

How to cold-call automation

The complete manual for the first call with a client: what we actually sell, which arguments work, how to handle every type of client and how to turn a call into a meeting. From the greeting to the follow-up e-mail. Adapted for Switzerland — figures in CHF, Swiss payroll math, Swiss context.

● SAMPLE · THIS IS WHAT A GOOD OPENING SOUNDS LIKE

YOU Good morning, Mr. Weber — this is Novak from [Company]. How are you doing today?

CLIENT ...good morning. Fine, thanks. What is this about?

YOU Glad to hear it. Finally some sunshine, right? But let me get to the point — I'm calling because we help companies like yours automate the processes that cost them the most time and money. May I ask you one question to start with?

01 What we sell

Before you pick up the phone, you must be able to say in one sentence what we do. And then explain it two ways: in plain words to your grandmother, and professionally to a CEO.

THE ONE SENTENCE YOU MUST KNOW BY HEART

"We specialize in automating business processes — we save you time on the things you do over and over, and above all we cut your operating and administration costs."

In plain words (for someone who doesn't follow AI)

Every company has processes that need **logical thinking, but no emotions**. That is exactly where we deploy artificial intelligence. It isn't magic — it's a system you give **clear guardrails** (rules, targets, limits) and it works within them. Exactly as you tell it to. 24 hours a day. It doesn't do whatever it feels like — it does what you configured.

Example: you send offers and negotiate on price. You have a price map (I won't go below this) and a target (this is where I want to land). The system communicates with the counterparty on its own and steers the negotiation to the target you set. You just approve the result.

Professionally (for someone who knows the field)

We build autonomous AI agents and automated workflows tailored to a company's internal processes. The agent has its own knowledge base (it knows the company, products, price lists, communication history), operates within defined guardrails and integrates with existing systems — e-mail, CRM, ERP, calendars. The difference from a "chatbot" is autonomy: it doesn't wait for a prompt, it executes processes end to end and escalates only what requires a human decision.

What it can do (examples for the call)

E-MAIL

Replacing the e-mail client

Summarizes incoming mail, drafts replies for approval, answers routine messages automatically. In the morning the director sees a digest and 5 things to approve instead of 80 e-mails.

SALES

Offers and negotiation

Sends offers, respects the price map and negotiates toward the target you set. Never goes below the limit, never forgets a follow-up.

MANAGEMENT

Company steering processes

Communicates with employees, tracks deadlines and tasks, resolves routine operational issues, reports to management.

ASSISTANCE

Executive's personal assistant

An assistant with the company's full knowledge for a senior manager — prepares briefings, manages the agenda, keeps things running. A real deployment for a multinational company.

OPERATIONS

Industry solutions

Automated systems for a construction company — processing inquiries, tenders and documentation. Every industry has its routines, and routines can be automated.

CUSTOMERS

Customer communication

Answers questions, order status, complaints — instantly, day and night, consistently and politely. Even on Friday at nine in the evening.

THE RULE OF EXAMPLES

Match the examples to the client's industry — construction examples for builders, offer-negotiation for sales-driven firms. Prepare them **in advance** and only use ones that genuinely make sense. Almost anything is possible, but never promise a specific thing you're not sure about — that's what the meeting and the developers are for.

02 Why it “sells itself”

This is not selling castles in the air. You are not talking anyone into speculative investments or promises you won't deliver. You are offering something with a **real, measurable benefit**. That is a huge difference — and your biggest competitive advantage.

MINDSET

You are not a teleshopping channel

You are calling established Swiss SMEs; their owners have been in business for years and can smell a pushy pitch in the first sentence. Your weapon is the opposite: be pleasant, likeable, polite and human. Greet them, exchange a sentence about the weather, ask questions. Relationship first, business second.

MINDSET

You help, you don't push

You're not convincing him of anything speculative. You have something that saves him money and time — and he either uses it now at today's prices, or in a year at a multiple. You are the one giving him the chance to be ahead.

CREDIBILITY

We've been doing this for 6 years

“We've been working with AI for six years — back when there wasn't even a chatbot. Our own internal systems run entirely on artificial intelligence. That's how one company manages to compete in four completely different industries at once.”

CREDIBILITY

We don't deliver software, we deliver a colleague

"We won't hand you an app and disappear. We deliver a colleague with fixed costs, who isn't paid out of your profit; we train you on everything and you end up self-sufficient. It grows and evolves with you."

The future argument (the website analogy)

One of the strongest frames of the whole call. Use it whenever the client hesitates:

YOU Do you remember when websites arrived around the turn of the millennium? Whoever had one first was years ahead. Whoever said "the internet is a fad" – nobody remembers them today. This is exactly the same. I'm not offering you a fad, I'm offering you a place among the first.

