



Investor Calling Guide

Caller training and desk reference

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A note from James

Investor Calling Guide FROM THE FOUNDER JAD Enterprises

I started on the phones in 2010. Front caller on oil and gas deals, then closer. The offers I did sell were partnerships and not a licensed security. I started JAD Enterprises in 2016.

This guide is what I'd want a new caller to have before the first dial. It won't make a bad deal good. It will help a good caller get a clear yes or a clean no, and leave a note the next caller can actually use.

Start with the quick start and keep the desk card by the phone. If you're working our leads, read 'Working JAD leads' first. If you get bad numbers, keep track of them. Send them over with the price point and we'll replace them.

James Deal

Founder & Owner, JAD Enterprises

(214) 304-2168 · info@jadenterprises.org

JAD Enterprises at a glance

Accredited investor leads and investor marketing SINCE 2016

JAD Enterprises LLC has been in the lead business since 2016. We sell accredited investor leads, and we run the outreach that works them: callers, Facebook and Instagram ads, voicemail drops and AI calling. James Deal is the founder and owner. Rachel Deal is Vice President of Sales.

Leads, priced by age

LEAD TIER	AGE	PRICE PER LEAD	EXCLUSIVE TO YOU
Real-Time Surveyed	2–14 days	\$5	60 days
Premium Fronted	6–12 months	\$0.50	30 days
Dialer	1–4 years	\$0.25, budget lists from \$0.05	30 days
Email	—	\$0.10	—

Orders start at \$750, and you can split an order across tiers. A \$250 test order is also available. Order at jadenterprises.org/new-order.

What else we run

Calling. A JAD caller learns your offering and works it for you. Results come to you in a Google Sheet.

Facebook and Instagram ads. Ads that bring in investors who raise their hand, sent to a Google Sheet as they come in.

Voicemail drops. Your recorded message, left in voicemail across a list.

AI calling. Through AI Investor Calls (investorcalls.ai), JAD's own AI division. An AI voice agent built around your offering places up to 50 calls at once and files every result, with the recording and transcript, into your Google Sheet. Your agent is ready for review within three to five business days of getting your materials.

CONTACT

1402 S Custer Road, Suite 503, McKinney, TX 75072, just north of Dallas.

(214) 304-2168 · info@jadenterprises.org · jadenterprises.org · Mon–Fri 9 AM–5 PM CT

Book a call: meetings-na2.hubspot.com/jad-enterprises/jad-enterprises-meeting

We don't give legal advice. Your company decides how its outreach meets the rules, with your own counsel.

L Working JAD Leads

Know what you bought, then call it the right way

This chapter covers JAD's own lead tiers: what comes with each one, how fresh it is, how to work it, and what to expect when you reach people. Everything else in the guide applies to every call.

L.1 What comes with each tier

Every lead has name, phone and state, plus email and full mailing address when available. Lists come as Excel or CSV.

TIER	HOW FRESH	WHAT IT IS
Real-Time Surveyed \$5	2–14 days old. Exclusive to you for 60 days.	JAD's own callers phoned this investor in the last two weeks. The investor told our caller they are accredited and open to hearing about something new.
Premium Fronted \$0.50	6–12 months old. Exclusive to you for 30 days.	A broker spoke with this investor. The investor told the broker they were accredited and asked for investment information.
Dialer \$0.25, budget lists from \$0.05	1–4 years old. Exclusive to you for 30 days.	Older data from fronts and client lists. The price drops with age. Built for dialers and AI calling, where volume matters more than freshness.
Email \$0.10	—	Email contacts for your own email outreach.

Accredited means what they told us. Accredited status is what the investor told our callers, or the qualifying broker. It is not verified. Treat it as their answer, and ask your own campaign question (1.6).

Age is the price. Fresher leads cost more because the conversation was recent. More of those people remember it, and more of the numbers still work. Older tiers cost less and suit volume.

L.2 How to work each tier

TIER	HOW TO WORK IT
Real-Time Surveyed	Call inside the 60 days, and the sooner the better. Best for one or two closers. Open with your name, your company and the offer (1.3). Confirm the email and state you hold instead of asking cold (5.1.1). They spoke with JAD, not with your company, so don't say they asked to hear from you.
Premium Fronted	Good for a live call team. Many have heard investment pitches before, so get to the point: the short reason (2.2), then one question. Some won't remember the broker call. Don't argue it. Start fresh.
Dialer	Run it on a dialer or through AI calling. Expect more no answers and dead numbers than on the fresh tiers. Keep the opener short and log every bad number as you go.
Email	Use it for your email outreach. Send your material and invite a reply.

L.3 What to expect when you reach people

Results depend on your offering, your pitch, your callers and the tier you bought. We don't promise contact rates, interest or dollars raised.

Some people won't remember the earlier call. Some will ask how you got their number (3.5). Some will tell you they are no longer accredited or no longer investing. Record what they said, in their words (5.3).

Older tiers bring more wrong numbers and people who have moved. Track them as you go. A lead who says "not right now" is still worth a dated callback (5.7.1).

L.4 Replacement policy

We replace disconnected numbers, the wrong person, not accredited, deceased and duplicate leads, at any price point.

It does not cover "no interest" or a deal that didn't close.

How to claim. Keep track of bad leads as you call. Send them to info@jadenterprises.org with the price point and the reason for each, and we'll replace them. Questions: (214) 304-2168, Mon-Fri 9 AM-5 PM CT.

About this guide

Caller training and desk reference

REVISION DATE October 10, 2026

This guide trains callers to open with conviction, find a real investment interest, handle resistance intelligently, and ask directly for a useful next step. Take responsibility for moving the conversation. Know what you are calling about, make the case, ask the question, and give the prospect room to answer.

The house style is commercially assertive: brief introductions, specific questions, energetic explanations, purposeful rebuttals, and definite closes. Confidence belongs in your preparation and delivery. Every product claim still needs a factual basis, and a prospect's final answer still counts.

Reading routes

Every caller starts with the quick start page. If you are working JAD leads, read Working JAD leads first. Campaign owners and script writers start with chapter 8, then chapter 2, and assemble the script before anyone dials (8.7, 8.9). A new caller reads the shared standard and chapters 1, 3, 4, and 6, then practices with chapter 7. Read chapter 5 before the first calling session. Callers on a product pitch also read chapter 2, sections 2 and 8, so they can answer questions about the offer. During calls, use the finder page and the desk card.



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Q Quick start

The goal of every call. Find out whether a useful next step exists. If it does, get a clear yes to it: material with a follow-up time, a review, or a dated callback. A clean no is a good result too.

The first ten seconds. Many calls start with a bare “Hello?”

SAY “Hi, [PROSPECT]? It's [CALLER] with [COMPANY].”

Pause one beat, then give the reason:

SAY “I'm calling about [OFFER_OR_CATEGORIES].”

More in 1.3 (page 9).

The five lines you will hear most.

THEY SAY	SAY FIRST	ENTRY
“Call me later”	“Understood. What time works?”	3.36 · page 31
“Not right now”	“Fair enough. Is that a not-yet, or a no?”	3.13A · page 27
“Send me the info”	“I'll send it. Is it [RELEVANT_TOPIC_A] or [RELEVANT_TOPIC_B] you'd look at?”	3.10 · page 26
“What does accredited mean?”	“Fair question. For this offering it means [APPROVED_ELIGIBILITY_EXPLANATION]. Does that sound like you?”	3.33 · page 31
“I'm already invested”	“Good to hear. All set for good, or open to something different?”	3.15 · page 27

Close once. Choose the next step that fits and ask for it. After “send me the info,” send it and propose two times for a short follow-up.

Stop when they say stop. A firm no, “take me off your list,” or hardship ends the pitch. A firm no gets: “Understood. Thanks for the direct answer.” See 3.38 to 3.40 (page 32).

Record it before the next dial. Outcome, next action, and contact instruction (5.4, page 41).

Everything else: the finder below, and the desk card at the back (page 69).

What the prospect just said: where to look

Find the prospect's words on the left, then go straight to the entry.

THEY SAY	GO TO
“Hello?” “Who is this?” “What's this about?”	1.3 and 3.3 · page 24
“Say that again” or a bad line	1.10, bad connection · page 14
“Call me later”	3.36 · page 31
“Not right now”	3.13A · page 27

THEY SAY	GO TO
"I'm busy," driving, at work	3.8 · page 25
"What does accredited mean?" "Do I qualify?"	3.33 · page 31 and 4.5 · page 36
"What are you offering?"	1.3 re-engagement opener · page 9 ; 2.2 · page 16
"Where are you based?"	3.7 · page 25
"I'm already invested" or "I'm happy where I am"	3.15 · page 27
"I don't have spare money right now"	3.29 · page 30
"Send me the information"	3.10 · page 26
"I'd have to see it first"	3.34A · page 31
"I'm waiting for the market to settle"	3.27A · page 29
"I'm not giving you my email"	3.12 · page 26
"Not interested"	3.13; a firm no, 3.38 · page 32
"My adviser or my spouse decides"	3.31 and 3.32 · page 30
"Take me off your list"	3.39 · page 32

Two kinds of call, two routes

Re-engagement call: no single offer yet. You are following up an earlier note to learn what the person wants now. Use the re-engagement row in 1.1 and the re-engagement opener in 1.3 ([page 9](#)); the discovery questions (1.5); what investors tell you about themselves (4.1A); category answers (3.14 and 3.15); timing replies (3.13A and 3.36); and follow-up (5.8). Do not present an unselected deal. Chapter 2 applies once a specific offer is chosen.

Product pitch: one named offer. Fill the campaign worksheet (chapter 8) first. Then use the openers (1.3), the relevance case (1.4), the pitch versions and answer sheet (chapter 2), and the full objection handbook (chapter 3).

Both kinds of call use the shared standard, the routing table (1.10), signals (chapter 4), and records (chapter 5).

S The shared operating standard

These rules govern every module. The examples apply them to particular situations; they do not create exceptions.

S1 Keep one clear objective

A first call finds out whether a useful next step exists and, if it does, earns a clear yes to it. A discovery call establishes relevance and preferences. A booked review answers identified questions. A transaction belongs to the firm's authorized transaction process. Do not jump from a friendly greeting to a purchase request.

S2 Lead with identity, purpose, and relevance

Identify yourself and your company, state the actual commercial purpose, and give one concrete reason to listen. Use a direct relevance question or a brief request for time. Prefer a question they answer with information, not a yes or no about timing. When they ask what you are offering, name it in one line before you ask anything else. Respond naturally if they engage socially; do not make small talk an obstacle to learning why you called.

S3 Follow the answer

Ask one main question at a time. Use answers already given. Answer a direct question before returning to your agenda. A short clarification is useful when meaning is unclear; a question used to dodge their question is not.

S4 Make a bounded effort on a brush-off

On a first vague brush-off, while they are still talking with you, make one short try to find the real concern. If that opens a substantive discussion, answer it and ask for the next step. A repeated refusal, a firm decision, or a request to end the conversation ends the pitch. There is no minimum number of objection loops to complete. Distinct, voluntarily raised questions can each be answered; that is dialogue, not permission to repeat a rejected close.

S5 Keep consent specific

Agreement to hear a summary, receive material, attend a review, or consider a stated amount means exactly that. A conditional yes keeps an opportunity alive, with its condition attached. It does not establish a purchase, unrestricted liquidity, final eligibility, or permission for unrelated follow-up.

S6 Use the actual facts

Use the campaign worksheet and its approved references for identity, terms, evidence, projections, fees, risk, eligibility, and contact claims. Missing information stays unknown until checked. Historical examples and synthetic training records cannot fill a real offering's facts. Explain a material limitation clearly enough to affect a decision.

S7 Make the close specific

Recommend the next useful action and ask for agreement. After agreement to a meeting, offer real times and confirm the time zone, participants, and agenda. Sending material does not require agreeing to a meeting. An unanswered scheduling question is not an appointment.

S8 Keep qualification separate from persuasion

Record what was asked, what was answered, and what remains unknown. Ask the campaign's required questions without forcing an inappropriate conversation to satisfy a checklist. An eligibility failure, material mismatch, or inability to proceed can end a pitch even when the caller has more questions available.

