberry	3 min
7	Check and polish your English	Strawberry	2 min
Total			~38 minutes