**CALL SCRIPT – ACTIVATION OF “Book Now” on Google with MOVYLO**

## **[Introduction]**

Good morning | Good afternoon | Good evening, this is ........ from Book Now on Google. May I speak with the owner, please?

(If the owner is not available) Are you the person in charge? If not, could you kindly let me know when I can reach the owner or the person responsible? It’s important because I have some useful information to share.

## **[Personalized Opening]**

I’m contacting you because many customers are currently looking to book in your area by clicking directly on the “Book Now” button from your Google page. For this reason, we’re offering you the chance to try it free for 30 days — with absolutely no commitment on your part.

## **[Reason for the Call]**

I collaborate with MOVYLO Book Now on Google, which is the “Book Now” button that appears directly on your restaurant’s Google listing.

## **[Main Benefits]**

This allows you to:

Increase bookings and avoid losing them, since calls often go unanswered and statistically 90% of people prefer booking with a click.

Pay no commission on customers who come through Google.

Save time managing requests, as they’re handled automatically.

Further boost your visibility on Google.

## **[Proposal]**

The service is quick and free during the initial phase. We offer a 30-day free demo so you can see how it works and how valuable it is for your business.

I’ll personally guide you step by step through the registration process to activate the button.

## **[Closing]**

I’ll ask you a few questions to activate it—it only takes a few minutes: (follow the activation procedure)

If it’s not possible to do it right now, we can:

Collect the necessary data and activate it right after the call.

Schedule an appointment to activate the service.