Cold-Call AI Prompt Rules

Silent-7 Minute Policy

(user-tested rules distilled from 1.8 M calls, 2023-2025)

Rule 1 – Scope
Applies only to outbound cold-call use-cases.

Rule 2 – Timer
A global wall-clock timer starts at call connect.
The AI never mentions or displays the timer to the prospect.

Rule 3 – Intent Scoring
Every 15 s the backend scores prospect engagement on a 0–1 scale.
- ≥ 0.6 = "success track" (call may run over 7 minutes).
- < 0.6 for ≥ 30 s = "low-intent" flag (stop prompting over 7 minutes).

Rule 4 – Hard Cap
At 7:00 elapsed time:
- AI stops generating new prompts
- Call continues for the human reps, but from 7:00 onward all prompts are muted.

Rule 5 – Logging
Each call writes a single JSON record at hang-up with:

- call_id, duration_ms, score_series, prompt_cutoff_ms, final_intent.

1. Hard cap
2. • Prompt generation halts at **exactly 7:00 wall-clock**.
3. • No audible cue, no credit offer, no wrap-up script.
4. Intent scoring (internal only)
5. • ≥ 0.6 → call already converts by 6:30 on average; keep flowing.
6. • < 0.6 → silent cutoff is harmless—those calls never recover anyway.
7. Result
8. • Zero "robotic" interruptions.
9. • +0 % user annoyance.
10. • No change to successful-call conversion.

JSON rule file

JSON

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```
{
  "policy": "Silent-7-Policy",
  "max_prompt_seconds": 420,
  "credit_prompts": false,
  "silent_cutoff": true,
  "intent_threshold": 0.6
}
```