

Sales Pitch

You're right — your instinct is correct.

What you had before was a **feature explanation**.

What you need is a **control-the-narrative sales conversation**.

I'll give you a **stronger, founder-level sales call framework** that:

- Forces *them* to quantify pain
- Makes the cost obvious **before** you say the price
- Positions your tool as a **bridge** from current state → desired state
- Makes the close feel logical, not salesy

This is how experienced operators sell.

? SALES CALL FRAMEWORK: STATE ? GAP ? FUTURE ? BRIDGE

You do **not** pitch first.

You **diagnose**, then narrate.

1?? OPENING: CONTROL THE FRAME (30 sec)

“Before I explain anything, I want to understand how you're handling leads today.
If it's not a fit, I'll tell you straight.”

This immediately:

- Lowers defenses
 - Signals confidence
 - Gives you authority
-

2?? CURRENT STATE: FORCE THEM TO ADMIT THE PROBLEM

Ask **only these questions**. Don't improvise.

Q1 — Lead Volume

“Roughly how many Meta leads do you get per month?”

Let them answer.

Q2 — Response Time (critical)

“When a lead comes in, how fast does someone usually call them?”

Pause. Let silence work.

Q3 — Coverage Gap

“What happens to leads that come in after hours or when the team is busy?”

This exposes the leak.

Q4 — Ticket Size (THIS JUSTIFIES PRICE)

“What’s your average service call worth?
And installs — ballpark?”

Let them say the numbers **out loud**.

3?? MIRROR BACK THEIR REALITY (THIS IS WHERE POWER COMES)

Now you summarize **their own words**:

“Okay — so you’re getting about **[X] leads/month**,
calling them back in about **[Y time]**,
and an average job is worth **[\$Z]**.”

“That means missing just **one job per week** costs you roughly **[\$Z × 4] a month**.”

Stop talking.

Let that land.

This is where they emotionally buy in.

4?? FUTURE STATE: PAINT WHERE THEY WANT TO GO

“Ideally, you’d want every lead called immediately —
even at night, on weekends, when your team is busy —
and only the serious homeowners landing on your calendar.”

Get them to say **yes**.

5?? THE GAP (THIS IS THE ENEMY)

“The gap right now isn’t your service or pricing.
It’s response time.”

“When someone’s AC breaks, they don’t wait —
they book whoever responds first.”

You are positioning **delay as the villain**, not their team.

6?? THE BRIDGE: INTRODUCE YOUR TOOL (ONLY NOW)

“What we built is a safety net for that gap.”

“The moment a lead comes in:

- It’s called within 5 minutes
- Qualified
- And booked into your calendar
before competitors even respond.”

Notice:

- No AI hype
 - No feature list
 - Just outcome
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7?? DEMO (SHORT + PROOF-BASED)

“Let me show you exactly what your customers hear.”

Play:

- Live demo **or**
- Real call recording

After demo:

“That call would’ve been lost if no one responded fast.”

8?? PRICE JUSTIFICATION (THIS IS WHERE IT BECOMES OBVIOUS)

Now — and only now — you say price.

“This costs **\$249/month.**”

Then immediately anchor:

“That’s less than:

- One missed service call
 - One emergency repair
 - Or a fraction of one install”
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"If it saves even **one job**, it pays for itself."

No pause yet.

9?? RISK REVERSAL (REMOVE FINAL RESISTANCE)

“You’re month-to-month.

If it doesn’t call leads in under 5 minutes and book real appointments, we refund you.”

“You’re not betting on AI — you’re testing faster response.”

? CLOSE (ASSUMPTIVE, NOT PUSHY)

“Do you want to try this with your next batch of leads?”

OR

“If we had this running this week, would that help you capture more jobs?”

Let them answer.

? WHY THIS WORKS (IMPORTANT)

You:

- Made **them** define value
- Made **them** say ticket size
- Made **them** admit delay
- Made price feel small *before* saying it
- Positioned tool as insurance, not software

This is **operator selling**, not SaaS selling.

FINAL UPGRADE (OPTIONAL BUT POWERFUL)

Add this line near the end:

“Most HVAC companies don’t lose jobs because they’re bad.
They lose them because they’re slow.”

That sentence sticks.

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