

SALES REP RESOURCE · INTERNAL USE ONLY

# The Complete Orbintra Contractor Sales Script

Print this. Keep it on your desk. Mark it up. The reps who close consistently know this script cold — they know it so well they sound like they're not reading it at all.

7

Call Stages

4

Discovery Qs

9

Objections  
Handled

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Goal:  
Book Demo

## HOW TO USE THIS SCRIPT

Read each section **before** the call, not during it. The script gives you the structure and the exact language — your job is to make it sound natural and conversational. Text in **quotation marks** is what you say out loud. Everything else is coaching direction for you.

## WHAT'S INSIDE

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## BEFORE YOU DIAL — PRE-CALL CHECKLIST

Research first	Know their first name. Check Google — how many reviews? Recent activity? On Angi or HomeAdvisor?
Set your frame	You are not begging for their time. You have something valuable. Calm confidence. Smile before you dial.
Know your opener	Have it memorised. The first 15 seconds decide whether they keep listening.
One goal only	You are NOT selling the system on this call. You are selling one thing: the 15-minute demo.
Best times to call	Tue–Thu, 8–10am and 4–6pm get the highest contractor pickup rates. Avoid Mon mornings and Fri afternoons.

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## THE OPENER

Seconds 0–15 · First impression. This is where most reps lose the call.

## STANDARD COLD OPENER

"Hey [First Name] — my name is [Your Name], I work with home service contractors in [City / Area]. I came across [Business Name] and had a quick question — got 90 seconds?"

## IF THEY ASK 'WHAT'S THIS ABOUT?'

"I help contractors close more of the leads they're already getting — without buying more ads. Takes 90 seconds to explain, then you tell me if it's relevant."

## PERSONALISED OPENER — USE IF YOU RESEARCHED THEM

"Hey [Name] — I noticed [Business Name] has [X] reviews on Google. I work with [trade] contractors and help them double that in 60 days while closing more of the leads they already get. Got 2 minutes?"

## OPENER RULES

- Use their first name. Not 'sir' or 'ma'am.' First name only.
- Do NOT say 'How are you today?' — it signals salesperson and they hang up.
- Pause after your question. Let them answer. Do not fill the silence.
- If they say they're busy: 'Totally fair — when's a better time to call back this week?'
- Confident, not desperate. Match their energy, then lead it upward.

My opener notes / local tweaks:

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## THE PERMISSION BRIDGE

Get explicit buy-in to keep going — this drops the sales guard completely

### WHEN THEY SAY 'SURE, GO AHEAD'

"Perfect — so I'm not going to pitch you anything on this call. I just want to ask you a couple of quick questions about how you currently handle leads, and if what I have seems relevant, I'll show you a quick 15-minute demo. Fair enough?"

### WHY THIS WORKS

This single sentence disarms them. Contractors are used to being pitched at. The moment you say "I'm not going to pitch you," the wall comes down. They stop defending and start talking. You are now a consultant, not a salesperson.

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## DISCOVERY

These four questions reveal pain. Listen hard — their words become your pivot.

### Q1 — LEAD VOLUME

"How many new leads do you get in a typical week — calls, texts, form fills, all of it?"

Follow-up dig: "And are those mostly from Google, word of mouth, Angi — where's it coming from?"

*Follow-up probe — use if they give a vague answer*

### Q2 — SPEED TO LEAD

"When a new lead comes in — how fast does someone usually get back to them? Realistically."

Follow-up dig: "And if it's after hours or on the weekend — what happens to that lead?"

*Follow-up probe — use if they give a vague answer*

### Q3 — FOLLOW-UP PROCESS

"If someone calls and you miss it, or fills out a form and doesn't respond right away — how many times do you follow up before moving on?"

Follow-up dig: "What does that follow-up look like — text, call, email?"

*Follow-up probe — use if they give a vague answer*

**Q4 — GOOGLE REVIEWS**

"How's your Google review count? Do you actively ask customers for reviews after each job?"

Follow-up dig: "What does that process look like right now?"

*Follow-up probe — use if they give a vague answer*

**DISCOVERY COACHING NOTES**

- Take real notes. You will use their exact words in your pivot — not paraphrases, their words.
- Don't interrupt. If they're talking, you're winning. Let them vent.
- React with 'That's really common' or 'Most contractors I talk to have the same issue.'
- Never correct or judge. You are diagnosing, not fixing — yet.
- If they say 'it's fine' — probe: 'What does fine look like? What would great look like?'