S9 Respect the actual contact instruction

A request not to call requires an immediate end to selling and action through the firm's suppression process. A decline of one offering is a different fact. Neither courtesy nor the absence of a removal request authorizes continued pursuit. Record the prospect's words, the contact restriction, and the actual action taken.

S10 Close the loop

Confirm the action, owner, material, and timing. Keep the promise. Stop selling after a next step is settled unless the prospect raises a new issue. Leave a record that lets the next caller continue accurately.

Campaign facts and house style

The campaign worksheet controls offering-specific facts and the exact scripts designated by the firm. This guide supplies the conversation method around them. If a required fact or rule is missing or conflicts with another campaign instruction, the campaign owner resolves it; callers do not invent a rule on the phone.

Square-bracket placeholders are fields to fill before use. They are never spoken. Keep different concepts separate: `[MIN]` is the permitted minimum, `[FUNDING_WINDOW]` is the period being discussed for available capital, `[HOLD_PERIOD]` is the expected investment duration, and `[REDEMPTION_TERMS]` describe the investor's actual access. `[RETURN_METRIC]` always includes the type of figure and its basis.

What a strong call sounds like

SAY “Hi, `[PROSPECT]`? It's `[CALLER]` with `[COMPANY]`.”

SAY “The reason I called is `[SPECIFIC_REASON]`. The point worth looking at is `[VERIFIED_DIFFERENCE]`. You said `[PROSPECT_CRITERION]`, so let's check `[DECISIVE_QUESTION]`.”

SAY “That's the issue to settle. Here is what the documents say: `[DIRECT_ANSWER]`. Does that address it, or is something still missing?”

SAY “Based on what you've told me, the next useful step is a review of `[TWO_RELEVANT_TOPICS]`. Shall we put that on the calendar?”

Deliver those lines as a capable professional. Do not soften every sentence with “just,” “maybe,” “hopefully,” or an apology. Keep uncertainty where the facts are uncertain.

1 Cold Call Anatomy

Lead the conversation toward a clear next step

Know the next decision you are asking for. Make the reason for the call understandable, find a live interest, test the material constraints, and close for the next action. Your structure should be steady enough to guide the call and flexible enough to use the answers.

Apply the shared operating standard (page 6). The sample lines below are adaptable training language. Fill the campaign facts before using them.

1.1 Choose the call type

CALL TYPE	PRIMARY JOB	SUCCESSFUL RESULT
Cold discovery	Find relevant categories, criteria, and timing without presenting an unselected deal	A clear preference record and an agreed next action where appropriate
Cold deal introduction	Establish whether a specific offering deserves review	Meaningful interest, sufficient initial qualification, and a clear next step
Warm re-engagement	Reopen a documented prior conversation	Updated criteria and a route into discovery or a deal review
Re-engagement, no single product	Follow up an old interest note and find which of the firm's current categories the person would look at now	A named category or criterion, and a route into a matching deal review or discovery
Booked review	Resolve the questions that earned the meeting	An informed decision about the next authorized stage
Inbound response	Identify what prompted the response and answer that need	A relevant discussion without making the person repeat the original request

The final transaction is a separate authorized process. Learn the handoff; do not invent subscription, payment, custody, cancellation, or verification steps.

1.2 Prepare before dialing

Have the following in view: who you are calling, why this person is on the permitted campaign list, the one-sentence offer, the strongest relevant evidence, the main limitation, the campaign questions, and the next available action. Check prior contact notes before using a callback or referral opener.

Decide your primary outcome and one useful fallback. For example: primary, a focused review with the right decision participant; fallback, the requested material and a prospect-approved follow-up. A fallback is chosen because it helps the prospect proceed, not because any captured email counts as a win.

Use the prospect's context as a hypothesis. A business role, previous category interest, or known event may explain why you called. It does not tell you their wealth, preferences, or willingness to invest.

1.3 Open with purpose

1.3.1 The first ten seconds

Many calls start with a bare “Hello?” The person does not know who you are yet. Give your name and company before anything else.

SAY “Hi, [PROSPECT]? It's [CALLER] with [COMPANY].”

Pause one beat. If they answer, go straight to the reason for the call. If they say “Hello?” again, they did not hear you. Say it once more, slower: “It's [CALLER], with [COMPANY].”

Return a greeting in a few words, then give the reason:

SAY “Good, thanks. I'm calling about [OFFER_ OR_CATEGORIES].”

Do not ask how they are and wait. It delays the one thing they are listening for.

1.3.2 Direct relevance opener

SAY “[PROSPECT], [CALLER] with [COMPANY]. I'm calling about [OFFER_CATEGORY]. We [ONE_ ACCURATE_DESCRIPTION]. Is that something you'd consider?”

Keep the description concrete. “Acquire income-producing properties” is clearer than “bring exclusive opportunities to sophisticated investors.” The latter consumes time without explaining the offer.

1.3.3 Brief time request

SAY “[PROSPECT], [CALLER] with [COMPANY]. This is a call about [OFFER_CATEGORY]. Do you have twenty seconds for why I called?”

Pause for their answer. If they agree, give the promised short explanation. If they decline the conversation, route according to their actual response. The twenty-second frame is a rehearsal target and a promise about your opening explanation, not a promise to finish qualification in twenty seconds.

1.3.4 Researched opener

SAY “[PROSPECT], [CALLER] with [COMPANY]. I saw [VERIFIED_CONTEXT]. We work on [RELEVANT_CATEGORY], so I wanted to ask whether [SPECIFIC_QUESTION].”

Make the connection defensible. A public business fact can support a question about a business mandate. It does not establish that the person's private portfolio needs your offering.

1.3.5 Warm opener

SAY “[PROSPECT], [CALLER] with [COMPANY]. We spoke on [DATE] about [RECORDED_TOPIC]. You asked me to come back after [EVENT]. What's changed since then?”

If they do not remember:

SAY “My note says we spoke about [TOPIC] on [DATE]. If that's wrong, I'll fix it.”

If they dispute the prior contact, acknowledge the uncertainty and use a fresh introduction. Do not fight for a memory they do not share.

1.3.6 Re-engagement opener (no single product)

SAY “Hi, [PROSPECT]? It's [CALLER] with [COMPANY].”

Pause for the reply. Then: “Our notes show you were interested in [PRIOR_NOTE]. Right now we have [CATEGORY_A], [CATEGORY_B], and [CATEGORY_C]. Which of those is closest to what you'd look at?”

Name the real categories in the opener. Never use “new investment opportunities” on its own; it makes them ask what you mean.

If they ask “What are you offering?”, answer in one line:

SAY “Right now it's [CATEGORY_A], [CATEGORY_B], and [CATEGORY_C].”

Then ask which is closest.

If they ask what is hot or what you recommend:

SAY “I can't say what fits you yet. What do you hold now?”

Then match one category and give its short reason (2.2, page 16).

If they ask for something you don't have (gold, crypto, farmland):

SAY “We don't have that now. I'll note it.”

Record it in their words. Then ask once which of yours is closest. If none fit, accept it.

1.3.7 Inbound opener

SAY “[COMPANY], [CALLER] speaking. What prompted your call?”

If they are returning your message:

SAY “Thanks for getting back to me. I called about [PURPOSE]. What would be most useful to cover first?”

Check enough context to find the correct conversation before discussing personal details.

1.4 Make the relevance case

Use this sequence: what it is, the reason it may matter, one supporting fact, one important constraint, then a question. One constraint is the minimum: if another limit changes what your claim means, say it too.

SAY “It’s [PLAIN_DESCRIPTION]. The money comes from [MECHANISM]. What’s your experience with that?”

After they answer:

SAY “The part worth a look is [VERIFIED_DIFFERENCE]. The trade-off is [MATERIAL_LIMITATION]. Does that fit what you need?”

This is the opening case. A full explanation comes after you know what matters to the prospect. If they immediately ask for fees, liquidity, risk, identity, or the source of the call, answer that before continuing.

An energetic value statement is useful. A list of sectors, an ungrounded return headline, or a company biography is usually too much for the first exchange.

1.5 Discover the decision criteria

Do not run every question below. Select the question that resolves the next uncertainty.

WHAT YOU NEED TO LEARN	DIRECT QUESTION
Objective	“What would a new investment need to do for you?”
Current position	“What are you using for that today?”
Genuine gap	“What works well there, and what are you still looking for?”
Priority	“Which matters more in this decision: [CRITERION_A] or [CRITERION_B]?”
Timing	“Are you looking to review something now, or after a particular event?”
Evidence threshold	“What would you need to verify before taking this further?”
Investment access	“When would you need access to the capital?”
Experience	“Have you invested in this type of structure before?”
Decision process	“Do you evaluate these yourself, jointly, or through an adviser?”
Information preference	“Would the mechanics or the headline terms be more useful first?”

Then summarize the decisive point:

SAY “You are open to [OBJECTIVE], provided [CONSTRAINT]. Have I got that right?”

Let them correct it. Use the correction in the pitch.

If they say “I need liquidity,” get a usable meaning:

SAY “Access at short notice, or access after a defined period?”

Do not treat familiarity with a word as agreement about its meaning.

1.6 Qualify without losing the conversation

Initial qualification establishes whether the next conversation is worth arranging.

The completeness checklist has eight observations: interest, email, understood accreditation response where applicable, prior sector experience, minimum-size capacity, state, occupation, and follow-up time. This guide explicitly adds decision authority and the prospect's stated constraints. Detailed record meanings are in chapter 5, Lead handling (page 39).

1.6.1 Explain why you are asking

SAY “Before I set up that review, can I ask two quick questions?”

Use the campaign's exact eligibility question and approved explanation. Do not improvise thresholds or treat someone's occupation as an eligibility test.

Ask it on its own, then stop and listen. If you have just used the line above, skip the lead-in:

SAY “One question we ask everyone: [APPROVED_ELIGIBILITY_QUESTION]”

Expect “What does that mean?” as a normal answer, not a problem. Have [APPROVED_ELIGIBILITY_EXPLANATION] in front of you before you dial. Do not stack a second question onto the same turn. The reply when the word lands wrong is in 4.5 (page 36).

1.6.2 Ask about the stated amount conditionally

“If it fits after you've looked at it, would [MIN] be available within [FUNDING_WINDOW]?” If the answer is unclear:

SAY “Would it be available then, or does something need to happen first?”

This asks about possible capacity at a stated amount and time. It does not ask them to commit. If no genuine funding window is relevant, leave that clause out; never invent a deadline to make the question stronger.

If they answer “Yes, if I like the details,” continue to the review. Record the condition. If they say “I would need to sell something,” clarify whether there is an existing plan and timing; do not direct them to liquidate or borrow.

1.6.3 Keep the remaining questions independent

An unclear capacity response does not automatically erase useful questions about decision process, location, occupation, or a future review. Continue only while they are willing and the answers are useful. A clear eligibility failure or material mismatch ends the deal qualification path; it is not a reason to collect more private information.

If a prospect declines a question, explain its purpose once if helpful. If they still decline, record it accurately. When a required field is missing, describe the next step as incomplete or pending review, not fully qualified.

1.7 Adapt to experience

1.7.1 They have done well in the category

SAY “What made that one work for you?”

Use their answer to select the comparison. A past success can reveal preferred reporting, structure, control, or timing. It is not evidence that the current offer will repeat that result.

1.7.2 They have lost money

SAY “Sorry to hear that. What went wrong?”

Once they name the issue, address the corresponding fact. If you cannot establish a meaningful distinction, say so. Avoid telling them this is a way to recover the loss.

1.7.3 They are new to the category

SAY “No problem. Here's the simple version.”

SAY “You'd own [WHAT_YOU_OWN]. The money comes from [MECHANISM]. The main risk is [MAIN_RISK]. Getting your money out works like this: [ACCESS_TERMS_PLAIN].”

SAY “Which part should I say more about?”

Being new does not end the call. Compare it to stocks or funds only when the comparison is accurate.

Explain what the investor actually owns or is owed, where returns would come from, what could go wrong, and how access works. Ask what they want clarified. Do not convert enthusiasm into assumed understanding.

1.7.4 They already own the asset or work in the field

SAY “You know this area. What do you look for in a deal like this?”

