Sales Script for Businesses Using CA/GSTP Support for GST Filing and Compliance

Introduction and Rapport Building

"Hello [Customer's Name], I'm [Your Name] from [Partner Organization Name]. It's a pleasure to meet you in person! I'm excited to show you how Tally Prime Release 5.0 can help make your accounting work quicker and more efficient."

- (Engage in a bit of small talk if appropriate, and then smoothly move to the business discussion.)

"To get started, could you tell me a bit about how you manage your GST filing and compliance? Do you handle it in-house, or do you take help from your CA/GSTP?"

- **If they confirm CA support**: "That's great! Even with the support of your CA/GSTP, Tally Prime Release 5.0 can help streamline your processes and give you more control over your GST filing with features like ITC at Risk Insights and GSTIN-Based Ledger Creation."

Probing and Transition to Product Demonstration

"How do you currently handle and share GST data with your CA/GSTP? Are there any areas where you feel things could be improved?"

(Use the customer's feedback to smoothly transition into a live demonstration of Tally Prime Release 5.0.)

"Based on what you've mentioned, let me show you how Tally Prime Release 5.0 can make those tasks easier and more efficient."

Demonstration and Pitch

(Conduct a live demonstration of the product, focusing on the features that best match their needs.)

"With Tally Prime Release 5.0, you can:

- **Direct Upload of GST Returns Data**: Quickly upload and share accurate GST data with your CA.

- **One-Click GST Reconciliation**: Reconcile your GST data in just one click, making sure everything is correct before you share it with your CA.

- **ITC at Risk Insights**: Get real-time alerts about ITC issues and resolve them quickly.

- **Easily Create Ledgers Using GSTIN**: Simplify the creation of ledgers based on GSTIN details, keeping your records accurate and up to date.

These features will help you collaborate better with your CA and ensure that your GST filing is accurate and timely."

Addressing Concerns (Objection Handling)

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

- **Objection**: "We're happy with our current version of Tally."

  - o **Response**: "I understand. Even if you're satisfied with your current version, migrating to Release 5.0 can enhance your collaboration with your CA and improve your overall compliance process."

- **Objection**: "Migrating seems complicated and time-consuming."

  - o **Response**: "The migration process is quick and easy, taking just a few minutes to complete. We will assist you to ensure everything goes smoothly so you can start benefiting from the new features right away."

- **Objection**: "I don't want to renew my TSS and pay extra money to migrate from my current version to the latest release."

  - o **Response**: "I understand the concern about costs. Renewing your TSS gives you access to the latest features in Tally Prime Release 5.0, along with continuous support and updates. These enhancements will save you time and improve your business operations, making it a worthwhile investment."

- **Objection**: "I will check with my CA/GSTP first."

  - o **Response**: "That makes sense. However, TallyPrime 5.0's new features can significantly simplify your CA's or GSTP's work, making compliance quicker and more efficient. It might be worth exploring these benefits together."

Closing

"Now that you've seen how Tally Prime Release 5.0 can enhance your work, let's go ahead and plan the upgrade so you can start enjoying these benefits right away. I'm here to help with the next steps."