

# How I Closed a \$6,000 AI Agent Deal

This deal happened over three calls when I was still new to sales. I got the close because of a few things I did well but I also missed some big ROI moments you can learn from.

By: [Nate Herk](#)

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## 1. The Mindset Shift: From Tech Builder → Trusted Advisor

- Clients aren't buying nodes, workflows, or models. They're buying **time, efficiency, and money saved**.
- Your role is to uncover problems, position solutions, and anchor them to outcomes.
- Think of yourself as the **translator** between complex AI systems and business leaders who just want results.

**Example from Nate:** Nate used the “intern analogy” to describe AI agents — simple, clear, relatable. The client literally said: *“Let’s bookmark that.”*

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## 2. The LRP Framework (Listen → Repeat → Poke)

A simple structure to guide conversations:

1. **Listen** → Let the client monologue. Ask open-ended questions.
2. **Repeat** → Reflect their words back so they feel heard.
3. **Poke** → Expand with a follow-up that uncovers scope, pain, or ROI.

### ✓ What Beginners Should Copy From Nate

- Let clients talk first.
  - Mirror back in their language.
  - Always follow up with ROI-based pokes like:
    - “How long does that take you now?”
    - “How often does that happen in a week/month?”
    - “What would you do with that time back?”
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### 3. Quantify ROI Early & Often

Baseline metrics are your best friend. Without them, you can't show impact.

#### Questions to Ask on Discovery Calls:

- “How many hours per week are wasted on this?”
- “How many team members touch this process?”
- “What's your average hourly cost?”

#### Why It Matters:

- Client: *“That would save me a ton of time.”*
- Nate could have responded: *“When you say a ton, is that 2 hours a week? 10? If your time is \$200/hour, that's \$20k a year — this system pays for itself in months.”*

✓ This instantly reframes a \$5–10k project as cheap compared to their ongoing losses.

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### 4. Position Yourself as a Partner, Not a Task Doer

- **Bad Move:** Jumping straight to tools or workflows.
- **Good Move:** Asking, *“Is this just for your personal system, or do you see us chipping away at bigger operational goals over time?”*
- This shifts you from “automation freelancer” to **long-term partner**.

**Example from Nate:** Nate reframed a client's question about n8n workflows into a bigger conversation about goals and partnership — showing he wasn't just there to click buttons, but to grow with them.

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### 5. Pricing: Sell Outcomes, Not Hours

- Never frame pricing as “20 hours for \$4.5k.” That makes you sound like labor.
- Instead: “Phase 1 for \$4.5k delivers a Slack assistant that saves 10–15 hours/month. That's \$X in value every single month.”
- Confidence comes from data: show ROI > price.

✓ Nate initially framed his offer in hours, but the better approach is to tie price to **outcomes** like reduced errors, faster responses, or saved time.

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## 6. Closing Made Simple: The S.A.R.B. Framework

**Summarize** → “So you need faster contract lookups in Slack and email triage.”

**Ask for Feedback** → “Did I capture that right?”

**Recommend Next Step** → “Let’s scope Phase 1 to save 10+ hrs/month.”

**Book It** → “Does Friday at 10am work to review the wireframe?”

✓ Nate naturally used this rhythm, but beginners should always add an ROI recap at the close:

“By next call, we’ll show how this will save you ~10 hrs/month in contract lookups and search time.”

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## 7. Turn Every Win Into a Growth Engine

After delivering ROI:

1. **Ask for a Testimonial** → ideally video.
2. **Write a Case Study** → problem, solution, results, ROI.
3. **Ask for Referrals** → “Do you know any other business owners who could benefit from something similar?”

Nate consistently used case studies and referrals to fuel future deals — you should too.

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## 8. Scripts for Beginners

Here are **plug-and-play lines** you can use right away:

### Discovery Call Opener

- “In general, what’s your view on AI in your business in the next 3–6 months?”

### Baseline ROI Probe

- “How many hours a week do you or your team spend on this now?”
- “If we automated it, where would you put that time back?”

### Partnership Positioning

- “This first build saves you X hours/month. Longer term, where’s the next biggest inefficiency?”

**Cost of Delay**

- “If we had this live 2 weeks earlier, what would it replace? What’s the cost of waiting?”

**Pricing**

- “This project is \$6k because it saves you ~120 hours/year. That’s ~\$20–30k in time value back.”

**Closing Recap**

- “So by Friday, you’ll see how the assistant will reduce contract lookup time from 30 min to 2 min. That’s the core business win.”
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## 9. Your Weekly Sales Rhythm

- **Prep:** Research client industry + tech stack.
  - **Discovery Call:** Listen 70% / Speak 30%. Anchor in ROI.
  - **Proposal:** Frame problems, solutions, outcomes (not features).
  - **Closing:** Use S.A.R.B. with ROI recap.
  - **Follow-Up:** Send insights, case studies, or small wins — not just “checking in.”
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## Key Takeaways for Students

1. **Always quantify ROI.** No numbers = no real value.
  2. **Price outcomes, not hours.** You’re not “cheap labor,” you’re a business growth partner.
  3. **Use LRP.** Listen → Repeat → Poke keeps calls flowing.
  4. **Stay authentic.** Be honest about limits, but always bring it back to business outcomes.
  5. **Leverage wins.** Every project should generate testimonials, case studies, and referrals.
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