YOU And one more thing: in a year, when you're forced to deal with this, the prices will be several times higher. Meanwhile you could have had the whole system paid off from what it saved you. In Switzerland, with the labour costs you're paying, it pays for itself faster than anywhere else in Europe.

03 Numbers that sell

Executives and owners love numbers. When you feel the call is flowing, bring out the calculation. The core is the comparison: **employee vs. system**. We call it “the Claudia calculation” — after Claudia, the model assistant. And in Switzerland, where labour is the most expensive in Europe, this math hits harder than anywhere else.

What the assistant Claudia costs the company

CHF 6,000

gross monthly salary of an administrative assistant — paid 13 times a year, as is standard in Switzerland

CHF 7,900

the company's real monthly cost (salary + ~15 % employer contributions + overheads)

~CHF 95,000

total yearly cost incl. social contributions, pension, equipment and administration

The calculation step by step (it survives an accountant)

This is not a number pulled out of thin air — it's standard Swiss payroll math. Learn it; the client can recalculate it:

Item	Amount
Gross salary — CHF 6,000 × 13 monthly salaries	CHF 78,000 / year
+ employer social contributions (~15 %: AHV/IV/EO 5.3 %, ALV 1.1 %, BVG pension ~5–6 %, accident & sickness insurance ~2 %)	+ ~CHF 11,700
+ workplace, IT, phone, licences	+ ~CHF 3,500
+ payroll administration, training, meal allowance, benefits	+ ~CHF 1,500
≈ Total: what Claudia really costs per year	~CHF 94,700 / year

Model for a CHF 6,000 gross salary (typical for administrative roles; Swiss standard 13th salary included, 42-hour week). The proportions hold for any salary — plug in the client's own numbers on the call: **total employer cost ≈ 1.2× the gross annual salary.**

And how much Claudia actually works

Step	Days	Hours
Calendar year	365	8,760 h
– weekends	– 104	
– public holidays on weekdays (canton average)	– 9	
= Available working days	252	2,117 h
– vacation (5 weeks — the common standard, legal minimum is 4)	– 25	
– sickness and other absences (Swiss average, conservative)	– 8	
= Actually worked (8.4-hour days, 42-h week)	219	1,840 h

21 %

of the year (1,840 of 8,760 hours) is how much Claudia actually works for you

~CHF 51

the real price of every hour Claudia actually works ($94,700 \div 1,840$)

8,760 h

hours per year an AI system works — almost 5x more than an employee, no overtime pay

A year has 8,760 hours. How many of them does each of them work for you?

Model year of a full-time Swiss employee (8.4-hour days, statutory vacation, average sickness)

Assistant Claudia

~1,840 h / year \approx 21 % of the year



AI system

8,760 h / year = 100 % of the year



- actual work (1,840 h)
- off shift, ~16 h a day (3,416 h)
- weekends (2,496 h)
- sickness (192 h)
- vacation, 25 days (600 h)
- public holidays (216 h)

How to say it on the call: **"A year has 8,760 hours and you pay for all of them — nearly a hundred thousand francs. Claudia actually works 1,840 of them, barely a fifth, and only between eight and five. Every hour she actually works costs you over fifty francs. The system works all 8,760 — and at nine in the evening it answers just as gladly as on Tuesday morning."**

	Employee (Claudia)	AI system
Working hours	8:00–17:00, then she's off	24 hours, 7 days a week
Vacation	20–30 days a year	none
Sickness and absences	~8 days a year on average	none
Weekends	104 days a year at home	keeps working
You need something at 21:00	it waits until tomorrow	handled immediately
Costs	~CHF 95,000 a year, every year, and rising	one-off implementation + low fixed running cost
Quality and mood	fluctuates — fatigue, stress, Mondays	consistent, exactly within the guardrails you set
Grows with the company	asks for a raise	you extend it with more processes

HOW TO FRAME IT WITHOUT OFFENDING

The goal is not to belittle employees — the client has them and likes them. The frame is: **“Let people do the work where they are irreplaceable — relationships, decisions, creativity. Give the routine you're paying premium Swiss salaries for to a system.”** You are selling relief, not layoffs.

