

Calling Pitch

Cold Calling:

Rep: "Hi, is this [Name]?"

This is [Your Name] from Anantya.ai. Is it a good time to talk?

A. If prospect is positive / curious

Rep: Thank you. I was going through your website and the services you provide, and I was curious how you currently engage with your customers and what channels you use for marketing and customer interactions.

(Ask 2–3 questions, then stop and listen:

- How do you currently handle incoming sales and support inquiries?
- Which platforms are you using today for marketing? Facebook, Instagram, email, or WhatsApp?
- "Are you already using WhatsApp in a structured way, or is it more ad-hoc from team members' phones?)

Client's Reply: {Some manual process}

Rep: Anantya.ai is a Omnichannel platform powered by WhatsApp Business API. We basically help businesses engage with their customers in a better and smarter way on WhatsApp and other messaging platforms like Facebook and Instagram using the official WhatsApp Business API.

Clients can use our platform to:

- Automating lead capture and nurturing through conversational WhatsApp flows.
- Driving campaign conversions with instant, interactive messaging across multiple channels.
- Enhancing customer experience and reach through scalable, two-way engagement.
- Integrating easily with CRMs, marketing automation tools, e-commerce platforms and analytics platforms.

Rep: That's exactly where our customers see value. With WhatsApp automation, they give instant replies, capture all leads, and move prospects faster to conversion without adding more staff.

Rep: Let's connect over a Google Meet, so I can show you exactly how Anantya.ai can solve your customer engagement challenges and help you grow. Please let me know when you're available?

B. If prospect says “not now / busy”

Prospect: “I’m busy / Not a good time.

Rep:

- No problem, I understand. Before I let you go, is it okay if I share a short overview on email or WhatsApp so you can check it later?
- What’s the best email and WhatsApp number to reach you on?

C. If prospect says “not interested”

Prospect: “Not interested.”

Rep:

- Sure, thanks for letting me know. Just so I understand and don’t bother you unnecessarily — is it that you’re happy with your current tools, or customer engagement isn’t a focus right now?
- If they answer, you softly position value:

Rep:

- Makes sense. Many of our current customers said the same before they saw how WhatsApp could improve their response rates and conversions.
- Would it be okay if I send a one-page overview so you have our details in case this becomes a priority later?

If they still say “no”:

- Understood, thanks for your time. Have a great day.

D. If they are unsure about WhatsApp marketing

Prospect: “We don’t really do WhatsApp / Not sure it’s relevant.”

Rep:

- I totally understand. Many companies felt the same, but now they’re using WhatsApp for marketing, commerce, and customer support because customers respond faster there than email or SMS.
- How do you currently manage customer queries and follow-ups?

Then bridge to meeting:

Rep: Rather than decide on a call, would you be open to a short demo where we show real examples from your industry? Then you can decide if it makes sense.