

Your Complete Sales Enablement Toolkit for Nsite AI Suite - Inbox AI Pro

This resource hub is built exclusively for our sales partners to help you **sell Inbox AI Pro and the AI Receptionist with confidence and clarity**. Inside, you'll find everything you need—from high-converting **email templates** to **cold-calling scripts**, **industry-specific objection handlers**, and **killer voicemail messages** designed to spark curiosity and drive callbacks.

Whether you're reaching out to prospects for the first time or closing deals with active clients, this toolkit gives you the words, strategies, and sales psychology to win.

Let's grow your recurring revenue, powered by AI.



COLD CALL SCRIPT 1: “The Missed Lead Closer”

Best For: Home services, med spas, dental, legal, real estate

OPENING:

Hey [First Name], this is [Your Name]—I'll be quick. I help businesses like yours recover leads that are slipping through the cracks... even when you're closed.

Most local businesses lose 30–50% of their leads from missed calls, delayed follow-ups, or after-hours messages. Sound familiar?

I

F YES / INTERESTED:

That's exactly what we solve. We use a 24/7 AI system—voice, chat, and SMS—that responds instantly, books appointments, and captures leads while you're busy or off the clock.

Would it be crazy if I showed you what that could look like for your business?

IF NO / NOT SURE:

Totally fair. Just curious—when someone calls your business at 7PM on a Friday... what usually happens?

CLOSER:

Let's book a 10-minute demo. If you don't see the value immediately, we'll never bug you again. But if you do, this thing could pay for itself within a week.



COLD CALL SCRIPT 2: “The Appointment Sniper”

Best For: Beauty, salons, medical clinics, fitness studios

OPENING:

Hi [First Name], I know you’re busy so I’ll get to it—I work with [industry] businesses to help them book more appointments without hiring more staff.

If you’re like most owners I talk to, you probably miss a few calls or messages every day—especially when it gets hectic. Right?

IF YES:

We solve that with a fully branded AI receptionist that answers calls, texts, and chats 24/7. It responds instantly and books appointments for you—without you lifting a finger.

IF NO OR PUSHBACK:

Got it. Just a quick question—what happens if someone sends you a message or calls after 6PM?

CLOSER:

We’re helping businesses like yours book 20–30% more appointments by letting AI handle the response time. Want me to show you how fast it works?



COLD CALL SCRIPT 3: “The Bottleneck Breaker”

Best For: Legal, financial, contractors, high-ticket services

OPENING:

Hi [First Name], I’ll make this super short—I help businesses eliminate the response bottleneck that’s costing them leads.

Most businesses don’t realize they’re bleeding opportunity—not because they don’t advertise, but because they respond too late.

IF THEY ENGAGE:

We use Inbox AI Pro—an AI-driven platform that picks up missed calls, responds to chats, follows up on texts, and books appointments automatically. It’s like hiring a receptionist, scheduler, and lead qualifier—all in one.

IF THEY PUSH BACK:

I totally get it. But what I’ve found is that the businesses that respond fastest win. This doesn’t replace your team—it just fills in the cracks.

CLOSER:

Give me 10 minutes to show it to you, and if it's not the best tool you've seen this month, I'll shut up and let you go.

**COLD CALL SCRIPT 4: “The Emergency Catcher”**

Best For: Auto Repair, HVAC, Emergency Services

OPENING:

Hi [First Name], I won't waste your time—I help [auto shops/service businesses] capture the calls they're missing, especially nights and early mornings.

If someone calls with a problem and no one picks up... that's money gone, right?

IF YES:

Inbox AI Pro answers those calls instantly using a trained AI voice that can gather details, book jobs, or text customers automatically.

IF NO OR "We handle our calls":

Sure—but what about the ones that come in while your team's under a hood, or after 5PM?

CLOSER:

If you give me 10 minutes, I'll show you exactly how other [industry] shops are recovering 20–40% more leads. Worth a shot?

**COLD CALL SCRIPT 5: “The Appointment Booster”**

Best For: Med Spas, Clinics, Pet Services, Beauty

OPENING:

Hey [First Name], this is [Your Name]. I'll be quick.

I work with salons, spas, and wellness brands to help them **fill more appointments without adding staff**.

