

## FIRST TO RESPOND WINS

### THE 5 NUMBERS TO KNOW

**78%** book with first responder  
**67%** of inquiries go unanswered

**3 sec** our response time  
**80%** guaranteed improvement

**11 days** avg break-even

### ■ PRICING (USD)

#### AUTOMATION

WhatsApp AI	\$490+
Booking Flow	\$535

#### CREATIVE

Landing Page	\$440
Business Website	\$1,340
Menu Design	\$290-850
Logo/Branding	\$290-1,580

#### BUNDLES (PUSH THESE)

Digital Foundation	\$1,100
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### ■ ■ OBJECTION KILLERS

#### "Es muy caro"

Un empleado cuesta \$2.5M/mes + prestaciones.  
Esto es una vez y trabaja 24/7.

#### "Necesito pensarlo"

¿Qué específicamente? Si es precio, vemos opciones. Si es fit, hacemos piloto pequeño.

#### "Ya me quemaron con otra agencia"

Por eso garantizamos resultados: si no mejora 80%, devolvemos el dinero.

#### "Estamos en temporada baja"

MEJOR momento. Llegas listo a temporada alta.

### ■ CALL FLOW (20-30 MIN)

<b>1. RAPPORT</b>	2-3 min	Show you did homework, specific compliment
<b>2. PAIN</b>	8-10 min	"Walk me through what happens at midnight..."
<b>3. AMPLIFY</b>	3-5 min	"So you're losing about \$X per month..."
<b>4. SOLUTION</b>	5-7 min	Outcomes not features. Response time, bookings, time saved
<b>5. CLOSE</b>	2-3 min	"Investment is \$X, recover in Y days. Move forward?"

### ■ SCRIPTS

**OPENER:** "El primero en responder gana — ¿y tú? ¿Eres primero?"

**PAIN:** "Cada hora que tardas, tu competidor está cerrando esa reserva."

**MONEY:** "¿Cuál es tu reserva promedio? Si pierdes 10%, son \$X/mes."

**CLOSE:** "La inversión es \$X. Lo recuperas en Y días. ¿Empezamos?"

**STUCK:** "Cuéntame más..." / "¿Qué pasaría si no cambias nada?"

**DAILY: 10 outreaches → 2 conversations → 1 call**

**WEEKLY: 50 outreaches → 10 convos → 5 calls → 2 proposals → 1 DEAL**

# VERTICALS & WEAPONS

## ■ VERTICAL PAIN HOOKS

RESTAURANTS	"¿Cuántas reservas no llegan? Reducimos no-shows 70%."	→ Menu + WhatsApp bundle
HOTELS	"Booking.com cobra 15-20%. Cada reserva directa es margen puro."	→ Digital Foundation
VILLAS	"Superhost requiere responder en 1hr. ¿Puedes a las 3am?"	→ WhatsApp AI + Airbnb
TOURS	"Tours se reservan 24-48hrs antes. Si tardas 3hrs, perdiste."	→ WhatsApp AI + Landing
CLUBS	"¿Cuántas mesas pierdes los viernes porque no respondiste?"	→ Event Express bundle
EVENTS	"Cada evento necesita promo. Landing + social + WhatsApp = lleno."	→ Launch Pack

### UPSELL TRIGGERS — When they say this, sell this:

"Website is outdated"	"Hate our logo"	"Inconsistent on social"	"Don't have time to think"
→ Website package	→ Branding	→ Social Mgmt	→ Advisory

## ■ YOUR UNFAIR WEAPONS — USE THESE

RESPONSE TESTER	"Probé tu WhatsApp anoche. Tardó 14 horas."	Proves the problem exists
LEAK CALCULATOR	"Estás perdiendo ~\$5M COP/mes en reservas."	Makes pain tangible
COMPETITOR MIRROR	"3 de 5 hoteles aquí ya automatizan. Tú no."	Creates FOMO
RECAPTURE TIMELINE	"Recuperas esto en 11 días exactos."	ROI is undeniable
GENOME PROTOCOL	Log signals mid-call in Call Companion	Every call builds intelligence

## ■■ PRICE ANCHOR

### Marketing Employee:

\$2.5M/mes + prestaciones = \$3.25M/mes  
Works 8hrs/day, gets sick, quits

**Our Automation: \$2M once, works 24/7 forever**

## ■ CAPTURE EVERY CALL

- Buyer Type: Analytical/Driver/Expressive/Amiable
- Urgency: Bleeding/Urgent/Planning/Browsing
- Authority: Sole/Influencer/Gatekeeper
- Budget: Flexible/Price-First/Constrained
- Pain Points: Log all with severity

## REMEMBER

Lead with PAIN, not features. Use the WEAPONS. Capture SIGNALS.  
Book the NEXT STEP before hanging up. Volume creates luck.