

Turnkey Industry Setup Training Manual

myvirtualassistantapp.com

Turnkey Agency Operations & Industry Setup Training Manual

My Virtual Assistant App

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Confidentiality: Proprietary Commercial Intellectual Property

■ ■ The Universal 3-Phase Industry Setup Standard

Every voice assistant deployment across any industry follows this rigorous 3-Phase Standard Operating Procedure (SOP). This ensures 24–48 hour delivery SLAs, sub-second response times, and 100% brand safety.

■ PHASE 1: INTAKE & TRIAGE SPECIFICATION (Day 0: 0-4 Hours) ■
■ Gather business hours, service catalog, emergency rules, and addresses.

■ PHASE 2: PROMPT ARCHITECTURE & VOICE PAIRING (Day 1: 4-12 Hours) ■
■ Configure Flagship GPT-4o brain, ElevenLabs Turbo v2.5 voice & guardrails■

■ PHASE 3: TELEPHONY & DISPATCH INTEGRATION (Day 1-2: 12-24 Hours) ■
■ Provision Telnyx local DID, configure *71 forwarding, test live calls.

■ Industry-Specific Setup Playbooks

1. ■ Auto Dealerships & Vehicle Sales

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Capture prospective car buyers, VIP test drives, trade-in valuations, and certified service appointments.
- **Intake Checklist:**
 1. Primary Inventory Categories (New vs. Used, Heavy Duty Trucks, SUVs, Sedans).
 2. Test Drive Policy (Valid driver license, insurance requirement).
 3. Service Hours vs. Sales Showroom Hours.
 4. Instant SMS Alert Recipient (General Sales Manager / BDC Director mobile number).

- **Emergency / High-Priority Trigger:** "I am looking to buy this weekend", "Is the F-150 / Tahoe still on the lot?"

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **George** (JBFqnCBsd6RMkjVDRZzb) or **Laura** (FGY2WhTYpPnrIDTdsKH5).
- **Prompt Framework:**
 - Qualify whether caller wants to buy/lease, trade in a vehicle, or schedule service.
 - Test Drive Booking: Collect vehicle of interest (Make/Model/Year), caller name, phone number, and schedule VIP test drive slot.
 - Trade-In Appraisal: Collect Year, Make, Model, approximate mileage, and book 10-min lot appraisal.
 - Brevity Rule: 1-2 spoken sentences per turn. Direct answer first.

Phase 3: Telephony & Dispatch Integration

- **Call Forwarding:** Configure conditional *71 after-hours forwarding from the main sales line.
- **SMS Dispatch Payload:**

■ **NEW DEALERSHIP LEAD:** [Caller Name] | [Phone] | Interested in: [2024 Ford F-150] | Appt: [Saturday 11:00 AM] | Trade-In: [Yes - 2020 Honda Civic]

2. ■ Roofing, Solar & Storm Restoration

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Book free storm damage roof inspections (\$8,000–\$20,000 jobs) and triage active roof leaks.
- **Intake Checklist:**
 1. Service Area (Counties / Zip Codes covered).
 2. Inspection Availability (Mon–Sat 8:00 AM – 6:00 PM).
 3. Insurance Claim Assistance Policy.
 4. Emergency Tarping Triage (Is water currently leaking onto ceilings/floors?).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **Sarah** (EXAVITQu4vr4xnSDxMaL).
- **Prompt Framework:**

- Triage: Ask if there is active water leaking into the home right now.
- If Active Leak: Advise placing buckets, alert emergency tarping team, and capture address immediately.
- Free Storm Inspection: Capture property address, roof age/damage, and schedule a certified inspection slot.
- Brevity: Calm, reassuring, 1-2 sentences per turn.

Phase 3: Telephony & Dispatch Integration

- **Forwarding:** Set *71 on the contractor cell or office line.
- **SMS Dispatch Payload:**

■ **ROOFING INSPECTION BOOKED:** [Caller Name] | [Phone] | Address: [123 Maple St] | Damage: [Hail/Missing Shingles] | Inspection Time: [Tomorrow 2:00 PM]

3. ■ HVAC, Plumbing & Electrical Trades

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Capture emergency after-hours AC/heating breakdowns and major plumbing leaks.
- **Intake Checklist:**
 1. Emergency Dispatch Fee & Standard Diagnostic Fee (\$89–\$149).
 2. Broad Arrival Windows (Morning 8–12 / Afternoon 12–4 / 24/7 Emergency).
 3. Water Shutoff Protocol for major burst pipes.