Key pain points I heard (use their exact words):

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## THE PIVOT

Connect their specific pain — in their own words — to Orbintra's specific solution

### THE PIVOT FRAMEWORK

"So based on what you just told me — [repeat their pain point back in their exact words] — that's exactly the problem Orbintra is built to solve. We built a system specifically for [trade] contractors that [relevant feature]. It runs in the background — you don't have to think about it."

### PIVOT BY PAIN — CHOOSE THE ONE THAT MATCHES WHAT YOU HEARD

#### IF THEIR PAIN = SLOW RESPONSE TIME

"You mentioned it takes [X hours] to get back to a new lead. Orbintra replies to every inbound lead in under 60 seconds — 24/7, even at 2am on a Sunday. That single feature closes leads your competitors are dropping."

#### IF THEIR PAIN = LOW FOLLOW-UP

"You said you follow up once or twice, then move on. The data shows 80% of deals close between touch five and twelve. Orbintra runs the full follow-up sequence automatically — calls, texts, emails — until you get an answer."

#### IF THEIR PAIN = NOT ENOUGH REVIEWS

"You're not actively asking for reviews right now — so you're leaving social proof on the table. Orbintra automatically texts every customer after a job and gets most contractors eight to twelve new Google reviews every month on autopilot."

#### IF THEIR PAIN = PAYING FOR LEAD PLATFORMS

"So you're spending money on Angi or HomeAdvisor and still missing leads because of response time. Orbintra fixes that. You stop losing the leads you're already paying for — before you even think about buying more."

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## THE DEMO ASK

This is the ONLY goal of the call. Everything before this leads here.

### PRIMARY CLOSE — USE THIS FIRST

"Look — I can tell you all day what this does, but it's way more powerful to just show you. It takes about 15 minutes. I can walk you through it on your phone or computer — what does your calendar look like this week or early next?"

### ASSUMPTIVE CLOSE — GIVE TWO OPTIONS, NOT AN OPEN QUESTION

"I've got a spot open Thursday at 10 or Friday at 2 — which works better for you?"

#### SEND INFO OBJECTION REFRAME

"Totally — and what I send won't do it justice. The demo is 15 minutes and you'll see exactly how it works for your specific trade. What works better — Thursday or Friday?"

#### DEMO ASK RULES

- Do NOT describe the full product. The demo is the product — let it sell itself.
- Always give two time options. Never ask 'when are you free?' — that loses deals.
- After you ask for the demo, stop talking. The next person to speak loses.
- Confirm email and phone before you hang up. 'What's the best email for the calendar invite?'
- If they stall — 'The whole thing is 15 minutes. If it's not relevant, I'll tell you myself.'

Demo booked for: \_\_\_\_\_ | Their email: \_\_\_\_\_

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**OBJECTION HANDLING**

Every objection is a question in disguise. Acknowledge it — then redirect to the demo.

Formula: **Acknowledge** → **Validate** → **Reframe** → **Return to the demo ask**. Never argue. Never defend. Just redirect.

**REDIRECT TO DEMO**

**"I'm not interested."**

Of course — you don't know enough yet to be interested. "That's fair. Most contractors I talk to said the same thing before they saw it. All I'm asking for is 15 minutes on a screen share — if it's not relevant, I'll disappear."

**INFO + DEMO TOGETHER**

**"Send me some info first."**

"Totally — and I want to make sure what I send actually applies to your business. The PDF won't show you what you need to see. What if I sent a quick overview AND we scheduled 15 minutes? Which works — Thursday or Friday?"

**FLIP THE FRAME**

**"I'm too busy right now."**

"I get it — and that's exactly why this call makes sense. The whole point of what I do is buy your time back. 15 minutes now could mean 10 extra hours a month you're not chasing leads. What does your Thursday look like?"

**LISTEN FIRST**

**"I've tried things like this before."**

"Tell me about that — what did you try and what happened?"  
[Listen.] "Got it. What we do differently is [specific point]. The setup is different, the automation is different, and we build it for your trade. It's not the same thing. Can I show you?"

**CHALLENGE IT**

**"We already have a system."**

"Good — tell me about it. Most systems contractors use miss at least one of these three: sub-60-second response, automated follow-up past touch three, and review collection after every job. Does yours do all three? If it does, I'll tell you honestly — you don't need me."

**ROI REFRAME**

**"I don't have the budget."**

"That's fair. Let me ask — if I could show you this pays for itself in 30 to 45 days from leads you're currently losing, would budget still be the issue? Because that's what I want to prove in the demo."

**ANCHOR TO ROI**

**"How much does it cost?"**

"I'll be straight with you — it starts at \$497 a month after a setup fee. But contractors I work with are adding \$3–8K a month in deals they were previously losing. The question is whether the ROI is there for your business. That's exactly what the demo shows."

