

Buidly Agency Phone Sales Script

I. FRAME THE CALL

Purpose: Remove resistance and put them at ease to speak with you.

Sales Rep: Hi, is this the owner of {Business Name}?

If A Gatekeeper Answers (Will Happen Most Frequently)

Sales Rep: Hi, this is Your Name with {Company/Agency Name}, calling to speak with the owner about the website I'm building for them.

If The Owner Answers Or The Gatekeeper Transfers You To The Owner

Sales Rep: Hi [OWNER'S NAME], it's [YOUR NAME]. I'm calling because I built you a website with a voicebot, and would love for you to check it out. Can I send it via email or text message?

II. THE SHOW

Purpose: Demonstrate the "Small Real Win" and let the prospect experience the value first hand.

Once The Owner Has The Link To The New Website And Voicebot Demo

Sales Rep: Great. I'll give you a moment to open that up. Let me know when you have it in front of you.

Pause And Wait For Them To Confirm

Sales Rep: Perfect. So, what you're looking at is a live, functioning website and voicebot demonstration I created specifically for your business. I noticed [mention a specific problem you identified, e.g., your current site wasn't mobile-friendly, or you didn't have a way to capture leads after hours], so I put this together to show you what's possible.

Sales Rep: Go ahead and click around the site. Try clicking the button in the bottom right corner to interact with the voicebot. I'll stay on the line. Just take a minute to experience it.

(IMPORTANT: Be silent. Let them explore. Don't pitch, don't explain features. Let the result speak for itself.)

III. THE VALUE CHECK

Purpose: Get the prospect to acknowledge the value of what you've created, making it harder for them to say "no" later.

After A Minute Of Silence

Sales Rep: What do you think?

Listen to their initial feedback. Then, ask simple, direct questions to get them to say "YES!")

Sales Rep: Is this useful?

Prospect: Likely response: "Yes, it looks good."

Sales Rep: Do you see how this would save you time and get you more customers?

Prospect: Likely response: "Yes, I can see how it would."

Sales Rep: Is this something you want to keep?

This is the key question. If they say yes, they have sold themselves.

IV. THE KEEP-IT LINE (THE TRANSITION)

Purpose: Transition from the value demonstration to the sale, framing it as a decision to "keep" the result, not "buy" a service.

Sales Rep: Excellent. If you want me to keep this in place and build it out fully, that's when I get involved.

Stop talking. This is the entire transition. No pricing, no packages, no feature lists. Let them ask the next question, which will almost always be about price.

Prospect: Likely response: "Okay, so how much does that cost?" or "What's involved?"

V. PRICING & CLOSE

Purpose: Present the price and close the deal.

Sales Rep: For me to manage this for you, and keep everything running smoothly, it's [Your Price] up front and per month. We can get it fully live on your domain today.

At this point, you can discuss the specifics of your offer, what's included, and answer their questions. But remember the core principle: they are paying to *keep* the result they've already seen and approved.

VI. HANDLING OBJECTIONS (THE "WALK AWAY")

Purpose: Handle objections by reinforcing the value and being willing to walk away. This creates urgency and makes saying "no" feel like a loss.

Objection 1: "I need to think about it."

Sales Rep: I understand. Just so you know, I can't keep this website live indefinitely. If you decide not to move forward, I'll have to take it down. The offer to keep it is on the table right now.

Objection 2: "It's too expensive."

Sales Rep: I hear you. Let me ask you this; if this new website and voicebot brought in just one new customer, would it pay for itself?

Variation I hear you. Let me ask you this; what is a single lead worth to your business? Take their answer and say, if this new website and voicebot saved just a single lead, would it pay for itself?

This Reframes The Cost In Terms Of Value And ROI.

Objection 3: "I'm not sure I need this right now."

Sales Rep: No problem at all. I only want to work with businesses that are ready for this. I'll go ahead and take the site down. Thanks for your time.

This demonstrates your willingness to walk away, which is a powerful psychological trigger. It shows you're not desperate and that you believe in the value of your offer.