Let me ask—how often do you miss a call or message when you're busy with a client?

IF YES / OFTEN:

That's exactly what our platform fixes. It uses branded AI to handle your missed calls, chats, texts—and even books the appointment for you.

IF NO OR PUSHBACK:

Totally get it. But if I mystery shopped your website at 8PM, would I get an answer or just a form?

CLOSER:

Let me show you what your booking system could be doing while you're closed. 10 minutes is all I need.



COLD CALL SCRIPT 6: “The Real Estate Hustle”

Best For: Realtors, Brokers, Property Management

OPENING:

Hi [First Name], this is [Your Name]. I work with real estate professionals to help them respond faster—especially when they're out showing homes.

Buyers don't wait. If they don't hear back quickly, they move on.

IF INTERESTED:

Inbox AI Pro acts like your 24/7 lead catcher. Whether it's a call, text, or chat inquiry, it replies instantly, captures contact info, and books them into your CRM or calendar.

IF PUSHBACK:

Of course. Just out of curiosity—how many times have you gotten back to a buyer and they'd already found someone else?

CLOSER:

Let me walk you through it. You'll see in 5–10 minutes if it's worth testing in your territory.



OBJECTION 1: “It's Too Expensive”

What They're Really Saying: “I don't see the value yet.”

Response 1 (Reframe):

“I totally understand—especially when every dollar matters. But let me ask: how much is just

one new client worth to you?”
(Wait for answer)

“If this system helps you land just two of those a month, it’s already paid for itself—and the rest is pure profit.”

Response 2 (Pressure + Reframe):

“The businesses that move fastest on leads are the ones growing. This tool doesn’t cost you money—it prevents you from leaving money on the table.”

Response 3 (Confirm):

“Let’s say it costs you \$150/month. If your average customer is worth \$300+, we just need to recover **one missed lead every two weeks** to break even. Think we can beat that?”

OBJECTION 2: “We Already Have Someone Answering Phones”

What They’re Really Saying: “We think our current system is enough.”

Response 1 (Reassure + Reframe):

“That’s great—this isn’t here to replace your team. It’s there to **back them up**. Nights, weekends, lunch rushes, double-booked days. The AI fills in the cracks, so nothing gets dropped.”

Response 2 (Reframe):

“Even the best team misses calls. But AI doesn’t take breaks, go on vacation, or sleep. It’s like hiring a second receptionist who never needs a paycheck.”

Response 3 (Redirect):

“Do you know how many calls come in **after 6PM** for your industry? For some businesses, it’s 40–50% of total leads. That’s where AI earns its keep.”

OBJECTION 3: “We Don’t Get Enough Leads to Need This”

What They’re Really Saying: “We don’t realize how many we’re losing.”

Response 1 (Reframe):

“Exactly—if lead volume is low, **every single lead matters even more**. That’s why your response time needs to be flawless.”

Response 2 (Pressure):

“The fastest business wins the customer. If you’re not first to reply, your competitor is. AI helps you respond in seconds, not hours.”

Response 3 (Redirect):

“Also, this platform helps you **maximize your current marketing efforts**. You’re probably spending money to drive traffic—this ensures those dollars convert.”

OBJECTION 4: “We Don’t Want a Robot Talking to Our Customers”

What They’re Really Saying: “We’re worried it sounds fake or cold.”

Response 1 (Reassure):

“I get it—and I’d never want that either. This isn’t a clunky old-school bot. It’s built with natural language voice tech and trained on your actual website, services, and business tone.”

Response 2 (Demo-Based Redirect):

“Let me send you a sample. You won’t believe how human it sounds. Most people can’t even tell it’s AI.”

Response 3 (Reframe):

“It’s not here to charm—it’s here to respond **faster** than any human can. And 9 times out of 10, speed is what gets the sale.”

OBJECTION 5: “We’re Too Busy to Set Something New Up”

What They’re Really Saying: “We think this will be a time suck.”

Response 1 (Reassure):

“I totally get that. That’s why we offer a **White-Glove Setup Service**—we build it, brand it, and optimize it for you. You don’t have to touch a thing.”

Response 2 (Pressure + Reframe):

“You’re busy because you’re growing—but growth without systems creates burnout. This is a 30-minute fix that saves you hours a week, every week.”

