

# INEX Systems – Sales Pitch Flow

## 1■■■ Opening & Rapport (2–3 minutes)

- Thank them for their time and reiterate that you've admired their work (mention Russell Center integration).
- Acknowledge they already have some systems in place — position you as a collaborator, not a threat.
- Briefly state: "Today's goal is to understand your current tech setup, identify inefficiencies, and show how we can integrate everything into a single, fully branded, INEX-owned system."

## 2■■■ Discovery & Questions (5–7 minutes)

- Ask and note:
  1. Current Tools – What apps/systems are you using now for client communication, scheduling, inventory & RMA, job dispatch, SLAs & performance tracking.
  2. Importance – Which of these are critical to daily ops?
  3. Pain Points – What's slow, costly, or frustrating right now?
  4. Costs – Current monthly subscription & vendor costs.
  5. Adoption – Are team members comfortable using all of them?
  6. Integration Gaps – Where are they double-entering data or jumping between platforms?
  7. Must-Have Features – If we rebuilt, what could you never lose?
  8. Nice-to-Haves – What would make life easier but isn't mission-critical?

## 3■■■ Problem Framing (2–3 minutes)

- Reframe their current setup as fragmented and costly: "Right now, you're paying multiple vendors, training staff on multiple systems, and still dealing with gaps. That's time, cost, and complexity that grows every year."
- Emphasize control: "With a fully customized INEX portal, you own the backend — no vendor lock-in, no inflated SaaS fees."

## 4■■■ Solution Presentation (5 minutes)

- Show the portal mockup (or /portal live demo).
- Walk through exact features mapped to their pain points.
- Explain phased rollout: 1. Build core backend, 2. Migrate data & tools, 3. Train team, 4. Launch & support.
- Reinforce benefits: Lower long-term costs (replace 3rd-party SaaS fees), Faster onboarding/training, Consistent user experience, Branded client-facing interface, 24/7 direct support.

## 5■■■ Pricing & Offer (2–3 minutes)

- Be transparent: "A system like this typically runs \$10–20k. Since you'd be one of my first flagship enterprise builds, I'm offering a one-time build cost of \$X,XXX plus \$XXX/month for maintenance, updates, and priority support."
- Mention risk-free pilot phase: "We can start with one department or function, prove results, then roll it out company-wide."

## 6■■■ Close (2 minutes)

- Ask a commitment question: “If we could have a working prototype in 4–6 weeks, would you be ready to move forward?”
- Offer to send proposal + timeline right after call.
- Book next step before hanging up: Proposal review date, Kickoff call date.