

SALES CHEAT SHEET

KEEP THIS ON EVERY CALL

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

"Too expensive"

A marketing employee costs \$2.5M/mo + benefits.
This is a one-time cost and works 24/7.

"I need to think about it"

What specifically? If it's price, we have options.
If it's fit, we can do a small pilot first.

"I got burned by another agency"

That's why we guarantee results: if response
time doesn't improve 80%, money back.

"It's low season right now"

BEST time. You'll be ready when high season hits.

CALL FLOW (20-30 MIN)

1. RAPPORT	2-3 min	Show you did homework, give specific compliment
2. PAIN	8-10 min	"Walk me through what happens when someone messages at midnight..."
3. AMPLIFY	3-5 min	"So you're losing about \$X per month from slow responses..."
4. SOLUTION	5-7 min	Outcomes not features. Response time, bookings captured, time saved
5. CLOSE	2-3 min	"Investment is \$X, you recover it in Y days. Ready to move forward?"

KEY SCRIPTS

OPENER:	"First to respond wins — are you first? Right now, you're not."
PAIN:	"Every hour you delay, your competitor is closing that booking."
MONEY:	"What's your average booking? If you're losing 10%, that's \$X/month."
CLOSE:	"The investment is \$X. You recover it in Y days. Should we get started?"
STUCK:	"Tell me more..." / "What happens if nothing changes?"

DAILY: 10 outreaches → 2 conversations → 1 call

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

VERTICALS & WEAPONS

VERTICAL PAIN HOOKS

RESTAURANTS	"How many reservations no-show weekly? We cut that 70%."	Sell: Menu + WhatsApp bundle
HOTELS	"Booking.com takes 15-20%. Every direct booking is pure margin."	Sell: Digital Foundation
VILLAS	"Superhost requires 1hr response. Can you do that at 3am?"	Sell: WhatsApp AI + Airbnb
TOURS	"Tours book 24-48hrs ahead. If you take 3hrs to reply, you lost."	Sell: WhatsApp AI + Landing
CLUBS	"How many table reservations do you lose on Friday nights?"	Sell: Event Express bundle
EVENTS	"Every event needs promo. Landing + social + WhatsApp = sold out."	Sell: Launch Pack

UPSELL TRIGGERS — When they say this, sell this:

"Website is outdated" → Website pkg	"Hate our logo" → Branding	"Inconsistent on social!" → Social Mgmt	"No time to think" → Advisory
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YOUR UNFAIR WEAPONS — USE THESE

RESPONSE TESTER	"I tested your WhatsApp last night. Took 14 hours."	Proves the problem exists
LEAK CALCULATOR	"You're losing ~\$1,200/month in missed bookings."	Makes pain tangible
COMPETITOR MIRROR	"3 of 5 hotels here already automate. You don't."	Creates FOMO
RECAPTURE TIMELINE	"You recover this investment in exactly 11 days."	ROI is undeniable
GENOME PROTOCOL	Log signals mid-call in Call Companion	Every call builds intelligence

PRICE ANCHOR

Marketing Employee:

\$600/mo salary + benefits = \$800/mo
Works 8hrs/day, gets sick, quits

Our Automation: \$490 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.