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **Sarah** (EXAVITQu4vr4xnSDxMaL) or **George** (JBFqnCBsd6RMkjVDRZZb).
- **Prompt Framework:**
 - Triage: Identify if caller has no heat/AC in extreme weather, or active flooding.
 - If Flooding: Instruct caller to shut off the main water valve immediately.
 - Booking: Capture service address, unit issue, and dispatch emergency technician.
 - Brevity: Clear, empathetic, 1-2 sentences per turn.

Phase 3: Telephony & Dispatch Integration

- **Forwarding:** Forward after-hours line (7 PM – 7 AM + Weekends) using *71.
- **SMS Dispatch Payload:**

❄️ ■ HVAC EMERGENCY DISPATCH: [Caller Name] | [Phone] | Address: [742 Evergreen Terr] | Issue: [No AC / Blowing Warm] | Slot: [Priority Emergency]

4. ■ Towing & 24/7 Roadside Recovery

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Pinpoint stranded motorists, quote base hook rates (\$95–\$150), and dispatch tow trucks in under 60 seconds.
- **Intake Checklist:**
 1. Hook Rate + Mileage Rate (e.g. \$95 hook + \$4/mile).
 2. Safety Verification (Is the caller in a safe location off the roadway?).
 3. Vehicle Type & Condition (Keys available? Wheels locked? All-Wheel Drive?).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **Laura** (FGY2WhTYpPnrIDTdsKH5).
- **Prompt Framework:**
 - Step 1 Safety: Confirm caller is in a safe location away from traffic.
 - Step 2 Location: Capture exact highway mile marker, cross streets, or landmark.
 - Step 3 Vehicle: Capture Make/Model/Color and destination.
 - Step 4 Quote: Provide standard \$95 hook rate and dispatch nearest driver.

Phase 3: Telephony & Dispatch Integration

- **Forwarding:** Set rollover hunt group forwarding from main dispatch line.
- **SMS Dispatch Payload:**

■ TOW DISPATCH: [Name] | [Phone] | Location: [I-65 Southbound Exit 74] | Vehicle: [2018 Silver Ford F-150] | Destination: [Summit Auto Care]

5. ■ Medical Aesthetics, MedSpas & Dental Practices

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Book high-margin elective consultations (Botox, dermal fillers, laser resurfacing, dental implants, veneers).
- **Intake Checklist:**
 1. Service Catalog & Treatment FAQs.
 2. Deposit / Consultation Policy.

- 3. Dental Emergency Triage (Severe trauma, swelling, uncontrollable bleeding -> Direct to ER).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **Lily** (**pFZP5JQG7iQjIQuC4Bku**) — Soft, luxurious, calming tone.

Phase 3: Telephony & Dispatch Integration

- **Forwarding:** Forward overflow & lunch-hour lines via ***71**.
- **SMS Dispatch Payload:**

■ **MEDSPA APPOINTMENT CONFIRMED:** [Patient Name] | [Phone] | **Treatment:** [HydraFacial + Consultation] | **Time:** [Friday 1:30 PM]

6. ■■ Legal Practice & Personal Injury Intake

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Screen prospective plaintiffs (auto accidents, slip & falls, workers comp) and route qualified cases to senior partners.
- **Intake Checklist:**
 1. Incident Date (Statute of limitations verification).
 2. Injury Severity & Medical Treatment Sought.
 3. Representation Status (Do they already have an attorney?).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **Alice** (**Xb7hH8MSUJpSbSDYk0k2**) — Articulate, authoritative tone.

Phase 3: Telephony & Dispatch Integration

- **SMS Dispatch Payload:**

■■ **QUALIFIED LEGAL INTAKE:** [Client Name] | [Phone] | **Incident:** [Rear-end MVA on 09/10] | **Injuries:** [Whiplash/ER Visit] | **Current Attorney:** [No]

7. ■ Commercial Janitorial & Facility Services

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Capture recurring commercial cleaning contracts (\$1,500–\$10,000/mo MRR) and book facility walkthroughs.
- **Intake Checklist:**

1. Facility Types (Offices, Medical, Industrial, Gyms).
2. Square Footage Ranges.
3. Frequency Requirements (Nightly, 3x/week, Weekly).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **Laura** (**FGY2WhTYpPnrIDTdsKH5**).

