

Sales Script for Field Resources - TallyPrime Release 5.0 (Persona – CA/GSTP)

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've been looking forward to discuss how our latest update, TallyPrime Release 5.0, can make a real difference in your daily work."

- (Engage in light conversation to build rapport, which could involve discussing the business, industry trends, or something relevant to the client's operations.)

"As you know, Tally has been a key tool for managing GST compliance and other accounting tasks. I'm excited to show you how TallyPrime Release 5.0 can make those tasks even smoother and more efficient."

Probing and Transition to Product Demonstration

"Could you share with me how you currently handle GST compliance for your clients, particularly in terms of filing and reconciliation? Are there any tasks that you find particularly time-consuming or challenging?"

Did you know that with TallyPrime 5.0, you can validate GSTIN in a single click?"

(Use the client's feedback to smoothly transition into demonstrating the features of TallyPrime Release 5.0.)

"Based on what you've shared, I think you will like the new features we have added. Let me show you how TallyPrime Release 5.0 can help."

Demonstration and Pitch

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

"TallyPrime 5.0 offers several powerful features that can help you manage your clients' accounts more efficiently:

- **Convenient and Connected Filing:** Easily upload GST data and file GSTR-1 directly from TallyPrime, without any extra steps.
- **One-Click GST Reconciliation:** Reconcile your GST data in just one click—no external tools needed, and everything can be done directly within the software.
- **Efficient ITC at Risk Management:** Quickly identify and resolve ITC issues before filing, ensuring full compliance.
- **GSTIN-Based Ledger Creation:** Fetch GSTIN details and create ledgers effortlessly, saving you and your clients time.
- **No More JSON Files:** Handle everything within TallyPrime—no need to download JSON files from the GST portal.

- **Support for Older Formats:** You can also continue using older formats like GSTR 2, making the transition seamless.

These features will save you hours each month on GST tasks, reduce errors, and make your workflows smoother. For example, CAs who upgraded from TallyPrime 2.1 or 3.0 to 5.0 noticed a significant improvement in their efficiency."

"Since you manage GST filing and compliance for multiple businesses, TallyPrime 5.0 can significantly streamline your processes and save you valuable time."

Addressing Concerns (Objection Handling)

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

- **Objection:** "We're happy with our current system."
 - **Response:** "That's great to hear! However, even if your current system is working well, TallyPrime 5.0 can further enhance your efficiency, helping you manage client accounts faster and with fewer errors, especially during high filing periods."
- **Objection:** "Migrating seems difficult and time-consuming."
 - **Response:** "I understand your concern. The upgrade process is straightforward, and we provide full support to ensure a smooth transition. The time-saving features of TallyPrime 5.0 will quickly make up for any initial effort."
- **Objection:** "Isn't migrating costly?"
 - **Response:** "Upgrading is an investment that pays off by reducing manual errors and increasing your capacity to handle more clients efficiently. Plus, renewing your TSS gives you access to continuous updates and support, ensuring you're always equipped with the latest tools."
- **Objection:** "Customers are in different releases. If I upgrade, it will create a problem."
 - **Response:** "I understand your concern. However, TallyPrime 5.0 supports co-existence, allowing you to operate both releases side by side without any issues. This way, you can upgrade while still maintaining compatibility with your clients' current setups."

Closing

"Now that you've seen how TallyPrime 5.0 can streamline your work, I'd be happy to assist you in making the upgrade today. Let's go over the next steps so you can start benefiting from these features right away."