NSITE LEADS SYSTEM

Sales Conversation Kit

Nsite Spark Connectors · Call Scripts & Email Templates · July 2026

How to use this

Scripts are starting points, not word-for-word requirements — use your own voice. Email templates are ready to copy, paste, and personalize before sending. For pricing and objection handling in more depth, see the Spark Connector Toolkit; for a one-page pricing/commission cheat sheet, see the Nsite Quick Reference.

Call Scripts

1. Opening — Warm Intro or Cold Call (30–45 seconds)

"Hey [Name], this is [Your Name] with Nsite. The reason I'm reaching out — [we work with a lot of businesses like yours / I noticed your business does X], and one thing that comes up a lot is not having enough qualified leads coming in, or spending too much time hunting down the right contacts."

"We've got a tool that finds verified, ready-to-call leads — real people and companies that match exactly who you're trying to reach — and drops them straight into your CRM every month."

"Would it be worth 15 minutes to see if it's actually a fit for what you're doing?"

2. Discovery — Before You Show Anything

"Before I show you anything, let me ask a couple quick questions so I can point out the parts that actually matter to you."

"How are you building your prospect list today — manually, buying lists, or something else?"

"How many new leads or companies would actually move the needle each month?"

"What CRM are you dropping leads into right now?"

(More discovery questions: see the Spark Connector Toolkit, Section 9.)

3. Demo Transition

"Based on what you just told me, here's what I want to show you — this is exactly the kind of lead your account would be pulling in."

(Walk through a live search matched to their industry/role, if possible — a real example lands harder than a generic one.)

4. Closing & Next Steps

"So to recap — you'd be getting [lead volume] delivered straight to your CRM, verified and ready to call, for [$monthly price]. Setup is [$setup price], and we handle onboarding so you're live within a couple business days."

"Does this feel like the right fit for what you're trying to do?"

"Great — here's what happens next: [outline your actual next step — signup link, scheduling the onboarding call, etc.]"

Email Templates

1. Initial Follow-Up — Sent Right After a Conversation (No Demo Yet)

Subject: Following up — Nsite Leads System

Hi [First Name],

Good talking with you today. Like I mentioned, the Nsite Leads System finds verified, ready-to-call leads — real people and companies matched to exactly who you're trying to reach — and delivers them straight to your CRM every month.

I've attached a quick one-pager with the details and pricing. Take a look, and let me know if a short demo would be useful — happy to show you real leads matched to your business before you decide anything.

Talk soon,

[Your Name]

2. Post-Demo Follow-Up

Subject: Your Nsite Leads System next steps

Hi [First Name],

Thanks for taking the time today — hope it was useful seeing real leads matched to [their industry/role].

Quick recap: the [Package] plan gets you [lead volume] verified leads a month, delivered straight to your CRM, for $[monthly price]/mo ($[setup price] to get started).

Ready to move forward, or have any other questions I can answer first? Happy to get you set up this week.

[Your Name]

3. Re-Engagement — After a Week or Two of Silence

Subject: Still thinking it over?

Hi [First Name],

Wanted to check back in — no pressure at all, just making sure this didn't slip through the cracks.

If timing isn't right, totally understand. If you've got questions holding you back, I'm happy to jump on a quick call and work through them.

Either way, let me know where your head's at.

[Your Name]

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