Studies you can back it up with (verified, with links)

Don't shoot numbers from the hip — every figure you say on a call is backed by a real study. Learn at least two by heart, send the links in your e-mails:

Source	Key figure	How to use it on a call
Accenture (2017)	Corporate profitability +38 % on average across 16 industries by 2035	The playbook's headline number: "According to Accenture, AI lifts corporate profitability by an average of 38 percent."
Accenture & Frontier Economics (2016)	Labour productivity up to +40 % by 2035 in 12 developed economies	"AI changes how work itself is done — we're not talking single percent gains, we're talking tens of percent."
PwC AI Jobs Barometer (2025)	Industries most exposed to AI show 4× faster productivity growth ; workers with AI skills earn a 56 % wage premium	For the sceptic: "That's not my brochure — that's PwC over a billion job ads."
Stanford/MIT — Brynjolfsson et al. (NBER)	Customer support with an AI assistant: +14 % issues resolved , novices +34 %	For a specific process: "Measured on 5,000 support agents. Not an estimate."
MIT — Noy & Zhang (Science, 2023)	Professional writing with AI: 40 % faster and 18 % higher quality	For e-mails and documents: "A controlled experiment published in Science."
McKinsey (2023)	Generative AI adds \$2.6–4.4 trillion a year to the global economy	The future frame: "This is what's at stake. And you can be among the first in Switzerland."

Modelling on the client's numbers

YOU Let's look at it in numbers. What's your monthly revenue – say, a million francs? Accenture says AI lifts corporate profitability by an average of 38 percent, and according to PwC, companies using AI grow productivity four times faster than the rest. Even if we stay very conservative and talk about a fraction of that – every single percent is ten thousand francs a month for you. And that's before what you save on costs, which we just talked about. Does that make sense to you?

(Always recalculate on HIS revenue. Stay conservative – “even a fraction of that” sounds more credible than promising the full 38 %. If asked “where is that from?”, you always know the source: Accenture, PwC, MIT, McKinsey.)

04 Anatomy of the call

Every call has the same skeleton. The goal of the call is **not to sell the system** — the goal is **to book a 15-minute intro meeting**. Nothing more. Everything else (prices, tech, details) belongs to the meeting.

1 Greeting + human contact

By name, pleasantly, like a friend. Short small talk — the weather, how are you. You are not a robot dialling numbers off a list.

“Good morning, Mr. Weber, how are you doing today? ... Finally some sun, right?”

2 One-sentence introduction

Who you are and what you do. No filler, no price list.

“I'm calling from [Company] – we specialize in process automation, saving time and above all cutting operating costs.”

3 The time question — immediately

The most important question of the whole call. Don't let him escape into “I'd have to think about it” — ask for the first thing that comes to mind.

“Tell me two or three things that eat up the most of your time at the company. The first thing that comes to mind.”

4 Instant reaction: 90 %

Whatever he says, you respond immediately: “That can be automated. That too. That one partially.” 90 % of these things can be automated, so for 90 % of them you can say it with confidence. If you're not sure, admit it and verify (see Don'ts).

5 Identify the client type → branch

Sceptic, enthusiast, layman, or hot client? Based on that you choose arguments from chapter 05 and the script from chapter 06.

6

Plant the hooks

Throughout the call, 3–4 times, phrased differently each time: “Does that make sense to you?” — “What do you think about that?” — “Do you think a solution like this would help you?” You listen to how he reacts and steer the call accordingly.

7

GOAL: book the meeting + get the e-mail

A 15-minute intro meeting, slot straight into the CRM calendar. Ask for (or verify) the e-mail: “We’ll confirm the meeting the day before and send you the link 15 minutes ahead — which e-mail should I send it to?”

THE GOLDEN RULE OF LENGTH

If the client is talking with you, talk for 20 minutes if needed. It's not wasted time — **you're planting a hook in his head**. Even if you don't book the meeting today, in the evening he'll think: “He was actually right. I'm paying these people a lot and half of it could be automated.” That's the foundation of the second call.

Why it works — the psychology of the call

This whole playbook is a well-built psychological game — and it works because at the end of it there is a real product with a real benefit, not a castle in the air. Every technique in it sits on a proven principle of persuasion. When you know **why** you're saying things, you say them better:

LIKING

People buy from people

Greeting by name, small talk, “how are you”. We buy from people we like — that's why relationship comes before business.

AUTHORITY

6 years + studies

"We've done this since before chatbots existed" + Accenture, PwC, MIT. Third-party numbers weigh more than anything you say on your own behalf.

ANCHORING

The Claudia calculation

First you anchor CHF 95,000 for a fifth of a year — and next to that, any system price looks reasonable. The contrast does the work for you.

COMMITMENT

"Does that make sense?"

Every "yes, it does" is a small agreement. People want to be consistent — someone who said "it makes sense" three times can hardly say "it doesn't" at the end.

SCARCITY

The window is closing

Websites at the turn of the millennium, prices multiplying within a year, "first in Switzerland". Fear of missing out moves decisions more than a discount.

RECIPROCITY

Free education

"Even if nothing comes of it, you keep our know-how." People who received something want to give something back — like 15 minutes of their time.