Skip the basics. Give the specific facts they ask for: the asset, the terms, and the operator. If they ask a technical question you cannot answer, say so and offer [SPECIALIST]. If they already hold something similar: “What would make another one worth a look?” If they say they know the field too well to invest, accept it.

1.8 Handle interruptions and recover the thread

Stop speaking when they ask a substantive question. Give the direct answer, explain the one condition needed to understand it, and then reconnect to the decision.

SAY “The short answer is [ANSWER]. The condition is [LIMIT]. That connects to your point about [CRITERION].”

If you answered the wrong question:

SAY “I gave you [OTHER_MEASURE]. You asked for [REQUESTED_MEASURE]. Let me correct that.”

If the requested measure is unavailable, identify the missing fact and the person or document that can resolve it.

If the call wanders:

SAY “Let me bring this back to the decision. You said [CRITERION]. The point we still need to settle is [ISSUE].”

If they keep asking the same question, first check whether your answer was incomplete or unclear. Do not assume the prospect is stalling.

1.9 Close for an action with a reason

SAY “Based on what you've said, the next useful step is a review of [TOPIC_1] and [TOPIC_2] with [AUTHORIZED_PERSON]. Shall we arrange that?”

After agreement:

SAY “I have [TIME_A] or [TIME_B], [TIME_ZONE]. Which works?”

If neither works, ask for a usable alternative.

If they want documents first:

SAY “I'll send [MATERIAL] with the sections on [THEIR_QUESTIONS] marked. Let's take ten minutes once you've read it. [DAY_A] or [DAY_B]?”

If they decline a time, send it anyway and record materials only. If they want email only, record that instruction without converting it into a booked call.

If they are willing to speak but cannot set a date:
record follow-up interest and an unscheduled task. Do
not put an invented appointment on their record.

1.9.1 Confirm the actual agreement

SAY “I’ll send [MATERIAL] by [DELIVERY_TIME]. It comes from [SENDER_NAME], subject [EMAIL_SUBJECT]. We are set for [DATE_TIME_ZONE] with [PARTICIPANTS] to cover [AGENDA]. Have I got the email right: [READBACK]?”

Close once:

SAY “Good. You have [CALLBACK_PATH] if something changes. Speak then.”

Do not introduce a new pitch after securing the review.

1.10 Route the call correctly

SITUATION	ACTION AND USABLE LINE
Busy but requests a callback	“Understood. What time works?” Confirm only as much as the situation allows.
Busy and ending the call	“Understood. I’ll let you go.” Do not force a scheduling exchange.
First vague brush-off	“Fair enough. So I don’t bother you again: is [CATEGORY] off your radar, or is the timing just wrong?” Use only while they remain engaged; follow S4.
Clear refusal	“Understood. Thanks for the direct answer.” End.
No-contact request	“Understood. I’ll record your request for no further calls.” End selling and complete the suppression action.
Wrong person who does not know the prospect	“I have the wrong details. Sorry about that.” End and correct the record.
Gatekeeper who knows the prospect	Identify yourself and the business subject. Ask for the proper route or a suitable callback window. Do not pitch personal finances to them.
Automated screener	State your real name, company, and concise purpose. Follow the screener’s prompt; do not pretend to be a personal contact.
Voicemail	Follow the campaign setting. If enabled, leave only the approved message. If disabled or unspecified, leave none.
Bad connection	“Sorry, you cut out. It’s [CALLER], with [COMPANY].” Say it slower and shorter, then repeat your last question in fewer words. If it is still unclear: “The line’s bad. Can I call you right back?” Retry only if they agree. Do not guess answers from fragments.
Hardship: a death, surgery, illness or urgent bills	“I’m sorry to hear that. We can leave it there.” Stop selling. If they ask you to call later, agree the time they give; do not suggest one yourself.
Reverse pitch	“I called about [PURPOSE]. Is that relevant to you?” If the answer stays off-topic, end courteously.

1.10.1 Gatekeeper examples

SAY “[CALLER] with [COMPANY], calling about [ACCURATE_BUSINESS_SUBJECT]. Who is the right person to speak with?”

SAY “Thanks. Is there a better time to reach them, or a public business contact you recommend?”

If asked whether they know you:

SAY “We haven't spoken before.”

A clear answer is stronger than a manufactured relationship.

1.10.2 Optional voicemail structure

When the campaign permits it:

SAY “[CALLER] with [COMPANY], calling about [PURPOSE]. The point I wanted to discuss is [BRIEF_RELEVANCE]. You can reach me at [CALLBACK_NUMBER]. Again, [CALLER], [COMPANY], [CALLBACK_NUMBER].”

Do not leave personal financial information in a message that another person could hear. Do not imply urgency or prior contact that does not exist.

1.11 Run the booked review

- 1 Reconfirm the purpose: **SAY** “We set this up to look at [TWO_TOPICS]. Is that still the right agenda?”
- 2 Check what they reviewed and what changed. Do not repeat the entire cold pitch.
- 3 Confirm participants and any material criteria still missing.
- 4 Address the agreed questions from the current documents. Track any unanswered item with an owner.

- 5 Summarize both the relevant advantage and the unresolved constraint.
- 6 Ask for the next decision: further diligence, an authorized transaction step, a future review, or no further action.
- 7 Confirm responsibilities and dates. A next step should contain work someone has agreed to do.

If the review reveals a mismatch, say it plainly. If they are ready for a transaction, hand off through the firm's process and describe exactly what happens next. Do not describe a verbal expression of interest as invested capital.

1.12 The desk sequence

- 1 Identify yourself: **SAY** “Hi, [PROSPECT]? It's [CALLER] with [COMPANY].”
- 2 State the purpose and relevance: **SAY** “I'm calling about [OFFER_OR_CATEGORIES].”
- 3 Ask and listen: **SAY** “What do you hold in that area now?”
- 4 Reflect the deciding criterion: **SAY** “So [CRITERION] matters most. Right?”
- 5 Explain the mechanism and the limitation: **SAY** “You'd own [WHAT_YOU_OWN]. Minimum [MIN]. Access: [ACCESS_SHORT].”

- 6 Qualify for the next stage: **SAY** “If it fits, would [MIN] be available within [FUNDING_WINDOW]?”
- 7 Resolve the actual questions: **SAY** “Good question. [SHORT_ANSWER].”
- 8 Choose the next step that fits, then ask for it once: material with a follow-up time, a review, a dated callback, or a clean end.
- 9 Confirm: **SAY** “So that's [ACTION] at [DATE_TIME_ZONE].”
- 10 Record it before the next dial.

At any stage, the prospect's question, stated constraint, or contact instruction can change the route. That is the caller doing the job.

2 Pitch Construction

Build a case the caller can defend

A strong pitch connects a real investor criterion to a specific feature of the offering, explains why that feature matters, and supports the explanation. The caller should be able to move from the headline to the underlying documents without changing the story.

Use the campaign worksheet in chapter 8 (page 62) as the source of offering facts and the shared standard (page 6) as the conversation rule. The examples here teach construction; they do not supply an offering's terms.

2.1 Start with the decision

Write the desired next action before writing the pitch. “Arrange a review of the cash-flow assumptions with the specialist” gives the script a destination. “Make the prospect excited” does not tell the caller what to ask for.

Then write five inputs:

- 1 **Audience:** the relevant experience, mandate, or stated interest; keep unconfirmed assumptions visible.
- 2 **Problem or objective:** the need the offering might serve and the question that will test it.

- 3 **Mechanism:** what the investor actually buys and how the proposed economic benefit would arise.
- 4 **Evidence and trade-off:** the strongest relevant support and the limitation that could rule it out.
- 5 **Next action:** what the next conversation or document will resolve, and who can provide it.

For every benefit, ask “So what?” until it connects to the prospect's criterion. “Quarterly reporting” becomes relevant when the prospect wants visibility into operations. It is not evidence of quarterly access to their capital. The distinction is part of the pitch, not a footnote to add after agreement.

2.2 Keep three versions ready

2.2.1 The short reason

SAY “We [PLAIN_ACTIVITY]. I called because [VERIFIED_RELEVANCE]. What do you hold in [CATEGORY_OR_OBJECTIVE] today, if anything?”

Use this when the prospect gives you only a moment. Leave room for the answer. If you promise twenty seconds, rehearse the explanation to fit comfortably inside that time.

2.2.2 The core pitch

SAY “[OFFERING] is [INSTRUMENT_AND_ACTIVITY] in [ASSET_LOCATION]. You would own [WHAT_YOU_OWN]. The return is intended to come from [MECHANISM]. The minimum is [MIN]. Your money is committed for [HOLD_PERIOD], and access works like this: [REDEMPTION_TERMS]. The main constraint is [LIMITATION]. You mentioned [CRITERION]. Is that worth a closer look?”

Each clause earns its place. Remove any detail that does not establish identity, relevance, mechanics, support, or the next decision. A core pitch should invite a conversation, not deliver the entire answer sheet in one turn.

2.2.3 The expanded explanation

Use after interest or during a booked review:

SAY “You said [CRITERION] matters most. Here is how [FEATURE] addresses that: [MECHANISM]. The evidence is [SOURCE AND SCOPE]. The assumption we still need to examine is [ASSUMPTION]. If [DOWNSIDE CONDITION] occurs, [CONSEQUENCE]. Let's look at [DOCUMENT SECTION] against your requirement.”

This version expands the reasoning. It does not add a stronger promise. Keep facts constant across short and long versions.

2.3 Retain the full deal checklist behind the short pitch

The caller may use only a few of these points in the opening. The answer sheet needs the whole relevant set.

ELEMENT	QUESTION THE WRITER MUST ANSWER	COMMON MISTAKE TO REMOVE
Identity	Who is calling, who issues the investment, and what is the caller's role?	Treating seller, issuer, operator, and adviser as interchangeable
Instrument	What ownership, contractual right, or claim does the investor receive?	Naming a sector without explaining what is being bought
Strategy	What will the money be used for?	Describing an aspiration as an existing operation
Difference	What specific feature makes this worth reviewing?	“Exclusive,” “unique,” or “best” with no defined comparison
Evidence	What is operating, contracted, independently checked, or documented?	Assuming any one proof point removes unrelated risks
Economics	Where would cash come from and who receives it in what order?	Confusing revenue, distributions, profit, and return of capital
Current position	What is true as of the stated date?	Reusing an old operating number as current
Upside case	Which assumptions could improve the result?	Presenting a target as the expected personal outcome
Downtside	What could impair capital, income, timing, or access?	A vague “all investments have risk” sentence
Compensation	How are all relevant parties paid?	“Paid last” while omitting other fees or reimbursements
Alignment	What interests are shared and where can they diverge?	Treating co-investment as protection against loss

ELEMENT	QUESTION THE WRITER MUST ANSWER	COMMON MISTAKE TO REMOVE
Tax	What do the offer materials say about tax, if anything? Any answer ends: "Check with your CPA for your own situation."	Turning a structural feature into a personal tax result
Exposure	What assets, locations, issuers, or counterparties are involved?	Calling several assets diversified without considering common exposure
Access and exit	What is contractual, conditional, discretionary, or merely planned?	Substituting the business exit plan for an investor withdrawal right
Timing	What real event makes review timely?	Inventing a deadline or claiming supply is running out
Action	What can the prospect do next?	Asking for money when the agreed step is information

2.4 Make evidence carry the persuasion

Prefer an observable fact to an adjective. A dated operating report is useful for discussing what occurred during that period. A contract is useful for explaining the obligations it contains. A named third-party report is useful for discussing what that party actually examined. None should be stretched beyond its scope.

Build an evidence ladder for each important claim:

Claim > source and date > what was measured > scope and exclusions > relevant limitation >
authorized spoken wording

Example construction:

SAY “The report dated [REPORT_DATE] shows [OBSERVED_RESULT] for [DEFINED_SCOPE]. That supports [NARROW_INFERENCE]. It does not establish [UNSUPPORTED_CONCLUSION].”

When the prospect challenges a claim, go down the ladder to the evidence. Repeating the adjective more forcefully will not resolve the challenge.

