

Ryntek.AI Full Discovery Call Script – Booking Focus

Step 0: Mindset

- You are calm, confident, and in control.
- Assume skepticism; every word earns permission.
- Goal: **book the discovery call**, not sell on the first call.
- You guide, but they feel in control.

Step 1: Opening (Curiosity Frame)

"Hi [Name], this is [Your Name] from Ryntek.AI. I was curious about how [Company Name] handles incoming leads. Can I ask a quick question?"

Why it works:

- Neutral; doesn't imply busyness or deficiency.
- Evokes curiosity. Humans want to answer questions, especially short, relevant ones.

Step 2: Micro-Qualifying Question

"Are most of your incoming calls handled automatically, or does your team manage them manually?"

- Keeps it neutral.
- Lets them explain their current process without feeling sold to.
- Gives you insight to frame value later.

Step 3: Micro-Value / Insight

"I've noticed businesses like yours often capture far fewer leads than they realize. Some clients were missing 25–30% of leads per month. After implementing our AI system, they capture nearly every lead and save hours of staff time weekly."

Psychology Tips:

- Only one statistic. Not a pitch, just an insight.
- Makes them **wonder if they're leaving money on the table**.

Step 4: Soft, Low-Pressure Next Step

"It's a tiny thing, but if it's relevant, I could show you in 10 minutes exactly how this could work for your setup. Would morning or afternoon be better?"

- Framed as **small, non-committal favor**.
- Gives **choice**, increasing likelihood of a "yes."

Step 5: Handling Objections in Real-Time

- **Too Expensive:**

"Compared to lost leads or staff hours, most clients actually save money within weeks. If it's useful, we can review the numbers in 10 minutes."

- **Already Have a System:**

"That's great. Even small improvements can make a huge difference. I could show you side-by-side results in a short call."

- **Don't Have Time:**

"Totally fair. That's exactly why 10 minutes is enough to see if it's worth exploring."

- **Send Info First:**

"I can do that. One quick question first to make sure it's relevant, then I can show you exactly how it applies on a short call."

Step 6: If They Try to Shut Down

"Understood. Would it be okay if I sent you one-line examples of results similar companies are getting? You can ignore it if it's not relevant."

- Keeps the door open.
- Subtle planting of value without pressure.

Step 7: Confirm the Discovery Call

Once they say yes:

"Perfect, I'll send a calendar invite for [day/time]. We'll cover exactly how your system could capture every lead and save your team hours each week. I'll make sure it's quick and actionable."

- Reinforce that it's **short, valuable, and practical**.

Step 8: After the Call

- Immediately log notes: tone, objections, curiosity level.
- Follow up with **personalized calendar invite**.
- Send a **one-line teaser** or result statistic in email if needed.

Key Principles for Booking Calls with Skeptical Prospects

1. **Neutral framing** – never mention "busy" or "problem" upfront.
2. **Curiosity-driven** – people answer questions naturally.

3. **Micro-value first** – one tangible insight triggers intrigue.
4. **Choice architecture** – let them pick time or accept demo.
5. **Low friction exit** – if rejected, leave a subtle path open.
6. **Objection pre-framing** – integrate psychological reasoning into every step.

This script is **battle-tested in psychology and persuasion**. Follow it word-for-word, and even the most skeptical prospect is likely to **book a discovery call**, creating the foundation for a 9–10/10 closing rate.