ONE PRINCIPLE ABOVE ALL

Psychology opens the door, but it never sells a lie. Everything you claim on a call must be true — numbers backed by studies, examples real, promises deliverable. That's exactly why the whole thing works: you're playing a game you can't lose, because the product delivers.

WHY KEEP ASKING “DOES THAT MAKE SENSE TO YOU?”

It's not a filler phrase. It's a probe: the answer tells you where the client is. If he says “not really, I can't picture it” — you've struck gold: **“I don't blame you at all — it's a completely new thing. If you were calling me with this offer, I wouldn't get it either. I can only talk about it like this because I live in it every day. And that's exactly why we should have the meeting — there we'll show you, not just tell you.”** Being able to lower yourself and step into his shoes is the higher league of selling.

05 Four types of client

Within the first two minutes you'll know who you're talking to. Each type wants to hear something different — and you have a ready script for each.

TYPE A

The Sceptic — “I don’t trust AI”

How to spot him: “Not interested”, “I don't trust artificial intelligence”, “those are toys”.

Strategy: Flip the burden of proof with a question (“What exactly don't you trust about something with firmly set rules?”), then the Claudia calculation, then the future argument. Don't plead, don't grovel — stay confident: “Let's talk in a year and see whose mistake it was.”

Script B.

TYPE B

The Enthusiast — “I enjoy AI”

How to spot him: “Sure, I use ChatGPT every day”, “I follow this stuff”.

Strategy: The ideal client. Compliment him, ask what exactly he uses AI for — then raise the bar: “Great. Now imagine all of that running *autonomously*, without you, within your guardrails.” Stress the partnership: we train you, you stay self-sufficient.

Script C.

TYPE C

The Layman — “I don’t deal with it at all”

How to spot him: “I know nothing about it”, “I’ve chatted with a chatbot at most”, “but it sounds interesting”.

Strategy: Plain words + real deployments from his industry. Educate, don't push: “Even if no deal comes of it, you walk away with experience that will help you down the road, free of charge.” The website argument.

Script D.

TYPE D

The Hot Client — “I’m already on it”

How to spot him: “I have offers on my desk right now”, “I’m looking for a vendor”, “we're running a tender”.

Strategy: Don't rush to the offer! Relationship first: “And how did you get into it?” Let him talk, then differentiate us (6 years, internal systems on AI, a colleague instead of software) and move fast to the meeting — the clock is ticking here.

Script E.

BONUS: RESCUING A LOST CALL

Even “Never call me again!” can be turned around. A real case from the team: a client snapped exactly like that — and our colleague calmly replied: **“All right. Now please stay calm and give me two minutes of your time.”** The client heard him out and it ended with: “Fine — tell me more.” Most people would hang up and dial the next number — yet you're inches from convincing him. You're not pitching castles in the air; you have something that genuinely helps him. Calm, humility, two minutes.

06 Five scripts

The scripts are **modular** — the skeleton (script A) is always the same and you plug in blocks from scripts B–E depending on the client type. Don't memorize them word for word; learn the structure and the punchlines. Speak in your own words, like a human.

SCRIPT A — The universal skeleton (every call)

The base all variants build on. Goal: within 90 seconds, identify the client type and his biggest time-eaters.

YOU Good morning, Mr. Weber, this is [name] from [Company]. How are you doing today?

CLIENT Good morning... fine. What is this about?

YOU Glad to hear it. Beautiful day, finally, right? But I won't hold you up with the weather – I'm calling because we specialize in automating business processes. We save companies time on the things that get done over and over, and above all operating costs. And I'd like to ask you one single question to start.

CLIENT Well... go ahead.

YOU Tell me two or three things that take up the most time for you or your people. Really – the first thing that comes to mind.

CLIENT Hm... I don't know, I'd have to think.

YOU No need to think – first thing. What did you do today that made you say “what a chore”?

CLIENT Well... e-mails, probably. And processing inquiries, that's the same thing over and over.

YOU Then I have good news – both can be automated. The system can summarize your e-mails, draft replies, answer the routine ones itself. Inquiries the same – processing, offer, follow-up. Ninety percent of things like this can be automated today. Does that make sense to you, on first hearing?

(Now the reaction tells you the client type → continue with block B, C, D or E. The ending is always the same: the “CLOSING” block below.)

SCRIPT B – The Sceptic (“I don’t trust AI”)

Don't plead. Flip the burden of proof, then the numbers, then the future. Confident, with a smile in your voice.

CLIENT Look, this doesn't interest me. I don't trust artificial intelligence.

YOU I understand. May I ask – what exactly don't you trust about something that has firmly set rules, which you define yourself? It doesn't do whatever it feels like. It does exactly what you configure, and it never steps outside of that.

CLIENT Well... I simply prefer to rely on people. I have an assistant for this.