2.4.1 Credibility topics to prepare

Prepare the actual legal entity and public contact route; the team's relevant history; the documented operating record; ownership or custody; valuation method; reporting; applicable third-party checks; fees; conflicts; and what happened in difficult periods. A principal or specialist handoff is useful when it resolves a specific issue. Do not use a prestigious title as a substitute for an answer.

If you use a testimonial, case, or reference, establish that the firm can share it and that the wording fairly represents it. Never invent an investor, imply another person's endorsement, or disclose private holdings to make the pitch stronger.

2.5 Say numbers in their actual units

Before using a return figure, identify whether it is historical, current, projected, targeted, contractual, or hypothetical. State the relevant period, gross or net basis, applicable costs, source, and important assumptions. Explain the metric in ordinary language. If the campaign has no approved figure, give no figure.

PROSPECT ASKS	ANSWER MUST ADDRESS
"What percentage?"	The requested approved percentage metric and period; a payback period is a different answer
"When do I get paid?"	Actual distribution terms and conditions, separately from any forecast
"When do I get my capital back?"	Exit and access terms, separately from income payments
"Is the preferred return a promise?"	The actual contractual priority and conditions; do not infer payment certainty from the label
"Is that after fees?"	The precise calculation basis and any excluded costs
"Is that what I will make?"	The limits of what the figure establishes; do not turn historical or modeled data into a personal result
"What was the worst period?"	The requested approved loss information; do not switch to the best year

SAY "The figure is [RETURN_METRIC], for [PERIOD], on a [GROSS_OR_NET] basis. It is [FIGURE_TYPE]. It depends on [ASSUMPTIONS], and [DOWNSIDE] could change the result."

Do not bury the material limitation in a rapid disclaimer after a dramatic headline. Deliver the basis and limit at the same clear pace as the attractive number.

2.6 Compare on the prospect's criterion

Ask:

SAY "Better on which measure?"

A fair comparison needs the same measure, relevant period, costs, access conditions, and risk context on both sides.

Use a comparison worksheet with columns for **current choice, proposed choice, source, advantage, disadvantage, and unknown**. Staying with the present arrangement remains a real choice. You can explain a documented drawback of it without pretending that your offering has no corresponding cost.

SAY "You value [CRITERION]. On that measure, [SUPPORTED_COMPARISON]. The trade-off is [OTHER_DIMENSION]. Is that a trade-off you would consider?"

If they are happy with their current arrangement, ask about a gap only while they are willing to discuss one. Do not manufacture dissatisfaction, insult the incumbent, or promise that an unreviewed alternative is superior.

2.7 Prepare the relevant sector module

These are preparation questions, not assertions that a particular offering has these features. Use only the rows relevant to the campaign.

OFFERING CATEGORY	ESTABLISH FROM THE ACTUAL DOCUMENTS	MISREADING TO PREVENT
Oil and gas working interest or direct participation	Investor interest, development stage, production evidence, operator obligations, expenses, possible additional liabilities, cash-flow assumptions, tax explanation	Existing wells or a turnkey label automatically eliminate operating, commodity, or liability risks
Mineral or royalty interests	Exactly which rights transfer, title evidence, lease terms, payment basis, deductions, operator exposure, investor obligations, transfer process	All mineral and royalty structures have identical rights, costs, or liability limits
Income-producing real estate	Ownership structure, actual occupancy and leases, tenant exposure, expenses, financing, distribution basis, reserves, sale assumptions	Leased property means assured income or immediate liquidity
Raw land or development	Title, permitted use, access, entitlements, development responsibilities, carrying costs, valuation basis, sale assumptions	A development plan is an approval, or an appraisal is a committed buyer
Private placement or specialty fund	Instrument, mandate, investor rights, fees at every layer, valuation, reporting, leverage, withdrawal or transfer restrictions	The label alone explains the strategy or risk
Private credit or interval structure	Borrowers, claim priority, collateral terms, defaults, leverage, valuation, distribution source, exact repurchase process	A periodic request window ensures full withdrawal
Venture or pre-IPO	Security and rights, business progress, financial condition, dilution, valuation assumptions, restrictions, possible exit routes	An intended listing has a dependable date or outcome
Metals or related products	Physical asset versus security, title and custody, spreads, storage, leverage if any, sale process, income if any	Every product with a metal name has the same ownership, cost, or risk
Bonds, structured products, or project finance	Actual payment obligations, issuer and counterparty exposure, conditions, maturity, call features, secondary access, project dependencies	A familiar label overrides the actual instrument terms

For each row, prepare a plain description, a reason to consider it, a reason it might not fit, and the five questions most likely to expose a missing fact. Do not teach callers broad category assurances from examples about another structure.

2.7.1 Sector questions to rehearse

These response shapes extend the preparation table into spoken answers. Fill the factual clauses first. If the source packet cannot answer the question, use the missing-fact route.

WORKING INTEREST

“Why was the well stopped if it was worthwhile?”

SAY “The documented reason was [PRIOR OPERATING REASON]. The current plan changes [ACTUAL CHANGE]. The result still depends on [OPERATING ASSUMPTIONS]. I’ll show you the operating evidence behind that explanation.”

Do not invent an economics-then-versus-now story.

WORKING INTEREST

“Can I be asked for more money?”

SAY “The agreement provides [ACTUAL_FUNDING_OBLIGATIONS_AND_LIMITS]. [RELEVANT_EXCEPTIONS] also apply.”

Explain the contract rather than using “turnkey” as a complete answer.

MINERALS OR ROYALTIES

“Is this the same as paying to drill?”

SAY “What you receive here is [SPECIFIC_RIGHT]. Your obligations are [ACTUAL_OBLIGATIONS], and payments are calculated from [PAYMENT_BASIS].”

Do not generalize all royalty and working-interest arrangements into the rights of this one contract.

MINERALS OR ROYALTIES

“If production falls, what happens?”

SAY “The payment calculation depends on [ACTUAL_PRODUCTION_AND_PRICE_TERMS]. The supporting report assumes [ASSUMPTIONS]. [DOWNSIDE_EFFECT] is the relevant exposure.”

The existence of production is a fact to explain, not a complete answer about future payments.

LEASED PROPERTY

“What if the tenant leaves or stops paying?”

SAY “The documents address that through [ACTUAL_LEASE_TERMS_RESERVES_OR_PROCESS]. The remaining exposure is [VACANCY_OR_PAYMENT_RISK].”

A tenant's rating, a lease label, or a fully leased snapshot cannot replace the answer.

RAW LAND

“Does this produce monthly income?”

SAY “The distribution terms are [ACTUAL_DISTRIBUTION_TERMS]. The proposed return depends on [ACTUAL_EXIT_OR_INCOME_MECHANISM].”

If the offer relies on a future sale, say so directly; do not leave the prospect picturing rent checks.

ROYALTY OR SPECIALTY FUND

“How does the asset generate payments?”

SAY “The payment is triggered by [ACTUAL_EVENT], under [ACTUAL_RIGHT_OR_CONTRACT]. The fund receives [PAYMENT_BASIS], with [COSTS_AND_CONDITIONS].”

PRIVATE CREDIT OR INTERVAL STRUCTURE

“The quarterly window means I can cash out, right?”

SAY “The actual process is [REDEMPTION_TERMS]. The conditions include [CAPS_OR_OTHER_LIMITS_IF_APPLICABLE]. That means [PLAIN_EFFECT_ON_THE_REQUEST].”

State the relevant limit before returning to the income case.

VENTURE OR PRE-IPO

“When will it list?”

SAY “The approved information says [ACTUAL_STATUS]. [UNRESOLVED_DEPENDENCIES] remain. I cannot turn the proposed exit into a definite listing date.”

Keep the difference between an intention and a confirmed fact audible.

METALS OR RELATED PRODUCTS

“Do I own the metal?”

SAY “The instrument gives you [ACTUAL_OWNERSHIP_OR_CLAIM]. [TITLE_OR_CUSTODY_EVIDENCE] documents that, and the costs are [ACTUAL_COSTS].”

Do not answer with a general statement about gold when the question concerns this particular product.

2.8 Build the answer sheet

Each entry contains the prospect question, short direct answer, one optional expansion, document and page or section, date checked, and escalation owner. Use these question groups:

- **Company:** Who are you? Who runs it? Where are you based? How long has the entity operated? What does the track record actually cover?
- **Offering:** What am I buying? How does it work? What is the proposed source of return? What is the minimum? How are payments determined? What is the duration? Where is the asset: state, county, or basin? Is it pooled with other investors, or something I own directly? What does one unit cost, and what share does it buy? Is it producing or earning now?
- **Risk and access:** What can go wrong? What supports any claim of protection? Can there be additional obligations? How can I exit? What can delay or prevent that?

- **Economics:** What are all the relevant fees and expenses? How does each party make money? How does the distribution order work? What does the quoted metric include?
- **Verification:** What documents can I inspect? Who holds or records the assets? Who values them? What was audited or independently examined? Who answers unresolved technical questions?
- **Eligibility and process:** Who may be approached? What eligibility question can the caller ask? How do joint decision makers or advisers participate? What happens after this call?
- **Special questions:** Comparisons, contact-data origin, and any category-specific acronym used in the script.

Mark an unavailable answer **unknown: owner assigned**, never “probably.” A missing foundational fact can prevent launch; a specialized question during an otherwise supported call can lead to a precise follow-up. The campaign owner decides which facts are required before dialing.

2.9 Use diagnostic trial closes

Ask questions that tell you what to do next:

SAY “Does that address the concern about [ISSUE]?”

SAY “What would you still need to verify?”

SAY “Is the structure worth reviewing, given [LIMITATION]?”

SAY “Which part should we examine first?”

A response tells you whether understanding or interest has progressed. It does not bind the prospect to buy if you answer the next question. Avoid a chain of obvious yeses used to make a later refusal seem inconsistent.

2.10 Edit and rehearse

Read every line aloud. Remove stage directions from spoken text. Expand unfamiliar shorthand. Ask a colleague to interrupt at the weakest point and verify that you can answer without restarting the pitch.

Run five checks: factual support; relevance to the decision; understandable language; complete material meaning; and a clear next question or action. Then challenge the script with a skeptic, a novice, a hurried prospect, and a person who knows the category. Those are practice situations, not fixed personality types.

Finish with one hard question: **What truthful reason could make this offering unsuitable for the person we intend to call?** If the script cannot answer that, the qualification section needs work.

3 Objection Handbook

Answer the resistance and earn the next step

An objection tells you what stands between the prospect and the next decision. Find that issue, make your strongest relevant case, and ask directly whether it resolves the concern. You do not need to apologize for having a proposition. You do need to understand the answer.

Apply S4: one short try on a first vague brush-off, then stop on a firm or repeated no (page 6).

All sample caller lines are authored adaptations. Fill facts from the campaign worksheet. Choose a response to the actual situation; do not read several alternatives in succession.

3.1 The response sequence

- Hear it.** Let them finish. Do not spend their speaking time preparing a generic comeback.
- Locate it.** If needed, ask one question that separates the likely meanings. If the meaning is already clear, answer it.
- Address it.** Give the direct answer, strongest relevant support, and any condition needed to understand it.
- Check it.** Ask whether the answer resolves the issue or what remains.

- Advance or finish.** Recommend a useful next action when interest remains. Stop when the answer is final or the offer fails the stated requirement.

SAY “So the issue is [SPECIFIC_CONCERN]. Here is [DIRECT_ANSWER_AND_SUPPORT]. The limitation is [LIMIT]. Does that settle that point?”

Do not force this whole sequence into every exchange. “Who is this?” needs your identity. “Take me off the list” needs action. Neither needs an objection-isolation question.

