

15-Minute Discovery & Demonstration Script

myvirtualassistantapp.com

15-Minute Founder Discovery & Demonstration Script (Mr. Wells)

Brand: My Virtual Assistant App

Effective Date: September 11, 2026

Phase 1: Context & Operational Empathy (2 mins)

- "Hey [Name], thanks for hopping on. I saw you run [Company Name] in [City]. Are you guys mostly handling phones in the office, or are you and your techs juggling calls out in the field?"
- "When you're out on a job or after 5:00 PM, what currently happens when a new customer calls your office?"

Phase 2: The Mystery Shopper Reality Check (3 mins)

- "I tested your line yesterday at 6:45 PM. It rang 5 times and went to voicemail. In your trade, 80% of emergency callers don't leave a message—they just hang up and dial the next company on Google."
- "If you capture just 2 or 3 of those lost jobs a month, that's easily an extra \$3,000 to \$10,000 in pure bottom-line revenue."

Phase 3: The Live Phone Demonstration (5 mins) — The Unstoppable Closer

- "Pull out your cell phone right now and dial (615) 894-6671. Talk to Layla for 30 seconds."
- [Let the prospect speak to Layla, hear the sub-second response, and test her voice].
- "Notice how natural she sounds? No robot phone tree. She qualifies the job and texts the alert instantly."

Phase 4: The 14-Day Staging Pilot Offer (5 mins)

- **"We build your custom assistant, tune her to your specific trade, and give you a dedicated line for a \$119 (or \$229) setup. Run her on your after-hours and overflow calls for 14 days. Your monthly retainer doesn't bill until Day 15. If she doesn't capture at least 2 high-ticket jobs you would have lost, cancel anytime and you owe nothing for monthly billing."**
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■ Rapid-Fire Answers to the Top 5 Prospect Questions

1. **"What if 5 people call at the same time?"** -> **"The AI answers all 5 simultaneously with zero busy signals, captures all 5 jobs, and sends you 5 separate SMS alerts."**
2. **"Do I have to switch carriers?"** -> **"Zero switching. You keep your exact carrier and number, and just dial *71 on your phone to forward unanswered calls."**
3. **"Can it transfer live emergencies to my cell?"** -> **"Yes! Any urgent keyword triggers a live warm phone transfer to your on-call technician immediately."**
4. **"Does it integrate with my CRM?"** -> **"Yes, it syncs with Google Calendar, Jobber, Housecall Pro, ServiceTitan, and HubSpot."**
5. **"Can it speak Spanish?"** -> **"Yes, it automatically detects Spanish, speaks fluently, and translates the English dispatch alert to you."**