YOU Completely understandable. But let's put it into numbers, if I may. Your assistant earns, say, six thousand francs gross – times thirteen salaries, plus contributions, she costs you as a company nearly a hundred thousand francs a year. And now: she has five weeks of vacation, a few sick days, every weekend off, and she works eight to five. Add it up, and out of the 8,760 hours of the year you pay for in full, she actually works about 1,800 – barely a fifth. Every hour she actually works costs you over fifty francs. And if you need something at nine in the evening, you'll hear back tomorrow. The system I'm talking about works 24 hours a day, 365 days a year, and answers immediately. Does paying premium Swiss rates for that routine still feel like a good investment?

CLIENT Hm. Well, when you put it that way...

YOU And note – I'm not saying fire your assistant. I'm saying: leave her the work where she's irreplaceable, and give the routine you're paying premium salaries for to a system. That's all.

If the sceptic still resists → future argument + calm exit

YOU Look, I won't twist your arm. I'll just tell you how I see it: it's exactly like when websites arrived at the turn of the millennium. Whoever was there first, won. Today you're one step from having that head start for a fraction of the future price.

If you like, we can call each other in a year and compare notes. But it would be a shame if this was your missed chance. What do you say – shall we rather take those 15 minutes now?

SCRIPT C – The Enthusiast (“I use AI, I enjoy it”)

The ideal client. Don't lecture — ask, compliment, then raise the bar from “I use a chatbot” to “I have an autonomous system”.

CLIENT Sure, AI interests me, I use ChatGPT practically every day.

YOU Excellent – this will be a good conversation then. And what do you use it for the most? Is it already helping you at work?

CLIENT I write texts with it, e-mails, sometimes I have it research things...

YOU Exactly. Now imagine one level up: all of that isn't you working with a chatbot – it runs autonomously. A system that knows your company, your price lists, your history – and within the guardrails you set, it actually handles those e-mails, processes the inquiries, sends the offers. You just approve. That's the difference between “I play with AI” and “AI works for me”.

CLIENT Sounds good, but it's probably complicated to set up, no?

YOU And that's exactly why we don't do it as boxed software. We work with clients proactively – we won't hand you a raw service and disappear. We train you, we configure everything together around your processes, and the goal is for you to be self-sufficient. Really, we're not delivering an application – we're delivering a colleague. A colleague with fixed costs, who isn't paid out of your profit and evolves with you. Does that make sense to you?

SCRIPT D – The Layman (“I don’t follow it at all, but it sounds interesting”)

Plain words, examples from his industry, free education. No jargon — “autonomous agent” doesn't exist here; “a system that does it for you” does.

CLIENT I really don't know anything about this. I've maybe typed something into that chatbot once. But it sounds interesting.

YOU And that's completely enough – the rest is what we're here for. Let me give you real examples of what we do: for a construction company we automated inquiry processing and e-mails – what used to take a person a whole morning is done in minutes. For a manager of a multinational we built a personal assistant that knows the entire company and helps him keep things running. And it works simply: you tell us what slows you down, we tell you what can be automated, and we set it up. You don't need to understand any of the technology.

CLIENT Right, but I don't know if this is for us...

YOU You know what? That's exactly what we'll find out in a fifteen-minute meeting – completely without obligation. I'll be straight with you: even if no deal comes of it, you walk away with six years of our experience in this field for free, and you'll be ahead on information. This is the future – just like websites once were. The ones who had them first, won. Don't you want to at least be informed?

SCRIPT E — The Hot Client (“I’m already actively dealing with it”)

It's burning — but don't rush to the offer. Relationship and context first, then differentiation, then fast to the meeting. Here you're playing for days, not weeks.

CLIENT I'm dealing with this right now, I have some offers on my desk, I'm choosing a vendor.

YOU Perfect timing then. Tell me — how did you get into it? What led you to it?

(Let him talk! This is the most valuable part of the call — he'll tell you himself what he needs, what hurts, and which competitors you're up against. Don't interrupt; ask follow-ups.)

CLIENT ...and now I'm comparing who does it best.

YOU Understood. Let me tell you how we're different, and you judge for yourself. We've been working with AI for six years — since before chatbots even existed. Our own internal systems run entirely on artificial intelligence — that's how one company competes in four completely different industries. And above all: we don't deliver a box. We come to you, walk through your processes, build it to fit and train your people. And if we see something at your company where automation doesn't make sense, we'll tell you straight, up front — we don't take projects that don't make sense even for us. Your results are our references.

CLIENT All right, that sounds reasonable. Send me an offer by e-mail.