Phase 3: Telephony & Dispatch Integration

- **SMS Dispatch Payload:**

■ **COMMERCIAL CLEANING BID:** [Contact Name] | [Phone] | Facility: [Medical Office - 12,000 sq ft] | Walkthrough: [Tuesday 10:00 AM]

8. ■ Automotive Repair & Body Shops

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Book morning drop-off slots (8:00 AM) and provide repair order status.
- **Intake Checklist:**
 1. Drop-off Procedure (Key drop box location).
 2. Diagnostic Fee Policy.
 3. Common Services (Brakes, AC recharge, Check Engine Light, Transmissions).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
- **Voice Model:** ElevenLabs Turbo v2.5 • **George** (**JBFqnCBsd6RMkjVDRZzb**) — Warm, knowledgeable male mechanic persona.

Phase 3: Telephony & Dispatch Integration

- **SMS Dispatch Payload:**

■ **AUTO REPAIR DROP-OFF:** [Customer Name] | [Phone] | Vehicle: [2019 Chevy Silverado] | Issue: [Brake grinding/Check engine] | Drop-Off: [Monday 8:00 AM]

9. ■ Veterinary Clinics & Animal Hospitals

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Schedule wellness exams, dental cleanings, and triage urgent pet symptoms.

- **Intake Checklist:**

1. Species & Breed (Dogs, Cats, Exotics).
2. Emergency Red Flags (Difficulty breathing, seizures, poison ingestion -> Immediate emergency hospital transfer).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
 - **Voice Model:** ElevenLabs Turbo v2.5 • **Sarah** (**EXAVITQu4vr4xnSDxMaL**).
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10. ■ Short-Term Rentals, Concierge & Hospitality

Phase 1: Intake & Triage Specification

- **High-Ticket Objective:** Provide guest check-in codes, Wi-Fi credentials, house rules, and triage urgent property maintenance.
- **Intake Checklist:**
 1. Property Address & Unit Access Codes.
 2. Urgent Maintenance Escalation (HVAC failure, water leak, lock malfunction).

Phase 2: Prompt Architecture & Voice Pairing

- **Brain Engine:** OpenAI Flagship **gpt-4o** (**temperature: 0.6**).
 - **Voice Model:** ElevenLabs Turbo v2.5 • **Charlotte** (**XB0fDUnXU5powFXDhCwa**).
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■ Turnkey Agency Handover Checklist (For Franchise / Sale)

When selling or scaling this system to an operator or buyer:

1. **API Keys Required:** Vapi (**Private API Key**), ElevenLabs (**API Key**), Telnyx (**SIP Credentials**), Cloudflare (**API Token**).
 2. **Onboarding Speed:** Follow the 3-Phase SOP above to launch any client in **under 24 hours**.
 3. **Economics:** Maintain wholesale delivery costs at **\$0.096–\$0.10/min** to ensure **>90% gross profit margins**.
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■ Module 4: Client Objection & Telephony FAQ Master Playbook (20 Core Scenarios)

The following 20 question-and-answer scenarios prepare operators and agency partners to handle any technical, operational, or commercial inquiry during client onboarding or sales discovery:

■ Operations & Concurrency

1. "What happens when multiple customers call at the exact same time?"

- **Winning Answer:** "Unlike a human receptionist or single phone line that gives busy signals, our AI scales horizontally. If 5 or 50 callers ring in at the same second, 5 or 50 independent instances answer instantly in parallel with zero hold time. Each call gets separate lead capture and instant SMS dispatch."*

2. "What happens if a caller asks a complex question the AI doesn't know?"

- **Winning Answer:** "The assistant never guesses or hallucinates. It politely says, 'That's a great question—let me take down your exact details so Mr. Wells or our lead specialist can call you directly with that exact answer.' It then captures their callback number and sends you an urgent notification."*

3. "Can the assistant transfer emergency calls live to my cell phone or on-call tech?"

- **Winning Answer:** "Yes! We configure emergency triage rules. If a caller says their pipe burst, car is stranded on the highway, or AC failed in extreme weather, the assistant initiates an immediate live warm transfer to your emergency line while still recording the details."*

4. "Do I have to change my existing phone number or carrier?"

- **Winning Answer:** "Not at all. You keep your exact number and carrier (Verizon, AT&T, T-Mobile, RingCentral, etc.). You simply dial *71 on your phone to forward unanswered calls to your dedicated AI line. Your customers never see a different number."*

5. "What if a caller has bad reception, thick accent, or screaming kids in the background?"

- **Winning Answer:** "We use Deepgram Nova-2 speech recognition with advanced acoustic background noise suppression. It filters out traffic, machinery, and ambient chatter, maintaining 98%+ transcription accuracy."*

■ Integrations, Workflows & Payments

6. "Can the assistant book appointments directly onto my calendar or CRM?"