3.2 Choose the branch

WHAT YOU HEARD	YOUR JOB	WHERE TO LOOK BELOW
“Not right now,” “call me later,” “let me think”	Find the timing or the open question; book only what they agree to	13A, 34 to 36 · page 27
Identity, source, legitimacy	Establish verifiable context	3 to 7 · page 24
Busy, brief, materials first	Respect the actual time or channel request and preserve a useful next step	8 to 12 · page 25
Ambiguous early brush-off	Test relevance once while they remain engaged	13 to 15 · page 26
A factual concern	Answer the specific issue	16 to 27 · page 27
Amount, authority, eligibility	Identify a real constraint and route it accurately	28 to 33 · page 30
More diligence or scheduling	Resolve the next decision	34 to 37 · page 31
Final refusal, no-contact, distress	End selling and record the appropriate action	38 to 40 · page 32

3.F Objection finder

3.3	"Who is this?" or "What do you want?"	24	3.23	"I've lost money in something like this"	29
3.4	"Is this a sales call?"	24	3.24	"I don't understand it"	29
3.5	"How did you get my number?"	25	3.25	"Why you?" or "What makes it different?"	29
3.6	"I don't know your company" or "This sounds like a scam"	25	3.26	"What about taxes?" or "Can I use my retirement account?"	29
3.7	"Where are you based?" or "What does your company do?"	25	3.27	"What happens if the market changes?"	29
3.8	"I'm busy"	25	3.27A	"I'm waiting for the market to settle"	29
3.9	"You've got fifteen seconds"	25	3.28	"The minimum is too much"	30
3.10	"Send me the information"	26	3.29	"I don't have the money available"	30
3.11	"Just email it; don't call me"	26	3.29A	"The amount's fine, but not within [FUNDING WINDOW]"	30
3.12	"I don't have email" or "I'm not giving you that"	26	3.30	"Possibly, if the documents make sense"	30
3.13	First ambiguous "Not interested"	26	3.31	"My adviser handles everything"	30
3.13A	"Not right now" or "Not at this time"	27	3.32	"I need to speak with my spouse, partner, or accountant"	30
3.14	"I don't invest in that category"	27	3.33	"I don't know whether I qualify"	31
3.15	"I already have investments" or "I'm happy where I am"	27	3.34	"I need to think about it"	31
3.16	"It's too risky"	27	3.34A	"I'd have to see it first" or "It depends what it is"	31
3.17	"Can you guarantee it?" or "Can I lose my money?"	28	3.35	"I want to research it first"	31
3.18	"I don't tie my money up"	28	3.36	"Call me later"	31
3.19	"The return isn't high enough"	28	3.37	"Why should I meet?" or "I'm ready—what next?"	32
3.20	"What will I actually make?"	28	3.38	Firm refusal	32
3.21	"The fees are too high"	28	3.39	No-contact request	32
3.22	"How does your company make money?"	28	3.40	Hardship or serious confusion	32

3.3 "Who is this?" or "What do you want?"

SAY "[CALLER], with [COMPANY]. I'm calling about [ACCURATE PURPOSE]."

Then stop and let them answer. Give [REASON] when they ask why you called them, or after their reply.

Answer immediately. If the original greeting was interrupted, do not restart the full introduction. A repeated identity question may mean the first answer was inaudible or incomplete. Make it clearer before asking any qualifier.

3.4 "Is this a sales call?"

SAY "Yes. I'm calling about [OFFER CATEGORY]. The point worth a look is [SUPPORTED DIFFERENCE]."

If they remain engaged, ask the relevance question. Do not describe an offer introduction as research, a service notice, or a personal favor. For a discovery-only campaign, state the actual commercial purpose without pretending an unselected deal exists.

3.5 “How did you get my number?”

SAY “Your details came from [VERIFIED_SOURCE]. I don't have [MISSING_DETAIL] in front of me. I can have it checked.”

If the source is unknown:

SAY “I don't have the source verified in front of me. I'll have that checked before I make a claim about it.”

Do not speculate that they requested information, invested before, or were referred.

A data question is not consent to switch into financial qualification. Address any correction or contact instruction first.

3.6 “I don't know your company” or “This sounds like a scam”

SAY “That's fair. Here's how you can check who we are. Our legal name is [LEGAL_ENTITY]. You can check [APPROVED_INDEPENDENT_ROUTE] and call us through [PUBLIC_CONTACT_ROUTE]. I'll send the identifying information if you want it.”

If they want to continue after verification, arrange that next step. Do not insist they trust your voice, offer invented references, or demand private account details to prove they are serious. If they are clearly ending the call, end it.

If they ask “If it's so good, why do you need my money?”:

SAY “Fair question. [SPONSOR] raises outside money to [USE_OF_FUNDS].”

Then check:

SAY “Does that answer it?”

3.7 “Where are you based?” or “What does your company do?”

SAY “We're based in [COMPANY_LOCATION]. We [ONE_LINE_COMPANY_ROLE].”

Answer in one breath, then go back to where you were. For track record, give only [DOCUMENTED_TRACK_RECORD]. If you don't have it: “I don't have that in front of me. I'll send it.”

3.8 “I'm busy”

If they are still asking what the call is about:

SAY “Quick version: [PURPOSE_AND_RELEVANCE]. Better time to talk?”

If yes:

SAY “Later today, or tomorrow?”

If their schedule is unpredictable:

SAY “No problem. Shall I try you in a few days?”

Record it as an unscheduled callback.

If they are leaving, driving, or plainly ending:

SAY “Understood. I'll let you go.”

Use a callback time they offer; do not squeeze in qualifiers. “Busy” tells you about the moment. It does not establish interest, rejection, or callback permission by itself.

3.9 “You've got fifteen seconds”

SAY “[OFFERING] is [PLAIN_DESCRIPTION]. The possible fit is [RELEVANCE], with [MAIN_LIMITATION]. Is that worth a later conversation?”

Keep the explanation within the allowance. If they volunteer a question, answer it. Do not use their initial agreement as permission to run the full script without checking whether they can continue.

3.10 “Send me the information”

SAY “I’ll send [MATERIAL]. Is it [RELEVANT_TOPIC_A] or [RELEVANT_TOPIC_B] you’d look at first?”

“Send me the info” goes both ways. Some leads mean yes; some mean goodbye. One or two qualifiers tell you which, and give the follow-up a purpose.

Then:

SAY “If it fits, is this something you’d look at this year?”

Confirm the route:

SAY “Email or text?”

Then say what to look for:

SAY “It’ll come from [SENDER_NAME] by [DELIVERY_TIME].”

Set the follow-up:

SAY “Let’s take ten minutes once you’ve had a look. [DAY_A] or [DAY_B]?”

If they decline a time, send it anyway and record materials only (5.4, page 41). The material is never conditional on booking. Record interest separately from email acceptance.

3.11 “Just email it; don’t call me”

SAY “Understood. I’ll send the requested material and record no further calls.”

Complete the no-call action. The email request authorizes only the stated material under the campaign’s process; it does not justify more calls or an unrelated email sequence.

3.12 “I don’t have email” or “I’m not giving you that”

Match the reply to what they object to. Use only routes the campaign supports.

- Won’t give email: **“No problem. Text or mail instead?”**
- “Just call me”: **“That works. When’s good?”** Record phone-only.
- “You already have my number”: **“True. I’ll text it there, then.”**
- “Tell me what it is first”: give the one-line offer, then ask once more.
- “I’ll give it to you later”: set the callback (36) and ask then.

If none is available, explain the limitation and close or refer through the firm’s actual route. Do not demand an address just to complete the lead record. If they reject the question rather than the offer, record the missing field and continue only where a meaningful next step remains possible.

3.13 First ambiguous “Not interested”

While they remain willing to engage:

SAY “Fair enough. So I don’t bother you again: is [CATEGORY] off your radar, or is the timing just wrong?”

Use the answer. If they say the explanation was unclear, give one sharper relevance statement. If they name a genuine timing issue, clarify an agreed future step. If they say “I said no,” end. Do not require them to justify a firm refusal.

A clear “No thanks, I don’t want to discuss this” is already final. Skip the question.

3.13A “Not right now” or “Not at this time”

This is one of the lines you will hear most, above all on re-engagement calls. It is usually about timing, not the offer.

SAY “Fair enough. Is that a not-yet, or a no?”

If not yet:

SAY “When should I try you: a few months, or next year?”

Record the horizon they give as a not-before date (see 36).

If they add a reason, go to that entry: busy (8), already invested (15), no spare cash (29). If they say no, use 38. Ask the fork once; do not stack a second clarifier on their answer.

3.14 “I don't invest in that category”

On a product call, if they have made a settled category decision:

SAY “Understood. Thanks for being clear.”

On a re-engagement call, ruling out a sector is information, not a refusal:

SAY “Got it, no [SECTOR]. What do you like?”

Record both answers for the next call.

If they ask whether you mean a particular structure:

SAY “This is [ACTUAL_STRUCTURE]. The distinction is [SUPPORTED_DISTINCTION]. Does that change the relevance, or is the category itself outside your plans?”

Use a real distinction, such as a different ownership right, only when documented. Never relabel the same exposure to get around their boundary. A preference for another category can be recorded if volunteered; it is not a reason to launch an unsolicited second pitch.

3.15 “I already have investments” or “I'm happy where I am”

When still conversational:

SAY “Good to hear. All set for good, or open to something different?”

Listen for which kind of “set” it is:

- Just put money in elsewhere, or fully invested: this is timing. Ask “When might you look again?” and use 36.
- Their adviser handles it: use 31.
- Already in this sector: “What do you hold there now?” Compare only if they ask.
- Happy and done: finish.

If they name a criterion, compare only on that criterion. If the answer is “Nothing—I'm satisfied,” finish. Owning other investments is not a disqualification, and satisfaction is not a defect you must create doubt about.

3.16 “It's too risky”

If vague:

SAY “Which risk is decisive for you: losing capital, the operator, or access to the money?”

Add another relevant option if they identify it; the list is not exhaustive.

Then:

SAY “On [NAMED_RISK], the documents show [FACT]. [REMAINING_RISK] still exists. Is that something you would examine further?”

If their limit rules the offer out, stop. Do not answer every risk objection with a return figure or tell them that cautious investors miss out.

3.17 “Can you guarantee it?” or “Can I lose my money?”

For an offer exposed to capital loss:

SAY “You can lose capital. The relevant risk here is [ACTUAL_RISK]. [PROTECTION_IF_ANY] has [LIMIT], so it does not remove that exposure.”

Answer the exact question from the terms. Do not imply that an absence of previous losses proves future safety. If a contractual protection is claimed, explain precisely what it covers, who stands behind it, and what it does not cover. If you cannot establish that, do not claim it.

3.18 “I don't tie my money up”

If unclear:

SAY “What access do you need for the capital you would consider?”

Then:

SAY “The terms are [REDEMPTION_TERMS], with [HOLD_PERIOD] as the expected investment duration. That [MEETS_OR_DOES_NOT_MEET] the access requirement you described.”

A request window, target sale date, or possible buyer is not the same as an enforceable withdrawal right. When the terms fail the prospect's requirement, end this offer's pitch. Do not rename illiquidity as discipline.

3.19 “The return isn't high enough”

SAY “What are you comparing it with?”

Then, if needed, ask the period, then the costs, one at a time.

Use the answer to frame a sourced comparison of the same metric. State any additional risk or restriction alongside the potential advantage. If they require a result the offering cannot support, say so. Do not increase a projection to keep the call alive.

3.20 “What will I actually make?”

SAY “[SOURCE] shows [RETURN_METRIC] for [PERIOD], on [BASIS]. It's not certain. [DOWNSIDE] can change it.”

Give [ASSUMPTIONS] when they ask how it is worked out.

If they ask how they get paid:

SAY “Payouts are [PAYOUT_SCHEDULE].”

Use only the schedule in the campaign documents.

If they want a different metric, get that metric or mark it unknown. An attractive historical year is not a substitute for their question about the current deal.

3.21 “The fees are too high”

SAY “The fees are [ACTUAL_FEE_TERMS]. Is the issue the total cost or how the compensation is structured?”

Address the named issue using the full fee schedule and a relevant comparison if one is available. Explain sponsor alignment without hiding other compensation. If fees are fixed and unacceptable to them, acknowledge the mismatch. Do not invent discounts, waive fees beyond your authority, or dismiss cost as trivial.

3.22 “How does your company make money?”

SAY “[PARTY] receives [ACTUAL_COMPENSATION], under [CONDITIONS]. The full schedule also includes [OTHER_RELEVANT_COSTS].”

