

# XENOTRIX

DIGITAL AGENCY

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SALES SYSTEM v1.0

## Cold Call Script & Objection Handler

Word-for-word scripts and objection responses to book discovery calls from your 2,500 phone leads.

[xenotrix.com](http://xenotrix.com) · [sk@xenotrix.com](mailto:sk@xenotrix.com)

25+ Calls/Day

25% Answer  
Rate

20% Call to  
Discovery

90s Max  
Opener

## 01 — FRAMEWORK

# 5-Step Call Flow

HOOK 0–10 sec



CONFIRM  
10–20 sec



BRIDGE 20–45  
sec



ASK 45–60 sec



CLOSE 60–90  
sec

## 02 — SCRIPTS

# The Full Cold Call

PHASE 1 —  
OPENING

## The 30-Second Opener

MEMORIZE THIS

**YOU** "Hi, is this [Name]?"

**THEM** Yes / Who is this?

**YOU** "Great — I will be super quick, I promise. My name is [Your Name] from Xenotrix. We help [business type — restaurant / clinic / gym] owners get more customers from their website."

**NOTE** *Pause 1 second here. Do NOT keep talking immediately.*

**YOU** "I just checked [Company]'s website — I noticed one specific thing that is probably costing you inquiries every week. I am not selling anything right now. I just want to show you what I found on a 10-minute call."

**YOU** "Are you free Wednesday or Thursday this week — even 10 minutes?"

### RULE #1

Your goal is NOT to sell. Goal = book a 15-min discovery call. The moment you start pitching services, you lose. Stay focused: "I want to show you what I found."

PHASE 2 —  
BOOKING

## If They Say YES — Book Fast

BOOK FAST

**THEM** "Sure, what's this about?"

**YOU** "Perfect. I found that [specific issue: your contact form does not work on mobile / your site takes 9 seconds to load / there is no WhatsApp button]. A lot of potential customers are leaving without contacting you."

**YOU** "I can walk you through the fix and what it would look like for [Company] specifically. 15 minutes on Google Meet. Sending you a booking link on WhatsApp right now — what is the best number?"

**NOTE** *Send Cal.com link on WhatsApp WHILE still on the call. Confirm they received it.*

## If They Say NO / Busy — Soft Exit

THEM	"I am busy right now / not interested / we already have someone."
YOU	"Totally understand — I appreciate you picking up. No pitch, I promise. Can I just send you a quick WhatsApp with what I found? Takes 2 seconds to read, and if it is useful, great — if not, no problem at all."
NOTE	<i>90% will say yes. Send WhatsApp Template 1 within 5 minutes. This lead is not lost.</i>

## Voicemail Script

YOU	"Hi [Name], this is [Your Name] from Xenotrix — X-E-N-O-T-R-I-X. I checked your website and found something specific I wanted to share. I will send you a quick WhatsApp message — easier than a call. Speak soon."
NOTE	<i>Send WhatsApp Template 2 immediately after every voicemail. Log "VM Left" in CRM. Call back in 48 hours.</i>

# 8 Objections. 8 Responses.

## THE RULE

Every objection is a question in disguise. Answer the real question underneath — not the surface excuse. The person who controls their emotions on the call wins.

### OBJECTION 1

**"We don't have the budget."**

### RESPONSE

"That is completely fair. I am not asking you to spend anything today. I just want to show you what is costing you money RIGHT NOW by not having this fixed. If the numbers make sense, great. If not, no hard feelings. 15 minutes — what day works?"

### INSIGHT

*Budget = "I don't see the value yet." Make the cost of inaction visible.*

### OBJECTION 2

**"We already have a website / developer."**

### RESPONSE

"Great — most businesses do. I am not here to replace anyone. I checked your specific site and found [specific issue]. Even good websites have blind spots. 10 minutes to show you what I found — worth a look?"

### INSIGHT

*They said "we have someone" not "our site is perfect." Use their own uncertainty.*

### OBJECTION 3

**"I don't have time right now."**

### RESPONSE

"Absolutely — I will not keep you. I will send a 3-minute Loom video on WhatsApp showing exactly what I found on your site. Watch it when you have 3 minutes. If useful, we book a call. Sound fair?"

### INSIGHT

*Record a Loom of their site and send within 5 minutes of the call.*

### OBJECTION 4

**"How did you get my number?"**

### RESPONSE

"Your number is publicly listed with your business — same way customers find you. I do research daily and look for businesses where I can genuinely add value. Yours came up because of [specific issue]. I would not call if I did not have something real to share."

### INSIGHT

*Be direct. Never apologize. Confidence here builds immediate trust.*

### OBJECTION 5

**"We had a bad experience with an agency before."**

### RESPONSE

"I hear that a lot — and it is a fair concern. What specifically went wrong? [...listen...] Here is what we do differently: fixed price, 7-day delivery, you see the site before you pay the second half. Can we do a 15-min call so I can show you how we work?"

### INSIGHT

*Let them vent. Do NOT defend the industry. Ask what went wrong first.*

OBJECTI ON 6	"Send me an email / information."
RESPONS E	"Of course — I will send a WhatsApp instead, it is faster. But before I do — so I can make it relevant to you specifically — is the main challenge getting more people to contact you, or something else?"
INSIGHT	<i>Turn the stall into a micro-discovery. One answer gives you the follow-up hook.</i>

  

OBJECTI ON 7	"Our website is fine."
RESPONS E	"That is great to hear. I did find one specific issue — your PageSpeed score is 38/100 [or specific issue]. Even high-performing sites have blind spots. If I am wrong, I will tell you on the call and we shake hands. 15 minutes — fair enough?"
INSIGHT	<i>Always have ONE specific data point ready before every call. Specificity beats every pitch.</i>

  

OBJECTI ON 8	"Not interested." (Hard no)
RESPONS E	"Completely respect that. Can I ask one quick question before I go — just for my own learning? Is it the timing, the budget, or just not a priority right now?"
INSIGHT	<i>Their answer tells you exactly what to fix. Log it. Send WhatsApp in 30 days. Circumstances change.</i>

#### 04 — PREP

## Before Every Call — 2 Min Research

→ Visit their website:	Check load speed via PageSpeed Insights (free). Anything over 3 seconds = your hook.
→ Test the contact form:	Submit it on mobile. Is it broken? Does it send to their email? Most are not tested.
→ Check Google Business Profile:	Do they have one? Is it complete? Old reviews signal disengagement.
→ Look for WhatsApp / call button:	Is there a click-to-call or WhatsApp button above the fold? If no = lost leads.
→ Write down 1 specific issue:	This is your hook. Memorize it. "I noticed [X]" — one specific fact.
→ Have your Cal.com link ready:	Paste on WhatsApp the moment they say yes. Do not make them wait.

  

THE SPECIFICITY RULE	"Your website has some issues" = ignored. "Your site takes 11 seconds to load on mobile and Google penalizes anything over 3 seconds" = they listen. ONE specific data point beats any pitch.
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