

What is the goal of this conversation :

Who are we?

How working with us can benefit you

We are interested in onboarding you on our platform.

How customer will benefit you

What do we need from them?

What do they need from us?

What is our chosen Format of the pitch:

PART A: Raise curiosity (Who is this? Why should the prospect care?)

PART B: Give context (elevator pitch)

PART C: Ask them for permission to continue

PART D: In case he says yes, / Ask questions to learn about their specific needs.

PART E: Close the conversation by getting them to agree for a demo

EXAMPLE SALES SCRIPT 1:

PART A : Raise curiosity (Who is this? Why should the prospect care?)

Caller: Do you get repeat customers who stay at your place while availing medical treatment at the UW Medicine/ Seattle Cancer Care Alliance?

Response: Yes!

Caller: Great, we are building a product which is going to get you more customers, who are going to stay longer.

Response No.

Caller: Oh my God!, I think you might be missing out on patients and their families who come to UW Medicine centre to receive care.

PART B: Give context (elevator pitch)

Caller : We are based out of the University of Washington. We provide stays for patients and caregivers when they travel to receive treatment.

Would you be interested in joining us?

We can get you long-term customers (repeat customers, regular customers) , who are likely to stay for longer duration. This will guarantee you higher occupancy rates for rooms and in turn boost your revenue.

PART C: Ask them for permission to continue

Caller: Can we talk about this ? / Would you like to discuss more on this? / Would you like to know about our business?

Response: Yes.

Response: No

Caller: Can we send our brochure, in case you change your mind?

PART D: In case he says yes, / Ask questions to learn about their specific needs.

Caller: Get answers to questions from the google form Ashish has created and fill it.

<https://docs.google.com/forms/d/1WfKXRKhqsnUjcT7R79ii6nPjONo1K88EXk9L2nOTGG4/edit?ts=6195cc38>

PART E: Close the conversation by getting them to agree for a demo

Thanks for taking the time to speak with me today.

Can we set up some time to discuss this in detail, with a demo? (Circle back, further)