If a profit participation starts later but fees occur earlier, say both. “We only win when you win” is inadequate when it hides compensation or conflicts. Directness on economics can strengthen the conversation because the prospect can inspect the incentive structure.

3.23 “I’ve lost money in something like this”

SAY “Sorry to hear that. What went wrong?”

If they are willing to discuss it:

SAY “Then [ISSUE] is the point to examine here. The documented difference is [DIFFERENCE], while [REMAINING_RISK] still applies.”

Do not assume the structures are comparable from the sector name. Do not promise a recovery or use the loss to increase urgency. If they say they are finished with the category, accept that decision.

3.24 “I don't understand it”

SAY “Let me make the structure plain. You would [ACTUAL_RIGHT_OR_OWNERSHIP]. The money is used for [USE], and any return depends on [MECHANISM]. The main limitation is [LIMIT]. Which part needs another pass?”

Use a short analogy only if it preserves the relevant mechanics and limitations. If they remain unable to understand or ask you to decide for them, pause the sales path and use the authorized support process. A quick yes after confusion is not adequate comprehension.

3.25 “Why you?” or “What makes it different?”

SAY “The concrete difference is [SUPPORTED_DIFFERENCE]. You can verify it in [SOURCE]. For your concern about [CRITERION], it means [NARROW_RELEVANCE].”

If the difference is not decisive, do not pretend otherwise. Ask what feature would matter more. Avoid exclusive access, celebrity participation, or competitor comparisons unless the actual claim is documented and shareable.

3.26 “What about taxes?” or “Can I use my retirement account?”

SAY “Good question. If the offer materials cover it, I’ll send you that section. For your own situation, check with your CPA.”

Then go back to where you were.

Do not calculate personal tax savings, suggest account changes, or invent eligibility from another offering. If the answer is missing, assign it to the appropriate specialist. Keep the next step specific instead of hiding behind an indefinite promise to find someone who knows.

3.27 “What happens if the market changes?”

SAY “Let’s test the scenario you have in mind. Which change are you concerned about?”

Explain the actual exposure and any documented scenario analysis. Distinguish the assumptions from the outcome. Do not claim that private assets, hard assets, multiple properties, or a particular structure are immune to broader conditions.

3.27A “I’m waiting for the market to settle”

SAY “Makes sense. What would you want to see first?”

If they name a signal or a date, record it as the trigger for the next call. If the worry is a specific risk, use entry 27. If they simply want to wait, agree a check-back window only if they want one. Do not argue that waiting costs them money.

3.28 “The minimum is too much”

SAY “Is [MIN] beyond the amount you could consider, or do you want more evidence before considering that size?”

If it is an evidence concern, arrange the relevant review. If it is a size limit, use a lower entry only when it genuinely exists and the caller is authorized to offer it:

SAY “The offer also allows [ACTUAL_LOWER_ENTRY]. If the details fit, is that amount workable?”

Do not offer or describe a smaller or split unit unless the offer record lists it.

Record the answer at the new stated amount. Do not use a lower amount after the prospect has rejected the offer itself.

3.29 “I don't have the money available”

SAY “Understood. Is that for now, or for good?”

If for now:

SAY “When might that change?”

Record the horizon and any event they name, such as a sale or payout. Use 36 for the callback.

If the minimum is the issue, use 28. If they mention job loss, bills or illness, use 40.

If they have no capacity or interest, finish. Do not direct them to borrow, use emergency funds, sell holdings, or stretch to prove seriousness. A documented future event can support an agreed later contact; it does not establish present liquidity.

3.29A “The amount's fine, but not within [FUNDING_WINDOW]”

SAY “Understood. When could it work?”

Record the amount as acceptable and the timing they give. Never shorten or invent a window to add pressure. If the offer has no later window, say so plainly and finish.

3.30 “Possibly, if the documents make sense”

After a stated-amount question:

SAY “Good. What needs to check out first?”

After the answer:

SAY “Would a review of those details help?”

Keep the stated amount, time, and condition attached to the record. Do not back away as though they said no. If “possibly” was vague and did not answer capacity, clarify:

SAY “Are you saying the amount could be available if it fits, or is availability still uncertain?”

3.31 “My adviser handles everything”

If the decision process is unclear:

SAY “For something like this, would you decide after their review, or would they decide for you?”

If they want independent review before making their own decision, send the requested material and include the adviser if invited. If they delegate completely and will not evaluate the offer, stop the direct investor qualification path. Record adviser-controlled and unqualified for that path. A permitted introduction to the adviser is a separate, explicitly agreed route.

Do not attack the adviser, speculate about motives, or isolate the prospect from their support.

3.32 “I need to speak with my spouse, partner, or accountant”

SAY “Then let's make sure they get the information they need. What will they want to examine?”

Offer a joint review only if wanted. Do not assume they are hiding behind another person. Record who participates and who decides, without claiming joint consent from one person's answer.

3.33 “I don't know whether I qualify”

SAY “Fair question. For this offering it means [APPROVED_ELIGIBILITY_EXPLANATION]. Does that sound like you?”

If they say “I'd have to check”:

SAY “No problem. I'll note it as open.”

Mark it pending and move to the next question.

If they ask whether a holding or a figure counts:

SAY “I'll stick to the wording I have: [APPROVED_ELIGIBILITY_EXPLANATION]. [SPECIALIST] can go through the details.”

Do not confirm or correct numbers the lead offers.

If they say “I don't know what that means, so I'm probably not,” give the explanation first. Not knowing the word is not an answer.

If they rule themselves out on one point (“I'm retired, so I don't have the income”):

SAY “Thanks. Here's the wording we use: [APPROVED_ELIGIBILITY_EXPLANATION]. Does that sound like you?”

Record their answer. Do not agree, argue, or suggest another way to qualify.

If they do not meet a required criterion, stop that offering's qualification path. If uncertain, mark pending. Do not coach a qualifying answer, substitute income or occupation for the required determination, or promise an exception.

3.34 “I need to think about it”

While engaged:

SAY “What is the main point you need to settle?”

If there is a question, answer it. If there is a comparison or adviser review, provide the relevant material. If they simply want time, let them have it. Ask for a useful follow-up only if they want one; do not frame thinking as cowardice or a failure to decide.

3.34A “I'd have to see it first” or “It depends what it is”

If they have not yet heard what it is, give the one-line offer now:

SAY “It's [PLAIN_DESCRIPTION]. Worth a look?”

If they want it in writing before deciding:

SAY “Of course. I'll send it today. Let's take ten minutes once you've read it. [DAY_A] or [DAY_B]?”

If they decline a time, send it anyway (see 10).

Do not ask for a commitment on the phone. “I'll look and get back to you” is a request for material, not a no.

3.35 “I want to research it first”

SAY “Good. Start with [VERIFIABLE_DOCUMENT_OR_ROUTE]. I'll send the material on [THEIR_ISSUE]. Shall we compare notes after you've reviewed it?”

If they prefer to contact you, record that and wait. Do not gate the material, dismiss independent information, or suggest that scrutiny will cost them their place.

3.36 “Call me later”

If they are busy at this moment:

SAY “Understood. What time works?”

This matches the routing table in chapter 1, section 10.

If they mean not yet:

SAY “What needs to happen first?”

Then, if welcome, establish the date or window.

Honor “not before” exactly. A vague future preference is not a booked appointment. “Call me about a different category” is a category-specific future request, not current-offer interest. Record the condition so the next caller has a real reason to call.

3.37 “Why should I meet?” or “I’m ready—what next?”

For the meeting:

SAY “To resolve [SPECIFIC_ISSUE] with [AUTHORIZED_PERSON], using [DOCUMENT]. That is the decision still open. Shall we arrange it?”

Offer real times after agreement.

For readiness:

SAY “The next step is [ACTUAL_PROCESS]. [NAME_OR_ROLE] will walk you through [ACTION].”

Do not invent allocation, reservation, signing, or payment instructions. Interest is not a completed transaction.

3.38 Firm refusal

SAY “Understood. Thanks for the direct answer.”

End.

Record the actual scope: current offer, category, timing, or all further contact. Apply S9: a decline is not a DNC request, and it never permits more pursuit (page 6). No more alternate-time close or smaller-ticket pitch after a firm refusal.

3.39 No-contact request

SAY “Understood. I’ll record your request for no further calls.”

End selling immediately and complete the firm’s suppression process.

No reason is required. Do not ask for an email, offer another investment, or finish the pitch. If the system action is still pending, record it as pending with an owner; do not claim completion before it happens.

3.40 Hardship or serious confusion

For hardship:

SAY “I’m sorry to hear that. We can leave it there.”

Do not convert bereavement, distress, or urgent bills into a sales opening or presumed callback.

For serious confusion: pause the sales path and use the authorized support process (24).

Trainer notes

Practice the same words with different context. “Not now” while asking for a date differs from “Not now, not ever—stop.” A good caller hears the second half. Use chapter 4 (page 33) for signal meanings and chapter 7 (page 53) for scored practice. The count of rebuttals is not a performance target.

4 Investor Signals

Read the answer before choosing the next move

The strongest signal is what the person actually says and agrees to do. Tone, hesitation, length of answer, and politeness can help you notice that something needs clarification. They cannot establish wealth, eligibility, understanding, decision authority, or consent.

Use three columns in your thinking: **observation**, **possible meaning**, **next check**. Keep the first separate from the second in your notes.

4.1 Signals that support progression

OBSERVATION	WHAT IT SUPPORTS	USEFUL NEXT MOVE
Asks how the structure works	A live information need	Answer that question, then check relevance
Names a desired outcome	A criterion for discovery	Learn the constraint that matters with it
Asks for evidence, risks, or fees	Active evaluation or verification	Provide the requested evidence without assuming approval
Says "I'll take a look"	Willingness to review	Confirm the material, then propose two times for a short follow-up (3.10)
Answers the stated-amount question conditionally	Possible capacity at that amount, subject to the stated condition	Preserve the condition and arrange diligence
Offers a definite review time	Specific next-step interest	Confirm the date, zone, participants, and purpose
Corrects an email or gives a delivery address	A usable delivery detail	Confirm it; record interest separately
Says money is coming: a sale, a maturity, a payout	A future event that may free cash	Ask roughly when: "When do you expect that?" Then offer: "Want me to call after that?" Record the event and date in their words.
Involves a decision participant	A decision process	Establish the requested role and permission to include them

A mechanical question can come from a skeptic or someone checking a suspicious call. A pleasant conversation can end without any investment interest. Earn the next step explicitly.

4.1A What investors tell you about themselves

Leads often describe themselves before they answer your question. Treat each statement as a fact to record and a clue for the next move. On re-engagement calls with no single product, sectors and holdings come up most. On product pitches, experience and first-time statements come up more.

THEY SAY	WHAT IT TELLS YOU	NEXT MOVE
Names a sector they like	A category to match	Ask what draws them to it: "What do you like about [SECTOR] ?" Record it in their words.
Lists what they hold now	Their current mix	"What's working best in that mix?" Holdings alone can come with "I'm set"; do not read them as an opening.
"Open to anything"	No filter yet	Find the edge: "What would make one stand out to you?"
Rules a sector out	A hard filter	"Got it, no [SECTOR] ." Record it; never pitch that sector to them later.
Cautious, or waiting on the economy or an election	A timing condition, not a no	"What would you want to see first?" Record the trigger they name.
Names a deal must-have	A criterion	Say it back: "So it has to be [CRITERION] ." Use it in the next pitch.
Says money is coming	A future event	See the money-is-coming row in section 1.
A life event: divorce, job change, a move, a new house	Time or cash is taken	Do not push. Record it. Book a later call only if they offer one.
Health, surgery or a death	Hardship	Stop selling; see 1.10 (page 14).

Do not turn any of these into a guess about wealth or eligibility.

4.2 The conditional yes

Do not turn a reasonable diligence condition into a rejection.

T1	CALLER	SAY "If it fits after you've looked at it, would [MIN] be available within [FUNDING_WINDOW] ?" If the answer is unclear: "Would it be available then, or does something need to happen first?"
T2	PROSPECT	"Yes, if I like what I see."
T3	CALLER	SAY "Good. Let's focus the review on what needs to check out. What is first on that list?"