Response 3 (Redirect):

“What if I could get you live tomorrow and it started capturing missed leads immediately—would it be worth 15 minutes today?”



OBJECTION 6: “We Use a CRM Already”

What They’re Really Saying: “We don’t understand where this fits in.”

Response 1 (Reframe):

“Perfect. Inbox AI Pro **feeds your CRM**—it captures leads *before* they hit your pipeline. Think of it as your front-end lead catcher.”

Response 2 (Clarify + Redirect):

“Your CRM is for managing contacts. This is for **catching them instantly** across calls, chat, SMS, and WhatsApp—so you actually fill the CRM.”

Response 3 (Add-on Angle):

“And the best part? It works alongside what you already use—no conflict, no replacement, just more firepower.”



OBJECTION 7: “We’re Not Very Tech Savvy”

What They’re Really Saying: “This sounds overwhelming.”

Response 1 (Reassure):

“That’s exactly why we do everything for you. You don’t have to touch a line of code. We set it up, train it, and monitor it. You just see the leads coming in.”

Response 2 (Redirect):

“This isn’t some dashboard maze. It’s a tool that just works. And once it’s live, it runs on autopilot.”

Response 3 (Pressure):

“Honestly, if you can check email or take a phone call—you can use this platform. It’s that simple.”



OBJECTION 8: “Let Me Think About It”

What They're Really Saying: "I'm not convinced yet."

Response 1 (Pressure + Value Reminder):

"Of course. But just so you have the full picture—this tool pays for itself with **1 or 2 leads a month**. You're probably already losing that each week."

Response 2 (FOMO Trigger):

"I just had a similar business go live last week and already recover 5 missed calls over the weekend. If I could set you up by tomorrow, would you want to see results like that?"

Response 3 (Time Scarcity):

"No pressure—but we're only onboarding 3 new clients this week with white-glove setup. Want me to reserve a spot for you while you think it over?"



PRO TIPS FOR AGENCIES: HOW TO USE THIS

- Use **objections to your advantage**. When they push back, you dig in.
 - Every response is meant to **lead back to a demo, a question, or a story**.
 - **Memorize 2–3 from each category**, so you can pivot quickly and confidently.
 - Practice out loud—**tone is everything**. Reassure, don't argue. Empower, don't pressure.
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INDUSTRY-SPECIFIC OBJECTION MAPS

Each map includes the most **common objections** in that vertical, plus high-converting **responses** designed to move the conversation forward.



HOME SERVICES

Common Pain Points: After-hours leads, missed calls, mobile customers, urgent bookings

"We already have someone answering the phones."

→ "Sure, but are they answering at 8PM on a Saturday? That's when up to 50% of your leads come in. The AI doesn't sleep."

“Our lead volume is too low.”

→ “Then every lead counts even more. This platform makes sure none are missed, especially after hours.”

“Sounds too technical.”

→ “We build it for you, train it on your site, and you just watch leads come in. No learning curve.”

DENTAL

Common Pain Points: Missed bookings, staff burnout, slow follow-up, insurance calls

“We don’t need AI—we have front desk staff.”

→ “Right—but they can’t answer every call during lunch, evenings, or when they’re with patients. AI picks up the slack.”

“Patients prefer talking to a real person.”

→ “They prefer fast answers. Our AI books, confirms, and reminds—just like a real receptionist, but faster.”

“I don’t want it to sound robotic.”

→ “It won’t. It uses natural speech and is trained using your website and tone.”

LEGAL

Common Pain Points: Lead loss after hours, high case value, slow intake

“We’re not interested in automation.”

→ “Understood. But if you’re taking 6+ hours to follow up, you’re losing high-value cases to faster firms.”

“Our clients want human contact.”

→ “Absolutely. AI doesn’t replace your team—it captures leads when no one else can. You follow up after.”

“It’s not worth the cost.”

→ “Your average case is worth \$1,000–\$5,000. If this lands you just one more per month, it pays for itself multiple times over.”



REAL ESTATE

Common Pain Points: Missed leads during showings, evening messages, lead qualification

“I don’t need this—I use Zillow/CRM tools.”

→ “Zillow brings the leads. This platform ensures they’re captured, qualified, and followed up on instantly—so they don’t go cold.”