- **Winning Answer:** "Yes. We integrate directly with Google Calendar, Calendly, Cal.com, and industry CRMs like Jobber, Housecall Pro, ServiceTitan, and HubSpot to check real-time availability and schedule qualified bookings on the fly."*

7. "Can the assistant give price quotes over the phone?"

- **Winning Answer:** "You have full control. We can program it to quote standard fixed diagnostic rates (e.g., '\$89 diagnostic fee'), or instruct it to protect your margins by stating that an accurate, upfront estimate will be provided on-site by your technician."*

8. "Can it collect deposits or credit card payments?"

- **Winning Answer:** ""For PCI security compliance, rather than reading card numbers out loud, the assistant automatically texts the caller a secure Stripe or Square payment link to their cell phone while they are on the line, confirming the deposit in real-time.""

9. "Can the assistant pinpoint difficult locations, cross-streets, and vehicle details?"

- **Winning Answer:** ""Yes. For towing, mobile mechanics, or field services, the assistant asks for cross-streets, landmarks, mile markers, vehicle make/model, and condition, formatting the exact dispatch coordinates into your alert.""

10. "Can it send an instant text message to the caller after the call?"

- **Winning Answer:** ""Yes. As soon as the call ends, the assistant triggers an automatic branded SMS: 'Hi [Name], thank you for calling [Company]. Your appointment is confirmed for [Day/Time].' This locks in the client and prevents competitor shopping.""
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■ Intelligence, Language & Customization

11. "Can the assistant speak Spanish or other languages?"

- **Winning Answer:** ""Yes. Powered by OpenAI Flagship GPT-4o, the assistant detects Spanish instantly, transitions into fluent Spanish with a natural accent, and translates the summary back to English for your dispatch team.""

12. "Can we have different behavior for Day vs. Night vs. Holidays?"

- **Winning Answer:** ""Yes. We configure time-of-day schedules. During business hours, it acts as a polite front-desk overflow assistant. After 6:00 PM and on weekends, it automatically switches to 'Emergency On-Call Dispatch Mode'.""

13. "How easy is it to update our hours, pricing, or services?"

- **Winning Answer:** ""It takes less than 5 minutes. You simply email or text us your updates, and our engineering team updates your assistant's live knowledge base with zero downtime.""

14. "How does it handle spam, telemarketers, or angry callers?"

- **Winning Answer:** ""For robocallers, the AI identifies non-customer requests and politely disconnects within 10 seconds to save your minutes. For upset callers, it follows an empathetic de-escalation protocol and flags the alert as '■ HIGH PRIORITY ESCALATION'.""

15. "Can the assistant make instant outbound calls to new website leads (Speed-to-Lead)?"

- **Winning Answer:** ""Yes! When a prospect submits a form on your website, our system can trigger an automated outbound call in under 60 seconds to qualify the job and lock in the appointment while they are actively looking to buy.""
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■ Pricing, Security & Human Staffing

16. "Is there a long-term contract or cancellation penalty?"

- **Winning Answer:** *"No long-term contracts. All agreements are month-to-month. You pay a one-time setup fee (\$119 Starter, \$229 Growth, \$499 Enterprise) for custom engineering, test risk-free for 14 days, and monthly billing doesn't start until Day 15. Cancel anytime with zero penalty."*

17. "What happens if we go over our included minutes?"

- **Winning Answer:** *"Your line never shuts off mid-call. Overages are billed at a flat, transparent rate (\$0.22 to \$0.35/min depending on tier), and you receive automated usage alerts at 80% capacity."*

18. "Are call recordings and customer data private and secure?"

- **Winning Answer:** *"100%. You own all your data, call transcripts, and audio recordings. All voice streams are 256-bit SSL encrypted, and outbound calls run on authenticated STIR/SHAKEN Tier-1 carrier lines."*

19. "Will this replace my existing front desk staff?"

- **Winning Answer:** *"No—it acts as their ultimate copilot. It protects your team when they are busy with in-person customers, on another line, at lunch, or after hours, ensuring you never lose revenue when your team is occupied."*

20. "Do callers get annoyed talking to an AI?"

- **Winning Answer:** *"Callers only hate robotic phone trees ('Press 1 for Sales'). Because our assistants speak with human-like studio quality (ElevenLabs Turbo v2.5) and respond in sub-second time, customers are thrilled to get an instant human-sounding answer rather than waiting on hold or hitting voicemail."*