**URGENCY + DIG**

**"Call me back in a few months."**

"I can do that. But the leads you're losing right now don't wait a few months. Competitors who get set up first own the market. What's the one thing that needs to change for the timing to be right? Let me see if I can address it today."

**INCLUDE THEM**

**"I need to talk to my partner / wife."**

"Of course — I'd want them involved too. Can we get on a call where all three of us are there? That way they can ask me questions directly and you're not playing telephone. What's a time that works for both of you?"

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**CLOSING & FOLLOW-UP**

After they say yes. And the full sequence for when they say "not yet."

**WHEN THEY SAY YES — DO THIS BEFORE YOU HANG UP**

"Perfect. Let me lock that in right now. What's the best email for the calendar invite? [Get email.] And your cell number so I can send a reminder the morning of? [Get phone.] I'll send the invite in the next five minutes. Just to set expectations — it's a screen share, about 15 minutes, and by the end you'll know exactly whether this makes sense for [Business Name]."

**CONFIRM THE BOOKING — ALWAYS**

"Just to confirm — we're on for [Day] at [Time], and I'll send you the link to join. If anything comes up, shoot me a text at [your number] and we'll reschedule. Sound good?"

**POST-DEMO FOLLOW-UP SEQUENCE — RUN THIS AFTER EVERY DEMO****Immediately (same call ends)**

Text: "Hey [Name] — great call today. Sending you the recap by email in 10 minutes. Any questions that came up right after we hung up?"

**Same day — within 2 hours**

Email (Subject: "Your Orbintra recap + next steps"): Summarise their top 3 pain points, how Orbintra addresses each, pricing they were shown, and a direct checkout link.

**Day 1 after the demo**

Call: "Hey [Name] — sent you the recap yesterday, wanted to make sure you got it. What's your gut telling you?"

**Day 3**

Text: "Hey [Name] — I know decisions like this take a minute. Anything I can clarify or any pushback from your partner I can help with?"

**Day 7**

Email with a case study: one story, one number, one ask. "Are you still thinking it through or has something changed?"

**Day 14 — final call**

"Hey [Name] — last follow-up from me. I'd rather you make the right decision than feel pressured. Can I ask honestly — what's the one thing holding you back?"

**Day 21 — the breakup email**

Subject: "Closing the loop." "Hey [Name] — I'll leave you alone after this. If timing changes and you want to revisit, my info is below. Hope the jobs are rolling in."

**VOICEMAIL SCRIPT — WHEN THEY DO NOT PICK UP**

"Hey [Name] — it's [Your Name]. I work with home service contractors in [area] and have something I think is relevant for [Business Name]. I'll keep it short — sending you a text too. My number is [number]. Talk soon."

**FOLLOW-UP TEXT — SEND IMMEDIATELY AFTER VOICEMAIL**

"Hey [Name] — just left you a voicemail. I help [trade] contractors in [city] close more of the leads they're already getting without buying more ads. Worth a 5-minute call this week?"

Follow-up dates scheduled:

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# QUICK REFERENCE SHEET

Print this page. Keep it visible during every call.

## CALL STRUCTURE

Stage 1 - THE OPENER	First name + "Got 90 seconds?"
Stage 2 - PERMISSION	"I'm not going to pitch you."
Stage 3 - DISCOVERY	4 questions. Listen. Take notes.
Stage 4 - THE PIVOT	Mirror their pain. Name the solution.
Stage 5 - DEMO ASK	Give 2 time options. Then stop talking.
Stage 6 - OBJECTIONS	Acknowledge → Validate → Redirect.
Stage 7 - CLOSE	Confirm email + cell before hanging up.

## POWER PHRASES

"Got 90 seconds?"
"I'm not going to pitch you — just two questions."
"That's really common with contractors I talk to."
"Let me show you rather than tell you."
"Which works — Thursday or Friday?"
"After you ask, stop talking."

## THE 5 RULES THAT CLOSE

- Speed wins: call every new lead within 5 minutes.
- Silence sells: the next person to speak after the ask loses.
- One goal per call: book the demo. Nothing else.
- Mirror their words: use their exact language in the pivot.
- Always follow up: most deals close on touch 5–12.

## TOP OBJECTION RESPONSES

"Not interested"	"Fair — most say that before they see it. 15 minutes?"
"Too busy"	"That's why this call matters — I buy back your time."
"Have a system"	"Does it do sub-60s response + auto follow-up + reviews?"
"Send info first"	"What I send won't do it justice — 15 min screen share?"
"No budget"	"If it pays for itself in 45 days, is budget still the issue?"

My personal notes / call coaching reminders:

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