YOU You know what — I won't send you an offer without knowing your processes; that would be a number pulled out of a hat, and I'd be lying to you. Let's do it better: fifteen minutes online, you tell me what exactly you're solving, and I'll tell you on the spot what we can do, how, and what you'd get from us. Then an offer actually means something. Does Thursday morning suit you better, or Friday?

THE “CLOSING” BLOCK — the end of every successful call

Attaches to any script B–E. Three steps: meeting → e-mail → client's homework.

YOU Here's what I suggest: I won't lecture you over the phone about things I can't know – I don't know your processes. Let's have an intro meeting, 15 minutes of your time, where we'll go through where you lose the most time and what would make sense to optimize. Does Tuesday suit you better, or Wednesday?

(Always offer two specific slots, never “whenever suits you”. Put the slot straight into the CRM calendar.)

CLIENT Wednesday afternoon, then.

YOU Great, I'm noting Wednesday 15:00. We'll confirm the meeting the day before, and 15 minutes ahead you'll get the video-call link. Which e-mail should I send it to?

(If you can see the e-mail in the CRM, just verify: “I have weber@firma.ch here – is that correct, will it reach you?”)

YOU And one last thing, if you'd be so kind – before the meeting, jot down three things: the biggest costs you have in the company, the processes that take the longest, and the three biggest weak spots you'd like to fix. I'll put it in the e-mail too, so you have it handy. That way we can get straight to the point. Thank you very much and have a great day, Mr. Weber!

07 **Objection handbook**

Every objection has a calm, prepared answer. Never argue — agree with the feeling, refute the fact, return to the meeting.

Objection	Answer
<p>"I don't trust AI."</p>	<p>"And what exactly don't you trust about something with firmly set guardrails that you define yourself? It does nothing extra — it does exactly what you configure, 24 hours a day." → the Claudia calculation.</p>
<p>"How much does it cost?"</p>	<p>"Fair question — and I won't answer it seriously over the phone, because I don't know your processes. Some need a small automation, some a whole system. That's exactly why we'll take those 15 minutes — there I'll give you numbers I can stand behind." Never quote prices on the phone.</p>
<p>"And the running costs?"</p>	<p>"Sure, everything has running costs. Some things we build with zero ongoing spend; large internal systems have a monthly cost — but we're talking a fraction of what they save. Details belong to the meeting, so I don't tell you nonsense." → don't elaborate further.</p>
<p>"How does it work technically?"</p>	<p>"I won't lie to you — for the technical details we have developers who build this. I'll only tell you what I can put my hand in the fire for: I use it myself and I know what it can do. That's exactly what the consultation is for — there we'll show you." Admitting you're not the engineer is strength, not weakness.</p>
<p>"I don't have time."</p>	<p>"That's exactly why I'm calling — because your time is short and we give companies time back. I'm asking for one thing: 15 minutes. If it doesn't make sense to you after that, you'll never hear from us again."</p>
<p>"I'll think about it."</p>	<p>"Of course, it's your decision. Just one thing — at that meeting we give you six years of industry experience for free. Even if nothing comes of it, you'll be ahead on information. What can you lose in 15 minutes?"</p>
<p>"Send it by e-mail."</p>	<p>"I don't send blind offers — without knowing your processes it would just be a made-up price list. I'll send you a summary and a few examples, but the numbers deserve those 15 minutes. Tuesday or Wednesday?"</p>

"We have people for that."

"And that's good — this isn't about removing people. It's about your people not doing routine work at Swiss salaries when they should be doing business. Give the routine to a system, leave people what makes them irreplaceable."

"Never call me again!"

Calm voice: "All right. Now please stay calm and give me two minutes of your time." Pause. Then your strongest punchline (Claudia or the websites). Works surprisingly often — see chapter 05.

"I'll buy it cheaper in a year."

"The opposite — it's like websites, prices grow with demand. In a year they'll be a multiple, and meanwhile you hand your competition a year's head start. A system you get now will have paid for itself by then."

08 Golden lines

Lines that drill into the head. Learn them, but say them in your own words — they should sound like you, not like a script.

„Does that make sense to you?“

The probe. 3–4× per call, differently each time: “What do you think?” / “Would that help you?”

„It does exactly what you configure. Nothing more, nothing less.“

The core answer to distrust — guardrails.

„We don’t deliver software. We deliver a colleague.“

Differentiation from boxed products. A colleague with fixed costs, not paid from your profit.

„I’ll only tell you what I can put my hand in the fire for.“

When you don't know. Honesty builds more trust than an invented answer.

„If you were calling me, I wouldn’t get it either.“

Lower yourself, step into his shoes. Disarming.

„It’s like having a website at the turn of the millennium.“

The future argument. FOMO without pressure.

„Out of 8,760 hours a year, Claudia works 1,800. Barely a fifth.“

The Claudia calculation in one line. Add-on: “And every one of those hours costs you over fifty francs.”

