ULTIMATE SALES & REFERRAL PARTNER PLAYBOOK

For consultative, omni-channel, high-conversion business development

Purpose:
To equip partners to consistently uncover real business pain, position Ryntek.AI as a strategic partner, handle objections and rejection, and guide prospects to mutually beneficial next steps without ever feeling "salesy."

---

1. Mindset & Principles

- **Curiosity first:** Your goal is to understand if you can help.
- **Listen 80%, talk 20%:** Clients reveal problems, money lost, and opportunities themselves.
- **Objections are data:** Rejection is normal; treat it as insight.
- **Position as advisor, not salesperson:** You are diagnosing inefficiencies, not selling software.
- **Leave control with the client:** Suggest, don't push.

Internal Mantra:

> "I'm here to see if I can help. If I can't, I leave value behind and maintain credibility."

---

2. Omni-Channel Outreach Framework

A. Phone / Cold Call

- **Intro:**
  "Hi [Name], I'm [Your Name] with Ryntek.AI. We work with businesses like yours to explore if AI automation can solve repetitive workflow problems. I'd love to understand how you currently handle [process]."

- **Discovery Questions:**
    1. "Walk me through your current workflow from start to finish."
    2. "Where do errors or bottlenecks appear most often?"
    3. "Which task consumes the most time or energy?"
    4. "If one thing could be improved tomorrow, what would create the biggest impact?"
- **Next Step:**
  "It sounds like there might be an opportunity to help. Would it make sense to schedule a 15–20 minute chat to dig deeper?"

B. Email Outreach

- **Subject:** Curiosity-driven, personalized
  "Quick question about [specific pain area]"
- **Body:**

1. Observation: Show awareness of their business
2. Ask a diagnostic question:
   "How are you currently handling [task/problem]?"
3. Suggest low-pressure chat:
   "I'd love to understand your process better — would a 15-min conversation make sense this week?"

Principle: Short, human, non-salesy, curiosity-first.

C. In-Person / Walk-ins

- Observe workflow, signage, staff interactions.
- Ask open-ended questions:
  "What's the hardest part of running this business day-to-day?"
  "Where do you feel tasks or leads slip through the cracks?"
- Soft next-step:
  "It sounds like there could be a way to make this easier. Would it make sense to schedule a short session to explore?"

D. Networking / Restaurants / Casual Conversations

- Start casually:
  "I love how busy this place is — how do you manage all the bookings/orders?"

- Probe:
  "What's the most time-consuming part for you?"
  "Do tasks ever slip through during peak hours?"

- Close lightly:
  "I help businesses like yours make that part easier — would it make sense to schedule a proper chat?"

---

3. Discovery & Diagnostic Questions (Ask, Don't Tell)

1. Workflow: "How do you currently handle [process]?"
2. Bottlenecks: "Where does this slow down or fail?"
3. Resource strain: "Which tasks take the most time?"
4. Impact: "How much do errors or delays cost you monthly?"
5. Goals: "If one thing could be fixed immediately, what would it be?"

Tip: Mirror their language and quantify the pain whenever possible.

---

4. Handling Objections & Rejection

Mindset: Objections = insight. Rejection = normal.

A. Common Objections & Responses

Objection	Diagnostic / Elite Response
Not interested / no time	"I get it. Just curious, what's working well and what could be smoother?"

Already have a system	“That’s great. How does it handle your busiest times? Any gaps or slow points?”
Too expensive	“Understandable. Roughly how much time does your team spend on [task]? If that could be reduced, would that offset the investment?”
Not tech-savvy	“No problem, we handle setup, training, and support. Your team just uses it.”
Need to think / consult partner	“Makes sense. Could I prepare a short outline showing the impact, then we can review together?”

B. Rejection Handling Principles

1. Ask why it’s not a fit: “Can I ask what makes this not a fit right now?”
2. Listen for hidden pain or opportunity.
3. Leave value behind: share insights, tips, or benchmarks.
4. Follow up later with insights, not pitches.
5. Maintain relationships for future opportunities.

---

5. Subtle Solution Positioning

- Only after **full discovery**.
- Frame as curiosity, not push:
  “Based on what you’ve shared, some things we do might help reduce that friction. Would you like me to show how it could work?”
- Keep it **high-level**, relevant, and tied to their pain.

---

6. Next Steps & Follow-Up

- Recap **pain in their words**:
  "From what we discussed, your team is losing time and revenue due to X, Y, Z."
- Suggest **mutual exploration**:
  "I can prepare a short plan showing possible improvements. Then you can decide if it makes sense to move forward."
- **Always leave control with the client.**

---

7. Partner Tools & Checklists (Visual Ready-to-Use)

- **Omni-channel call flow diagram**
- **Email & phone question checklist**
- **Discovery question card**
- **Objection & rejection handling cheat sheet**
- **Next-step & follow-up flow**
- **Observation & pain-spotting worksheet**

---

8. Elite Principles Across All Channels

1. Lead with curiosity, not features.
2. Listen obsessively, quantify pain.
3. Position Ryntek.AI as a **strategic partner**, not a vendor.
4. Control the conversation subtly, don't push.
5. Use objections as data to dig deeper.
6. Rejection is normal; follow-up strategically.
7. Ask questions before offering solutions.
8. Keep every interaction consultative, non-salesy, human.

9. Elite Partner Tips / Best Practices

- **Always write notes** — never rely on memory; details get lost.
- **Be fully attentive** — observe body language, tone, and context.
- **Ask first, talk later** — focus on discovery, not pitching.
- **Listen more than you speak** — target 80% listening, 20% talking.
- **Repeat and quantify pain** — show you understand their challenges.
- **Follow-up consistently** — add value with every touchpoint, don't sell again immediately.
- **Leave value behind** — even if they say no, provide insights, tips, or benchmarks.
- **Track every interaction** — who you spoke with, what pain points surfaced, next steps.
- **Keep conversations human** — no jargon, no rush, no pressure.
- **Observe silently** — in-person or virtual, notice operational gaps they might not articulate.
- **Adjust approach per channel** — phone, email, in-person, networking all require slightly different tone and cadence.
- **Stay curious, not desperate** — your authority comes from insight, not urgency.

---

10. High-Potential Target Businesses & People

These are industries and decision-makers that **consistently benefit from Ryntek.AI's automation solutions**. This is **not limited to these**, but provides a starting point:

A. Business Types

- **Real Estate Agencies** – handling high volume of leads, scheduling, follow-ups.
- **Clinics & Healthcare Providers** – appointment scheduling, patient follow-ups, reminders.
- **Restaurants & Cafes** – reservations, order management, loyalty programs.

- **Retail Stores / E-Commerce** – customer inquiries, order updates, post-purchase follow-ups.
- **Service Providers** – plumbers, electricians, cleaners; appointment & quote management.
- **Education / Coaching Centers** – student inquiries, class scheduling, reminders.
- **Property Management / Facilities Management** – tenant communication, service requests.
- **Gyms / Fitness Studios** – bookings, cancellations, member engagement.
- **Events / Hospitality** – bookings, inquiries, event registrations.
- **Any business with repetitive client interaction** – essentially, if there's recurring client touchpoints, AI automation can help.

B. Key Decision-Makers / Contacts

- Business Owner / CEO
- Operations Manager / Office Manager
- Sales Manager / Client Relations Manager
- Marketing Manager / Digital Manager
- Front Desk / Reception Supervisor (for operational insights)