“I’m not missing many leads.”

→ “Industry stats show up to 60% of real estate inquiries come after hours. Are you really catching all of them?”

“I don’t want AI representing me.”

→ “Think of it as your assistant—it captures info and lets you follow up personally, without losing the buyer.”



CONTRACTORS / REMODELING

Common Pain Points: Delayed follow-ups, quote requests, form drop-off

“

Our jobs are too custom for AI.”

→ “Totally understand. That’s why AI doesn’t quote—it just qualifies the lead, captures their info, and schedules your follow-up.”

“I don’t have the time to set this up.”

→ “We do it for you. One call, and you’re hands-off from there.”

“I’m already booked up.”

→ “That’s great—but what about long-term pipeline? AI builds your list and keeps it warm even when you’re slammed.”



MEDICAL CLINICS

Common Pain Points: Weekend booking, urgent inquiries, staff overload

“We have an online booking system already.”

→ “Perfect. Inbox AI Pro connects to it—so your AI can book appointments and send confirmations automatically.”

“Our front desk handles all this.”

→ “They do—but they can’t work every evening or answer texts at 9PM. That’s where AI comes in.”

“I’m worried patients won’t like it.”

→ “Patients value fast service. AI makes your clinic feel responsive—even on a Sunday night.”

PET SERVICES

Common Pain Points: Late-night emergencies, grooming calls, walk-in overflow

“We’re not that busy.”

→ “Even if you miss 2–3 calls a week, those could be \$200–\$500 lost each month. AI ensures that doesn’t happen.”

“I don’t want AI scheduling appointments.”

→ “No problem—it can just capture contact info and send you alerts. You stay in control.”

“I don’t think my customers would trust it.”

→ “Pet parents want fast answers and availability. AI is the bridge that makes you the first one to reply.”

BEAUTY / WELLNESS / SALONS

Common Pain Points: No-shows, missed bookings, appointment fills, after-hours calls

“I handle bookings through Instagram/texts.”

→ “That’s great, but it means you’re glued to your phone. AI handles replies and bookings for you—freeing you up.”

“I don’t want a robot texting my clients.”

→ “They won’t know it’s a robot—they’ll just know someone answered fast and got them booked.”

“We already use booking software.”

→ “Awesome. AI plugs right in. It doesn’t replace your system—it powers it.”

FITNESS / GYMS

Common Pain Points: Missed free trial sign-ups, staff unavailable, SMS drop-off

“We’re not big enough for AI.”

→ “Even small gyms lose leads when no one answers the phone or texts back. AI makes sure every lead gets followed up on.”

“People want to talk to a trainer, not a robot.”

→ “True. But before that, they want to know you’re open, have availability, and get booked. AI handles the basics, you build the relationship.”

“This won’t help retention.”

→ “Correct—it helps front-end conversions. But a better start increases long-term retention.”



KILLER VOICEMAIL SCRIPTS

Designed to spark curiosity and compel callbacks—without giving away too much.



VOICEMAIL SCRIPT 1: “The Missed Opportunity”

Hi [First Name], it’s [Your Name].

I came across something that could be a complete game-changer for how you handle inbound leads, especially when you're not around.

Not going to give it away here—but I’d really suggest we chat.
Give me a call back when you’ve got two minutes: [Your Number].

Talk soon.



VOICEMAIL SCRIPT 2: “The Stats Teaser”

Hey [First Name], it’s [Your Name]—just leaving this quick because I know you’re slammed.

I just saw some data about [insert industry] businesses losing up to 40% of leads from slow response... and I think you’re going to want to hear this.

Call me when you’ve got a minute. Trust me—it’s worth it. [Your Number].

VOICEMAIL SCRIPT 3: “The Competitive Edge”

Hi [First Name], this is [Your Name].

I work with a few businesses just like yours, and we’re helping them do something that’s giving them a serious edge on the competition.

Not something I want to explain in a voicemail—just call me back at [Your Number], and I’ll walk you through it in 2 minutes.

VOICEMAIL SCRIPT 4: “The Lost Lead Hook”

Hey [First Name], it’s [Your Name].

Quick question—how many leads do you think you missed last week?

I’ve got a way to fix that, but it’ll make more sense once I explain it. Call me back when you get a second: [Your Number].