„We don’t take projects that don’t make sense even for us.“

+ “What can't be automated, we tell you up front.” Builds trust.

„Your results are our references.“

The closing line on quality. We want it to work for you.

„Even if no deal comes of it, you keep it for free.“

Free education — unblocks hesitators who feel bad about “just asking”.

„90 % of these things can be automated.“

The instant reaction to anything that eats the client's time.

„Let's talk in a year and see whose mistake it was.“

Only for a confident exit from a hard sceptic. With a smile, never offended.

09 Meeting & how the cooperation works

The call sells the meeting, the meeting sells the cooperation. Here is the client's whole journey — from the phone call to the deployed system. This is also your answer to “and how would the cooperation work?”.

- 1 The phone call** DAY 0
Intro meeting booked + e-mail collected. The slot goes straight into the CRM calendar — meetings are delegated immediately; you can see both our availabilities there.
- 2 Summary e-mail** WITHIN 1 HOUR
Right after the call a polished e-mail goes out: summary of what was said, the slot, 3 preparation questions and a signature card. Template 1 below.
- 3 Confirmation** DAY BEFORE
A short message or call: confirming tomorrow's slot. Template 3.
- 4 Video-call link** 15 MIN BEFORE
E-mail with the meeting link. The client must never have to search for where to meet you.
- 5 Intro meeting** 15 MINUTES
We go through where the client loses the most time and what he wants to optimize. We tell him on the spot: what of it we can automate, how the cooperation works, and we show examples. We educate — even if he doesn't buy, he leaves smarter.
- 6 On-site visit** HALF A DAY
We come to the company, walk through the processes live and put the solution together — with the client's know-how, not from behind a desk. This is complex work, which is why it isn't done over e-mail: the system must be perfect and must make sense.
- 7 Delivery & training** PER SCOPE
We build the system, deploy it, train the team. Goal: the client is self-sufficient and the system keeps evolving with him. Anything that wouldn't work 100 %, we

say up front — we don't take projects that don't make sense.

What the client prepares for the meeting (3 things)

Assign it during the call and repeat it in the e-mail — a prepared client means a meeting that gets straight to the point:

1

Biggest costs

The company's biggest operating costs — on activities done repeatedly.

2

Longest processes

Which processes take the longest — what eats the most time in the company.

3

Three weak spots

The three biggest weak spots he'd like automation to fix first.

10 E-mail templates

An e-mail goes out after **every** call. Always — even if the client didn't pick up, even if he said no. An unanswered phone isn't the end, it's just a different channel. Personalize the highlighted [fill in] fields — an e-mail without personalization is spam.

Template 1 • Post-call summary + meeting confirmation

Subject: Confirming our meeting [day] [time] – automation for [Company]

When: within 1 hour after the call

Dear Mr. [surname],

thank you for the pleasant call. As promised, here is a summary so you have everything in one place.

Our meeting: [day, date, time], online, approx. 15 minutes. I'll confirm it the day before, and 15 minutes ahead you'll receive the video-call link at this address.

What we talked about: You mentioned that most of your time goes into [e-mails / inquiries / ...] — exactly the kind of processes we automate so they run non-stop and error-free. At the meeting I'll show you what that would look like specifically at your company.

What to prepare for the meeting (a few notes are enough, so we can get straight to the point):

- the biggest costs you have on repetitive activities,
- the processes that take you the longest,
- the three weak spots you'd like to fix first.

If anything comes up, just reply to this e-mail or call me.

Best regards,

[Name Surname] · [Company]

process automation & tailor-made AI systems

[phone] · [e-mail] · [web]

Template 2 · Follow-up after a call with no meeting (“the planted hook”)

Subject: The info I promised – what could be automated at your company

When: same day; follow-up call in 5-7 days

Dear Mr. [surname],

thank you for today's call — and I promise, no pressure. Just a few things I said I'd send.

We talked about how [processes from the call] slow you down. Two numbers worth a thought — with sources attached, so you can see I'm not making this up:

- According to an [Accenture study](#), AI lifts corporate profitability by an average of **38 %**.
- According to the [PwC AI Jobs Barometer](#), companies making the most of AI grow productivity **4x faster** than the rest.

And one thought: a typical assistant costs a Swiss company all-in around CHF 95,000 a year — and out of the 8,760 hours of the year she actually works about 1,800, only between eight and five. An automated system works 24/7, takes no vacation, and answers at nine in the evening.

I'll let it sit. I'll get back to you on [day] — and if you'd like to talk sooner, those 15 minutes are yours anytime; just reply.

