

Internal Sales Playbook

CONFIDENTIAL: For Internal Partner Sales Teams Only. This guide provides the frameworks, scripts, and strategies needed to successfully close deals.

1. The Ideal Customer Profile (ICP)

Target businesses that suffer from high lead-dropoff outside of business hours or have support teams overwhelmed by repetitive inquiries.

Real Estate

Agencies & Brokers

Pain Point: High-ticket clients expect instant answers about property details. Slow replies = lost commissions.

Pitch: "Capture buyer details and schedule viewings automatically, 24/7."

E-commerce

D2C Brands

Pain Point: High cart abandonment and endless "Where is my order?" or sizing questions.

Pitch: "Reduce support tickets by 60% and rescue abandoned carts instantly."

Healthcare / Clinics

Dental, MedSpas

Pain Point: Front desk is overwhelmed; patients have pre-appointment anxiety or FAQ needs.

Pitch: "Automate booking qualifications and answer treatment FAQs instantly."

Law Firms

Immigration, Injury

Pain Point: Attorneys waste billable hours qualifying leads that aren't a fit.

Pitch: "Pre-qualify leads based on your specific legal criteria before they ever reach your inbox."

2. Handling Common Objections

Do not get defensive. Acknowledge the concern and pivot to the unique value of a closed-knowledge system.

Client: "Isn't this just ChatGPT? I can just use that for free."

Your Script: "Great question. ChatGPT is trained on the entire public internet, which means it often guesses or hallucinates answers. [Your Brand Name] is an 'expert agent' trained strictly on YOUR business data. It acts as a guardrail—it will only say what you want it to say, and it lives natively on your website to capture your leads."

Client: "Is my business data and my customers' data safe?"

Your Script: "Absolutely. We use enterprise-grade data isolation. The documents and URLs you upload to train the AI are kept in a secure silo. Your data is NEVER used to train public LLM models, and all customer interactions are fully encrypted."

Client: "We prefer a human touch; bots frustrate people."

Your Script: "I completely agree that complex issues need a human. Our system handles the repetitive 80%—like 'what are your hours' or 'pricing tiers'—instantly. If the AI detects frustration or a complex request, it seamlessly hands the chat over to your human team. It protects your human touch for when it really matters."

3. Discovery Questions (Finding the Pain)

Use these questions early in the call to get the prospect talking about their inefficiencies.

"How are you currently handling website inquiries that come in after 5:00 PM or on weekends?"

"What percentage of your team's day is spent answering the same 5 to 10 repetitive questions?"

"If you look at your lead flow, how many potential clients do you estimate you lose because they couldn't get an answer fast enough?"

"How much time does your sales team spend qualifying a lead before they even get on a discovery call?"

4. The 'Magic Moment' (Closing the Deal)

The fastest way to sell AI is to show, not tell. Follow these steps on your demo call.

Pre-Call Prep: 15 minutes before the meeting, grab the prospect's website URL. Create a new demo agent in your [Your Brand Name] dashboard and paste their URL to train it.

The Setup: During the pitch, ask them: "What is the most common question your customers ask you?"

The Reveal: Share your screen. Say, "I went ahead and hired an AI employee for you this morning." Open the demo bot.

The Proof: Type their exact common question into the chat and let them watch their own AI answer it perfectly using their website's data. (This converts at an incredibly high rate).