

Sales Script for Businesses Handling In-House GST Filing and Accounting

Introduction and Rapport Building

"Hello [Customer's Name], I'm [Your Name] from [Partner Organization Name]. It's great to meet you in person! I've been looking forward to discuss with you how our latest update, Tally Prime Release 5.0, can make a real difference in your day-to-day operations."

- (If the conversation begins casually, engage a bit to establish rapport before going into the business discussion. You can talk about something relevant to the customer's business or a common industry topic.)

"Before we go into the details, I wanted to know how you currently manage your GST filing and compliance. Do you handle it in-house, or is it something your CA/GSTP takes care of?"

- **If they handle it in-house:** "That's great to hear! With Tally Prime Release 5.0, you can simplify your operations even further. You will be able to upload GST returns directly and file them accurately in just a few seconds, which can save you a lot of time."

Probing and Transition to Product Demonstration

"Tell me a bit more about how you currently handle your overall GST compliance, like filing and reconciliation. Are there any specific tasks that you find particularly time-consuming or challenging?"

(As the customer shares their challenges, listen carefully and then transition smoothly into demonstrating the relevant features of Tally Prime Release 5.0.)

"Based on what you have shared, I think you will really appreciate some of the new features we have introduced. Let me show you how it works."

Demonstration and Pitch

(At this point, you will demonstrate the product live, highlighting key features that match their needs.)

"With Tally Prime Release 5.0, you can:

- **Direct Upload of GST Returns Data:** Quickly upload GST data directly within Tally.
- **Get Fast and Accurate GST Filing with Ease:** Enjoy precision with easy, accurate GST filing.
- **One-Click GST Reconciliation:** Reconcile your GST data in just one click, cutting down on manual effort.
- **ITC at Risk Insights:** Identify and resolve ITC issues promptly to ensure compliance.
- **Easily Create Ledgers Using GSTIN:** Save time on manual work—create ledgers using GSTIN with just a click.

Many businesses have reported that they have cut their GST reconciliation time in half after migrating to Release 5.0, and I believe you will find it just as beneficial."

Addressing Concerns (Objection Handling)

(After the demonstration, address any concerns or objections they might have.)

- **Objection:** "We are happy with our current version of Tally."
 - **Response:** "I completely understand. However, even if your current version is working well, upgrading to Release 5.0 can offer additional time savings and reduce errors, which will improve your overall efficiency."
- **Objection:** "Migrating seems complicated and time-consuming."
 - **Response:** "That's a common concern, but the migration process is actually quick and straightforward. It only takes a few minutes, and we'll be here to support you every step of the way to ensure a smooth migration."
- **Objection:** "I don't want to renew my TSS and pay extra money to migrate from my current version to the latest release."
 - **Response:** "I understand the concern about costs. However, renewing your TSS not only gives you access to the latest features in Tally Prime Release 5.0, but also provides continuous support and updates, which can save you time and increase your profitability."
- **Objection:** "I don't want to migrate because I have additional TDLs."
 - **Response:** "That's a valid concern. Tally Prime Release 5.0 is compatible with most TDLs, and we can help you ensure that your migration is smooth and doesn't disrupt your current setup."

Closing

"Now that you have seen how Tally Prime Release 5.0 can make your work easier and more efficient, I would be happy to help you get started with the update today. Let's go over the next steps together so you can start benefiting from these features right away."