Apply S5: a conditional yes is not a purchase, final eligibility, or acceptance of every term (page 6). Capture the stated amount, window, and condition together.

4.2.1 Distinguish the nearby answers

ACTUAL ANSWER	INTERPRETATION	ACTION
"Yes, that amount is available if the deal fits"	Conditional capacity at the stated amount	Advance to the relevant review
"I might be interested" before any amount question	Tentative interest; capacity unknown	Clarify relevance, then ask the amount question when appropriate
"Maybe; I haven't checked my available cash"	Availability uncertain	Keep capacity pending; do not record yes or no
"Only after the sale closes"	Condition depends on an event	Record event and timing; current availability is not established
"I can do the smaller amount, if approved"	Capacity at a different amount, conditional on a real option	Check that the option exists and is authorized before offering it
"I have the money, but I don't want this"	Capacity with no offer interest	Stop the offer's pitch
"I would have to borrow for it"	Possible financing dependency, not available funds	Do not suggest financing; route or stop under campaign policy
"Send it and I'll decide whether to talk"	Materials request	Send it and propose two follow-up times (3.10). If they decline, record materials only

Avoid both mistakes: backing away from a conditional yes and converting a tentative statement into full qualification. The record must be as precise as the conversation.

4.3 Objection, preference, uncertainty, or final decision

An **objection** identifies an issue that the person remains willing to discuss. A **preference** describes what they favor. An **uncertainty** means they do not yet know. A **final decision** closes the current sales discussion. The same short phrase can play different roles depending on the surrounding words.

"Too much risk—how is the property valued?" leaves a factual question open. "Too much risk for me. I'm not proceeding" is a decision. Do not mechanically route both into the same rebuttal.

For a first vague brush-off, apply S4: one short try, then stop on a firm or repeated no (page 6).

4.3.1 Three checks for a possible later opportunity

Look for an explicit future event, a stated category preference, or a requested future action. If none is present, do not invent one. A caller can ask a concise timing question while the person is still engaged; the answer may simply be no.

"I'm not investing right now; call after my business sale" differs from "I'm not investing right now, and I don't want more calls." Record the whole sentence's meaning.

4.4 Interest and capacity are separate

An investor may have capacity without interest, interest without capacity, both, or neither. Email acceptance, occupation, age, location, confidence, and familiarity with investing do not resolve that distinction.

Use a stated amount and relevant time window. "Could you consider an investment?" is too vague to establish the campaign's minimum-size capacity. Describing the product as illiquid does not ask whether the person has available capital. Asking whether money is available does not establish whether the product's withdrawal terms meet their needs.

Keep these separate:

- **Capacity:** what amount could be considered, when, and under what condition.
- **Access need:** when the prospect needs the capital back or available.
- **Willingness:** whether they want to evaluate this offer.
- **Loss constraint:** what consequence or exposure they say would rule it out.

A strong next step reflects all relevant answers, not just the most favorable one.

Before booking a long review, ask the availability question in 1.6 (page 12). Interest without available money is a dated callback, not a review.

4.5 Eligibility is an answered question and a separate process

Use the campaign's approved wording. Many leads ask what the word means or whether they qualify. Some hear "credit" and think you mean their credit score. Keep the reply short:

SAY "It's not about your credit. It's a category the offering uses: [APPROVED_ELIGIBILITY_EXPLANATION]. Does that sound like you?"

If they did not catch it ("Am I what?"), repeat the question once, slower, in the same words. If they answer with what they own ("I have investments"), thank them and ask the question again. Do not read holdings as a yes or a no. If they give a partial answer, identify what remains unconfirmed. Do not treat "I've invested before" as an eligibility confirmation.

Record an initial self-report as such. A clear failure of a required condition means the offering's path stops. Close it warmly:

SAY "Thanks for being straight with me. This one isn't a fit, then."

Record "reported no" for that offering, in the lead's words. If they ask to hear about other things later, note that separately and only if they said it. Do not book a callback for the same offering. An uncertain answer means pending, not a guessed yes. Do not coach the answer or use occupational prestige as a substitute.

4.6 Decision authority and outside advice

Ask who evaluates, who advises, and who decides. Those roles can overlap, but they are not identical. One question usually covers it:

SAY “Is anyone else part of a decision like this?”

If yes:

SAY “Would they want to be on the next call?”

Record the names and roles exactly as given.

SITUATION	MEANING	ROUTE
Prospect decides independently	Direct decision path may exist	Continue relevant qualification
Prospect decides after adviser review	Adviser consultation is a condition	Provide material and arrange participation if requested
Spouse or partner jointly decides	Shared decision	Include them by agreement; do not infer their consent
Adviser controls all decisions; prospect will not evaluate	Direct investor qualification path is blocked	Mark adviser-controlled; stop that path
Person is gathering information for someone else	Intermediary, not the intended investor's own answers	Clarify role; use an authorized introduction if agreed
Prospect will not clarify authority	Unknown decision process	Do not mark fully qualified

Do not attack an adviser or label every mention of one as a dead lead. Identify the actual arrangement once and act on it.

4.7 Reading delivery without pretending to read minds

Short answers can come from a decisive, interested person. Long answers can come from someone with no intention of proceeding. Silence can mean thinking, distraction, a bad connection, or disagreement. A louder voice can mean poor audio. None is a reliable status by itself.

Use observable behavior to adapt the channel: shorter turns for someone requesting brevity, plain explanations for someone asking about terms, and more detailed evidence for someone requesting it. Check your interpretation: “Would the short version or the detail help more?”

Do not assign visual/auditory types, personality categories, or hidden motives from vocabulary, voice, occupation, or accent. Do not pretend to infer lying from a pause or an eye-cue theory.

4.8 Routing and stop signals

For wrong contact, gatekeepers, screeners, bad lines, no-contact requests and hardship, use the routing table in 1.10 (page 14). The signals below are the ones that table does not cover.

SIGNAL	ACCURATE STATUS	CALLER ACTION
"Hold on"	Temporary hold	Be silent; resume when they return or follow the campaign timeout
"No more about this deal"	Stated restriction on that offer	Record its scope; do not keep pitching it
"Email only"	Phone restriction and stated email preference	Follow that exact channel instruction
Persistent serious confusion	Comprehension concern	Pause progression and use authorized support

For hold silence, wait for re-engagement. A finite timeout is a campaign setting; "hold on" does not authorize indefinite occupation of the line. For an unclear contact restriction, clarify only its scope if necessary to honor it, without inserting another pitch.

4.9 Record the evidence for the interpretation

USEFUL NOTE

"Said the stated minimum could be available after a planned asset sale; date unconfirmed. Wants the risk section. Agreed to email only; no calls."

UNUSABLE NOTE

"Wealthy and interested; liquid; follow up hard."

Use short direct quotations when a conditional answer or contact instruction could be misread. Keep sensitive detail limited to what the firm's process requires. The next caller should see what is known, what remains open, and what action is actually authorized.

It replaces the prospect's conditions with the caller's assumptions.

5 Lead Handling

Turn a good conversation into an accurate next action

A useful lead record lets the next person continue from the actual conversation. It preserves the prospect's interests, constraints, unanswered questions, and contact instructions. It also makes clear what the caller still owes them.

This chapter defines human recording practice. If the firm uses fixed CRM fields, map these meanings to those fields without silently changing their definitions.

5.1 Work the right record

Before dialing, check the campaign's permitted contact status, number, time zone, prior outcome, callback date, and channel restrictions. Read the last substantive note. Use only the actual recorded relationship in an opener.

Prepare a reason for this particular call. A previous interest, referral, or requested callback can provide it when documented. A name appearing on a purchased list does not prove that the person asked to hear from you.

Keep research focused on a relevant hypothesis. Record useful business context and its source; do not infer private wealth or eligibility from a job title or address. If a record is wrong, flag the incorrect relationship rather than inventing a way to keep pitching whoever answered.

5.1.1 Confirm what you hold; don't ask for it cold

Pull the email, state and last real contact before you dial. On the call, confirm instead of asking from scratch:

SAY “I have your email as [EMAIL_ON_FILE]. Still the best one?”

SAY “You're in [STATE_ON_FILE], right?”

If they say “Don't you already have that?”:

SAY “I do. I just want to be sure it still reaches you.”

If they ask “Have we talked before?”, give only what the record shows:

SAY “You spoke with [PRIOR_CALLER] on [PRIOR_DATE] about [PRIOR_TOPIC].”

If the record shows no real prior contact, say so plainly.

If the promised material never arrived:

SAY “Let's fix that now. Is [EMAIL_ON_FILE] right?”

Send it and record the send.

This applies most to re-engagement calls, which follow up an old note.

5.2 Keep three separate outcomes

OUTCOME	WHAT IT MEASURES	EXAMPLE
Conversation result	What actually happened on this contact	Reached intended person; requested material; declined offer
Qualification state	What is known for the intended next stage	Capacity conditional; eligibility pending; adviser-controlled
Action state	What must happen next and whether it has happened	Overview due; appointment confirmed; suppression pending

One label cannot reliably describe all three. A helpful call can result in a correct disqualification. A friendly email exchange can leave qualification incomplete. A booked meeting can still have an unanswered eligibility requirement that must be resolved before it is treated as qualified.

Before the outcome, record the raw result: no answer, voicemail, gatekeeper, automated screener, wrong person, bad number, bad line, or dropped call.

5.3 Preserve the eight-field checklist

The checklist has eight observations. Keep that count recognizable when comparing training results. The final two rows below add important context beyond the eight.

FIELD	WHEN	WHAT TO CAPTURE	WHAT DOES NOT ESTABLISH IT
1 Interest	Now	Specific category or offer interest, explicit decline, or conditional interest	Courtesy, long conversation, email acceptance alone
2 Email or delivery	Now	Address confirmed for the stated purpose; alternative, refused, or unavailable	An old address on file without an appropriate check
3 Eligibility response	Before a review	Asked under the approved wording; self-report and understanding	Job title, previous investment, income substituted for a different criterion
4 Sector experience	If relevant	Actual experience reported, including none or declined	Caller describing the category without asking
5 Minimum-size capacity	Before a review	Amount, availability window, answer, and condition	Stating the minimum, vague interest, presumed wealth
6 State	Later	The state they live in	Phone area code alone
7 Occupation/background	If relevant	Relevant current or former work as asked; retired is a valid answer with useful context if offered	Inferring eligibility from the answer
8 Follow-up time	Now	Agreed action and definite time/window, or explicitly unscheduled/none	Caller announcing "I'll call you" without agreement
Added: decision process	Before a review	Who evaluates, advises, and decides	Mention of a spouse or adviser without clarification
Added: constraints	If relevant	Objective, access need, loss concern, timing dependencies, unresolved questions	Generic personality or wealth labels

When means: **Now**, needed for the next step you are proposing (email only when you are sending material); **Before a review**, settle it before you propose a review; **If relevant**, ask only if it helps this conversation; **Later**, collected by the next stage. Say why before asking occupation or state. Email is a delivery route, not a test of interest: offer the alternative in 3.12 (page 26).

Ask only what is appropriate and permitted for the next stage. Do not prolong a wrong-party, DNC, clear non-fit, or final-refusal call to complete eight fields. For a cooperative qualification call, practice asking the relevant missing questions efficiently. Group the data questions near the close with one lead-in:

SAY “Two quick things so this reaches you.”

Confirm what the record already holds (5.1, page 39) and ask fresh only for what is missing. Read the email back once, slowly.

5.3.1 Answer-state vocabulary

Use **not asked**, **asked but unclear**, **declined to answer**, **reported yes**, **reported no**, **conditional**, and **not applicable** where supported by the CRM. Store formal verification separately from self-report.

If the CRM forces a yes/no value where the answer is unknown, flag that limitation to the owner and preserve the true status in the note. Do not describe a default false as the prospect having said no. Do not invent a positive answer to improve completeness.