Best regards,

[Name Surname] · [Company] · [phone]

Template 3 • Confirmation the day before + link 15 minutes before

Subject: Tomorrow at [time] – confirming our meeting

When: the day before (confirmation) and 15 min before (link)

Day before:

Dear Mr. [surname], just briefly confirming our meeting tomorrow at [time] — 15 minutes online. The link will arrive at this address 15 minutes before we start. If anything changes on your side, let me know and we'll reschedule. Looking forward to it, [name].

15 minutes before:

Dear Mr. [surname], see you in a moment — here is the link to our video call: [link]. If anything doesn't work, call me at [phone].

Template 4 · No answer / rejection — “be among the first in Switzerland”

Subject: AI lifts corporate profitability by 38 % (Accenture) – and in your industry almost nobody is doing it yet

When: always – after an unanswered call, after a rejection, after “don't call me”.
No exceptions.

Dear Mr. [surname],

I tried to reach you today — I don't want to chase you by phone, so briefly this way instead, because I believe this shouldn't pass you by.

A few numbers everyone running a company should know — with links, no marketing fluff: according to an [Accenture study](#), artificial intelligence lifts corporate profitability by an average of **38 %**. Not two or three percent — more than a third. [PwC, over a billion job ads](#), measured that companies making the most of AI grow productivity **4x faster** than the rest. And [an experiment published in Science](#) showed ordinary office work gets done **40 % faster and 18 % better** with AI.

And now the important part: in your industry in Switzerland, almost nobody is doing this yet. The window in which you can be **among the first in the country** is open right now — and just like with websites back then, it will close. The ones who had them first, won. The ones who waited spent years catching up.

I'm not writing to push anything on you. I'm writing because every day your people manually do things a system could do for them — non-stop, no vacation, no moods, at Swiss salary costs — is money nobody will give back.

If this makes even a bit of sense to you, one word in reply is enough and we'll set up 15 minutes. If not, I won't bother you — but you deserved to have this information.

Best regards,

[Name Surname] · [Company]

process automation & tailor-made AI systems · 6 years in the field

[phone] · [e-mail]

THE E-MAIL RULE

An e-mail goes out **in every case**: meeting booked → template 1, call without a meeting → template 2, no answer or rejection → template 4. Ask for the e-mail naturally through the meeting (“which e-mail should I send the link to?”), or verify it from the CRM (“I have weber@firma.ch here — will that reach you?”). No e-mail, no follow-up; no follow-up, no deal.

11 Checklists & don'ts

Before the call

- ✓ I know who I'm calling: name, company, industry — and I have **an automation example from his industry** ready.
- ✓ I have the CRM open: contact history, e-mail if we have one, and free calendar slots.
- ✓ I have the skeleton in my head: greeting → one sentence about us → the time question → client type → meeting.
- ✓ I know the goal is **the meeting**, not the sale. Prices and tech belong to the meeting.

During the call

- ✓ I opened like a human — greeting by name, small talk, no teleshopping.
- ✓ I asked "What takes up the most of your time?" and reacted immediately ("that can be automated").
- ✓ I asked "Does that make sense to you?" at least 3× (differently each time) and listened to the answer.
- ✓ I offered two specific meeting slots, not "sometime".
- ✓ I have the e-mail (new, or verified from the CRM).
- ✓ I assigned the client his homework: costs + longest processes + 3 weak spots.

After the call

- ✓ The slot is in the CRM calendar and the meeting is delegated.
- ✓ The summary e-mail went out within 1 hour (template 1, personalized).
- ✓ The CRM has a note: client type (A–D), what hurts him, what he responded to, agreed next steps.
- ✓ No meeting? The follow-up went out (template 2) and the next call is scheduled in the CRM for 5–7 days.

- ✓ No answer, or a rejection? The “emotional” e-mail with the studies went out (template 4). The e-mail goes out every time.

What never to do

- ✗ **Don't promise nonsense.** Use real, proportionate examples. If you don't know, say “I'll verify and get back to you” — and actually verify. We only put our hand in the fire for what we know.
- ✗ **Don't quote prices on the phone.** Not implementation, not running costs. “I don't know your processes, I won't lie to you” + the meeting.
- ✗ **Don't go into technical details.** That's what the developers and the meeting are for. You are the connector, not the engineer — and you can say so openly.
- ✗ **Don't send offers by e-mail instead of a meeting.** A complex system isn't sold with a blind PDF.
- ✗ **Don't argue.** Agree with the feeling (“I understand, it's a new thing”), refute the fact, return to the meeting.
- ✗ **Don't belittle the client's employees.** The Claudia calculation is about numbers and routine, not about people. Frame: people get what makes them irreplaceable; the system gets the routine.
- ✗ **Don't give up after the first “no”.** “Give me two minutes” — calm, humility, your strongest punchline.