Planning Dept and Above

<u>Ordinal Sales Cold Calling Script (Planning Departments and Above the Line) by Maximiliano Garcia.</u>

Based Slab Documentation of Cold Call Scripts, Demo Scripts, LLM 101, and Artifical Intelligence Learning Paths Documentation by Jeff, Jacobs, Luke, and Chris in the Growth Topic's Posts and Sales Sections.

Introduction

Hello, thanks for taking the time to answer. Am I speaking to [Name]? (Pause)

Great, this is Max Garcia [your name] calling from Ordinal. Does that ring a bell?

If Yes: Oh, really? How did you hear about us?

If No: Okay, well, to be upfront, I don't want this to be just some other sales or discovery call. But do you mind if I take 30 seconds of your time to tell you why I'm calling? I believe you may be just the right person to talk to.

About The Company and How The Product Can Help You

So I'm a part of the founding team at a company called Ordinal. It's an AI software purpose-built for local departments that are dealing with a lot of traffic and projects. Does that sound familiar to you? How often do repetitive or difficult inquiries get in the way of your work day-to-day? (Wait)

Well, you've probably heard of ChatGPT, and others like it as well. See, ours is like that, but secure, private, and doesn't lie or hallucinate.

It only knows your city documents, so every answer it gives is verified and streamlined. We've partnered with cities in several states interested in reducing time spent as well as increasing revenue without hiring more staff, decreasing staff burnout and turnover, and adopting AI without all the lift and headache.

Selling It

My goal here is to see if I can snag just 20 minutes of your time over the next couple of weeks to show you Ordinal and receive your feedback. I'm excited about this opportunity to get your input, so what do you say?

Seems like you would be open to that?

If yes: Great, I would be excited to hear back from you!

I have my calendar pulled up, so if you could please pick a time and provide your email, I can send over the calendar invite (for the demo)!

(Will you be free for the first week of December?)

If they say email me: I'll be honest, I don't want our conversation to be forgotten, so perhaps I could send a placeholder calendar invite to your email instead, and you can suggest a time that works best for you? (Will you be free the first week of December?)

If not a fit or uninterested: May I ask who the right person would be to reach in the planning department? I would like to receive feedback from you guys. We want to learn from teams like yours using the AI assistant.

We are a fairly new company, so feedback right now would mean a lot to us!

Low Budget: Budgets can get pretty tight, I'm sure, but that never stopped us! What we found is that this tool is something of an investment as well, which frees up time and resources for tasks with higher priority. Would more efficiency be of interest to you and your department?

Asking for Referral: I totally understand that the timing might not be right at the moment. Before you go, is there anyone else in the planning department who you think might be open to good conversation?

If They Mention Someone via Referral: Great, would it be easier if I send you a short email to forward to them, or would you prefer I reach out directly and mention you pointed me their way?

Selling Above the Line

Targeted to Higher Up City Decision Makers: Hello, this is Max Garcia [your name] from Ordinal. I noticed that your team at [City] is implementing several new initiatives to streamline city operations and improve community services. One challenge cities often face is planning to balance efficiency with the growing demands of residents. Without the right tools, limited time and resources can slow progress, but at Ordinal, we've helped cities like [Example City] adopt ambitious AI-powered tools that eliminate time-consuming manual tasks, freeing up hours for strategic planning and execution. Would you be open to a quick conversation about how we can help [City] achieve similar outcomes?

We've seen planners at [Example City] cut admin time, manual data entry, and outdated systems by 50% with AI tools, so after speaking with you/[Planner Name] today/[time], it sounds like [City] is tackling [specific challenge] and Ordinal would be

just the right tool to solve the root cause, reduce costs. and improve efficiency while achieving [specific goal]. Would you have time next week for a quick chat?

We can discuss our city-wide AI integration training and streamlining your workflow with our tools.

No Response (# key to skip to voicemail)

Voicemail Script: Hey, this is Max Garcia [your name] with Ordinal. We created an AI software built for local governments. We help with the research, review, and creation of code, reports, grants, legislation, economic growth, and so much more to help your (IT) staff get more work done and streamlined. I was hoping to snag 20-25 minutes of your time just to show it to you and get your feedback.

Check out our website for more information, it's ordinalforgov.com.

Again, that's O-R-D-I-N-A-L-F-O-R-G-O-V-.com, and once again that's ordinalforgov.com. Thank you, have a good one, and take care!

IT Department

Ordinal Sales Cold Calling Script (IT Department)
by Maximiliano Garcia.

Previously mentioned Slab Documentation with utilization of a Salesman Outline by Grok < NotebookLM with [Ordinal Website - The Ultimate City Planner Toolkit Documentation](#) and [Greatest Sales Books of All Time pdf Google Drive Collection](#) to share with Ordinal Team.

Introduction

Hello this is Max Garcia [Your Name] with Ordinal, am I speaking the city IT staff interested in the the security and compliance side of any AI tool usage?

Great, well since I called at right time and you have a minute to spare let's talk about our product. Most IT teams I talk to right now have staff quietly using ChatGPT, Claude, or Gemini to answer code and policy questions which, sure saves them time, but also creates three nightmares you probably already see coming:

Data leakage with municipal code or internal docs stored on someone else's servers, hallucinations where staff copy-paste wrong answers into official emails or permitting decisions, and zero audit trails when something blows up and the state auditor asks "where did this answer come from?"

The Solution

So we built Ordinal specifically for local government IT teams that are tired of saying "no" to AI and instead want to say "yes, but safely."

It's a Retrieval-Augmented Generation (RAG) platform that only ever queries your own approved documents, GIS layers, and code library. Nothing ever leaves your environment, every answer comes back with an exact citation, and the entire prompt/response log is exportable for audits.

Cities your size are seeing planning and public works cut research time from hours to 8–15 seconds while completely eliminating the three risks I just mentioned.

[Nearby respected city] went live in two weeks, zero on-prem footprint, and their CIO said it's the first AI tool he's actually comfortable letting staff use unsupervised.

Scheduling the Demo

I just need 15–20 minutes next week to show you a live demo on your own documents and walk through the security model, SSO integration, and audit logging. I have my calendar up right now, so what do you say? What day works better for you, Monday or Wednesday?

Objection - "We're already using Microsoft Copilot / ChatGPT Enterprise." -
I totally get it, those are great for general productivity but does it restrict its knowledge base to only your documents and give you a citation back to the exact PDF and page number every single time? (Most say no) That's the exact gap we close.

Would it be worth 15 minutes to see the difference?

Objection - "We don't allow AI tools." -

I completely understood and you're not alone. Most IT directors I talk to started there too. The problem is that staff are already doing it in the shadows. Ordinal actually lets you get in front of it and deploy an approved, contained instance instead of playing whack-a-mole. I am more than happy to show you how zero-trust it is.

Objection - "No budget this year."

That's fair. Most of our IT pilots start at planning or public works because they can fund it out of efficiency gains, not your budget. Once they prove the ROI, IT usually takes it over city-wide. We can start that way if it helps.

Objection - "Send me information." -

I will, but honestly the security and compliance stuff only makes sense when you see it live with your own docs loaded. I can have a sandbox with [Their City] code ready in 60 seconds on the call and demo.

A time on Tuesday or Wednesday better?

Gatekeeper (Assistant) -

Well you see, I'm trying to reach your IT Director [Their Name] and as someone with prior networking experience I am calling about a security issue most cities are accidentally creating with generative AI tools right now.

Are they in a spot where I can leave a 30-second voicemail, or would you be able to put me through for just a moment?"

Note: Original Voicemail Works