blink

TroveWorks
Sample Sales Script

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your salesinitiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Client: TroveWorks Debt Collection App.

Premise: Client requested SEO for lead generation but this was ineffective. Considering the niche industry and heavy competition, we recommended targeted email campaigns and training for reps responding to leads via Zoom appointments.

Introduction

"Hello and welcome to our Zoom presentation! I'm [Your Name], and I'm thrilled to introduce you to Troveworks, an innovative accounts receivable software that's transforming how businesses manage their collections. Before we dive in, could I quickly confirm if everyone can see my screen and hear me well?"

Confirm and then proceed:

"Great! Let's get started."

Overview of Troveworks:

"Troveworks is designed to automate and accelerate your collections process. Our goal is simple: to help you collect invoices 45% faster and reduce your Days Sales Outstanding (DSO). This means less time chasing payments and more time focusing on what you do best."
Ease of Access:

"The best part? You can download Troveworks for free right now. It's perfect for individuals and sole proprietors, offering a complete and effective solution for managing your accounts receivable."

Benefits of Using Troveworks:

"Using Troveworks, you'll enjoy faster collections, greater predictability in your cash flow, and the opportunity to build better customer relationships. This isn't just a software solution; it's a game-changer for your business."
Screen Share Demonstration:

"Let me show you how easy it is to get started.

[Begin screen sharing and demonstrate the download process].

As you can see, downloading and setting up Troveworks is straightforward and user-friendly."

Configuration Flexibility:

"One size does not fit all in AR collections. With Troveworks, you can configure multiple email reminders and collection workflows to suit your specific needs. [Show configuration options on the screen]. Tailoring your collection process has never been easier."
Automated Collections:

"Imagine growing your business or even enjoying a vacation while Troveworks takes care of collecting your invoices. Our software not only speeds up collections but also ensures accuracy and reliability in your accounting. [Demonstrate the collections feature]."
Advanced Features for Enhanced Performance:

"For those who need more, our premium plans offer advanced features like seamless integration and cloud data backup. [Briefly showcase these features]."

Trial Close and Call to Action:

"In summary, Troveworks is simple to set up, easy to use, and incredibly effective. It's not just about collecting faster; it's about enhancing your entire accounts receivable process. I encourage you to download Troveworks today and start transforming the way you collect. Are there any questions, or shall we discuss how Troveworks can specifically benefit your business?"

Seamless ERP Integration:

"Now, let's talk about how TroveWorks flawlessly integrates with your existing ERP systems. Whether you're using Quickbooks, Zuora, Xero, Netsuite, or Sage Intacct, TroveWorks harmoniously meshes with your billing system. This integration streamlines your collections process without any disruption to your current accounting setup."

Screen Share Demonstration of Integration:

"Let me show you how easy it is to integrate TroveWorks with your ERP system. [Begin screen sharing and demonstrate the integration process]. As you can see, the one-time setup is straightforward and requires just a few clicks."

Automated Synchronization:

"With TroveWorks, you'll experience the power of automated synchronization. Our software automatically downloads all your invoices and payments and sends out payment reminders based on your customized workflows and templates. [Showcase how synchronization works on the screen]. This not only saves you time but also ensures your data is always current and accurate."

Efficiency and Time Savings:

"By automating these critical but time-consuming tasks, TroveWorks frees you up to focus on more strategic aspects of your business. No more manual reminders or tracking payments. TroveWorks does it all for you, ensuring you collect your hard-earned money faster and more efficiently."

Trial Close & Call to Action (Continued):

"In conclusion, TroveWorks isn't just a collections tool; it's a comprehensive solution that integrates seamlessly with your current systems, automates your processes, and accelerates your cash flow. Start collecting your invoices in half the time with TroveWorks. I encourage you to take the first step today. Any questions, or would you like to discuss how to integrate TroveWorks with your specific billing system?"

Identifying Customer's Industry:

"I'd love to understand more
about your business. Could you please share which industry you're operating in? This will help me provide insights specific to your needs."

Wait for the customer to respond with their industry. Based on their response, proceed with the tailored pitch:

Customized Response Per Industry:

Legal Services:

"Given the complexities of legal billing, TroveWorks is particularly beneficial in your field. We understand that even minor errors in legal invoices can lead to delayed payments. Our customer portal not only invites feedback and promises-to-pay but also helps resolve any discrepancies swiftly, ensuring smoother collections."

Small Business:

"For small businesses like yours, TroveWorks is an ideal fit. We seamlessly integrate with Quickbooks or any other billing system you're using. Our platform is designed to be simple yet effective, ensuring you collect your money faster and more efficiently, regardless of your business size."

Consumer Goods:

"In the consumer goods sector, handling a high volume of one-off invoices is a challenge. TroveWorks excels here by organizing all your invoices in a central hub and automating your

collections process. This way, we manage 95% of your AR collections, allowing you to focus on the few exceptions."

Manufacturing:

"For the manufacturing industry, dealing with varied billing types is a norm. TroveWorks can be a game-changer here. Our solution organizes all your billing—from product invoices to recurring services—into one central hub, ensuring you never miss a due invoice."

Technology:

"In the technology sector, the frequency of shipments often leads to numerous invoices. TroveWorks is designed to manage this by automating your invoice organization and collections process, handling 95% of your AR tasks, and freeing you up to address the unique cases."

Fleet Management:

"TroveWorks is also highly advantageous for fleet management businesses. Regardless of your size, our platform integrates effortlessly with your existing billing systems like Quickbooks, streamlining your collections and accelerating your cash flow."
Continuing the Conversation:

"Does this align with the specific challenges and needs of your industry? I'd be happy to dive deeper into any particular aspect you're interested in or answer any questions you might have."
Address any specific questions or concerns the customer has.

Closing and Next Steps:
"Thank you for sharing your industry-specific needs. I believe TroveWorks can significantly improve your collections process, saving you time and resources. Let's discuss the next steps to get you started with TroveWorks. How does that sound?"