5.4 Classify the opportunity accurately

DISPOSITION	USE WHEN	NEXT ACTION
Now: review agreed	Relevant interest and an agreed present next step	Arrange the action; show any qualification still pending
Later: agreed follow-up	Prospect requests or agrees to a future contact	Record trigger/date, channel, and not-before restriction
Interested: unscheduled	They want further discussion but have not fixed a time	Keep the agreed scheduling task distinct from an appointment
Materials only	They took the material but declined a follow-up time	Send the requested material; no inferred phone follow-up
Pending information	A required answer or fact is missing	Assign owner, source needed, and promised response time
Declined current offer	They reject this offering	Stop its pitch; record scope without inventing DNC
Not qualified for this path	Required eligibility, capacity, authority, or material fit fails	Close or route through an actually authorized alternative
Wrong contact/routing	Wrong number, wrong person, gatekeeper, screener, or disconnected line	Use the distinct reason and correct the route
No-contact/suppression	A contact restriction was stated	Stop selling and complete the firm's restriction workflow

“Later” requires evidence of a future path. Hardship by itself does not create one. “Not qualified” is not a judgment about the person and does not establish a no-contact request. Conversely, absence of DNC does not authorize continued pursuit after a decline.

Keep three fields on every record: **Outcome** (what happened on this call), **Next action** (who does what, by when), and **Contact instruction** (how and when they agreed to be contacted, or not at all). A new outcome never overwrites the contact instruction.

5.4.1 Close to match the call

WHERE THE CALL IS	CLOSE WITH
Ready for a next step	A time: "I have [TIME_A] or [TIME_B], [TIME_ZONE]. Which works?"
Open, but later	A booked callback with a reason (5.7, page 43): "I'll call [DAY] about [THEIR_TOPIC]."
Wants to look first	The material plus one focus and a time: "I'll send it with [THEIR_QUESTION] marked. Let's take ten minutes once you've read it. [DAY_A] or [DAY_B]?"
Declined	Thanks and an end: "Understood. Thanks for the direct answer." Record what they ruled out.

Apply S10: close once, then stop selling (page 6).

5.5 Capture notes without losing the call

Use brief keywords during the conversation: **criterion / condition / question / action**.

Do not read a long note back unless clarification is needed. Immediately after the call, turn those keywords into an accurate short record.

5.5.1 Recommended note template

Contact result	
Stated interest and objective	
Sectors liked (their words)	
Sectors ruled out	
Holds now	
Waiting on (event, rough date)	
Required qualification answers and unknowns	
Amount, time window, and conditions	
Decision participants	
Material constraints and questions	
Contact instruction (exact words if useful)	
Agreed next action, owner, and due time	
Completed actions and pending actions	
Source document/version used	

Do not record passwords, security codes, complete account credentials, or unnecessary personal detail. If someone starts disclosing a secret, stop that disclosure and use the approved secure process when one is needed.

5.6 Worked records

5.6.1 Conditional amount; review agreed

"Interested in reviewing [OFFER_CATEGORY]. Said [MIN] would be available within [FUNDING_WINDOW] if the documents and adviser review are satisfactory. Access requirement recorded. Agreed review at [DATE_TIME_ZONE] with [PARTICIPANTS]. Send [MATERIAL] by [DELIVERY_TIME]."

This keeps momentum and the condition. It does not report committed or invested funds.

5.6.2 Vague interest; capacity unknown

"Said 'might look at it.' Requested the overview. Amount question not answered; capacity unknown. No review time agreed. Send requested overview to confirmed address. Further contact only as agreed and permitted by campaign settings."

Do not count this as a fully qualified appointment.

5.6.3 Adviser controls decisions

"Prospect stated all investment decisions are delegated to adviser and declined to evaluate independently. Direct investor path not qualified. No adviser introduction agreed. Current pitch ended. No DNC request stated."

That last sentence describes the record. It is not an instruction to keep calling.

5.6.4 Phone restriction with material request

"Requested [MATERIAL] by email and said 'don't call me again.' Sales discussion stopped. Email delivery pending to confirmed address. Phone restriction submitted through [PROCESS]; completion [STATUS_AND_OWNER]. No calls scheduled."

Never shorten this to "email lead; follow up."

5.6.5 Future event without a date

"Said capacity depends on a planned sale; timing unknown. Interested in [CATEGORY]. Requested material; did not request a callback. Current availability unconfirmed. Deliver material only; no invented future appointment."

5.7 Book something real

Secure agreement to the review before presenting times. Confirm purpose, participants, date, time zone, how you will meet (phone or video), who calls whom, duration if promised, and delivery route. One exception: when you are sending material they asked for, propose the follow-up directly: "I'll send it today. Let's take ten minutes once you've read it. [DAY_A] or [DAY_B]?" A clear no still counts; send the material anyway. Do not put an unaccepted time on a calendar as though the prospect booked it.

Send the promised material with the actual agenda. A useful confirmation says:

"As agreed, here is [MATERIAL], with [SECTIONS] addressing your questions. We are scheduled for [DATE_TIME_ZONE] with [PARTICIPANTS] to cover [AGENDA]. [APPROVED_RESCHEDULING_ROUTE]."

If the prospect agreed only to material, omit meeting language. If they asked you to wait for a reply, wait. Never claim material has been sent before delivery has actually been attempted, and distinguish a successful send from confirmed receipt when that matters.

5.7.1 Book the callback a lead asks for

When a lead says “call me later,” turn it into a time they choose:

SAY “Understood. What time works?”

If they give only a day:

SAY “Morning or afternoon, your time?”

Then give the reason you will call, in their words:

SAY “I’ll call [DAY] [TIME_WINDOW] your time about [THEIR_TOPIC].”

If they will not pick a time, record an unscheduled follow-up, not an appointment. If they say they will call you, give [CALLBACK_PATH] and record that the next move is theirs. Record the day, the window, the time zone and the reason. The live reply to “call me later” is in 3.36 (page 31), and to “not right now” in 3.13A.

5.8 Follow up with a reason

Lead with the prior agreement or a documented update relevant to their criterion:

SAY “We agreed to reconnect after [EVENT]. Last time, the question was [ISSUE]. Has that changed?”

SAY “You asked for [DOCUMENT]. I have [VERIFIED_ANSWER]. Is now a useful time to cover it?”

SAY “Last time you said you were waiting to see [TRIGGER]. Has that changed for you?”

SAY “You mentioned you like [SECTOR]. [OFFERING] is in that area. Want the short version?”

Use only what the note records. Never claim a lead said something the record does not show.

If they have not read the material, identify whether they still want to review it and what next action would help. Do not recite the entire pitch or shame them for not doing homework. If they no longer want to proceed, record that.

Follow the campaign's contact limits and the prospect's specific instructions. Advice to keep calling until reached is not a universal cadence. Do not call before a stated not-before date. A missed meeting does not authorize a barrage of calls or contact through another channel that was declined.

5.9 Handoff so the prospect does not start over

Tell the receiving person the actual criterion, the conditional answers, the unresolved questions, the documents already sent, and the agreed next action. Identify any missing required qualification. Keep private details within the firm's permitted handling.

Suggested handoff opening:

SAY “You wanted to examine [ISSUE_1] and [ISSUE_2]. [SPECIALIST] has the relevant documents. I have your condition as [CONDITION]. Is that still correct?”

Do not inflate the lead for the closer. “Ready to fund” is false when the prospect agreed only to read the overview. Accuracy prevents the second conversation from beginning with a broken expectation.

5.10 Measure progression and quality

Track dials, intended-person contacts, substantive conversations, agreed reviews, held reviews, required qualification completeness, promises delivered, and downstream outcomes the firm can actually verify. Keep denominators explicit.

Useful rates include intended-person contacts per dial, agreed reviews per substantive conversation, held reviews per agreed review, and qualified held reviews per held review. Do not compare a rate from all dial attempts with a rate from selected long calls.

Pair activity with quality: factual corrections, missed stop requests, misunderstood conditions, incomplete handoffs, and unresolved promised answers. Record call type and source-list differences before comparing callers or script variants. More bookings alone do not prove better training.

6 Wording and Delivery

Sound prepared, interested, and in command of the subject

The caller's job is to make a relevant case and move it toward a decision. Use a clear voice, concrete statements, short questions, and an unmistakable next-step ask. Let conviction come from knowing the material and being willing to answer the difficult question.

The shared standard (page 6) governs every line. Campaign-specific required wording comes from chapter 8 (page 62).

6.1 The house voice

Direct:

SAY “The reason I called is...”

Specific:

SAY “The issue you raised is the withdrawal restriction.”

Commercial:

SAY “That is worth a focused review. Shall we arrange it?”

Composed under challenge:

SAY “Let's check that against the document.”

Clear about limits:

SAY “I don't have that figure. I'll get the actual report.”

Avoid turning every request into a string of softeners. “I was just wondering if perhaps you might have a little time” makes the listener work to find the request. “Do you have twenty seconds for why I called?” is a complete question.

Avoid the opposite error too: intensity without substance. A louder claim, a fabricated deadline, or a challenge to someone's status adds pressure without answering the question.

6.2 Prepare the voice

Before the session, get comfortable, release unnecessary jaw and shoulder tension, take a slow breath, and say the opener at conversational volume. Choose a posture that supports a steady voice. These are practical rehearsal habits, not claims that a posture automatically changes a prospect's decision.

Keep identity and factual statements settled. Use natural question inflection on real questions. Vary emphasis enough to make the important point audible; do not force every sentence into an exaggerated falling pitch.

MOMENT	DELIVERY TARGET	PRACTICE CUE
Identity and purpose	Clear, steady, no rushed name	Could a listener repeat the company and reason?
Relevant advantage	Energetic and concrete	Emphasize the difference, not every adjective
Qualification	Matter-of-fact and unembarrassed	Ask the question once and wait
Sensitive concern	Slower and attentive	Respond to the concern's actual meaning
Material limitation	As audible as the benefit	Do not accelerate through the downside
Next-step ask	Definite and concise	End on the question; leave space
Refusal or stop	Calm and final	One close, then perform the required action

If timing genuinely matters, state the factual timing reason. A faster or excited voice cannot create a deadline that the offering does not have.

6.3 Use silence deliberately

After a question, stop speaking. In practice, rehearse waiting several seconds so you do not automatically rescue the silence. If the prospect begins sooner, listen; do not impose a stopwatch. If the silence continues, check once: "Are you still with me?" If they say "Hello?" or "Are you there?", answer at once: "Yes, I'm here." Then give your last point again in one short line. Do not restart the full introduction.

When asked to hold, remain silent. Resume when they re-engage or follow the campaign's finite hold timeout. Do not pitch to someone who has stepped away or treat a hold as a rejection.

6.4 Adapt the form, keep the facts

Adjust pace, detail, vocabulary, formality, and turn length in response to what the prospect asks for. Someone who says “skip the background” wants a shorter route to the answer. Someone asking how a fee is calculated needs the calculation explained. Neither needs a personality label.

Do not imitate accents or vocal mannerisms. Do not match anger with anger. If someone says “say that again” or “what?”, repeat the point in fewer words, not more. Slow down and lead with the one thing they need: who you are, why you called, or your question. “[CALLER], with [COMPANY]. About [OFFER_CATEGORY].” Do not replay the whole paragraph louder. If they still cannot hear you, use the bad-connection route in chapter 1. If they need language support, use the actual authorized option; speaking louder does not solve a language gap.

Treat talk/listen ratios as diagnostic. A long technical answer can be appropriate when requested. An apparently balanced ratio can still hide evasions, stacked questions, and ignored answers. Review whether each turn served the conversation.

6.4A Short turns for short answers

Many prospects answer in two or three words. Match that rhythm. Say one point, then ask one question. Two short sentences make a good turn.

“Yeah” or “okay” usually means “I’m listening.” It is not agreement to a meeting or an amount. Give the next short point, or ask your question plainly.

When a short answer is unclear, offer a short either-or:

SAY “This year, or later on?”

Do not answer for them.

Save the longer explanation for someone who asks for it. Give it in pieces and check in: “Want the detail on that?”

6.5 Keep conversational control through summaries

Use a summary to name the decision, then return the floor:

SAY “You want [OBJECTIVE], provided [CONSTRAINT]. The unanswered point is [ISSUE]. Have I got that right?”

Use a bridge after a responsive answer:

SAY “That covers [QUESTION]. It connects to your requirement for [CRITERION]. The next point to check is [ISSUE].”

Use a repair when you missed:

SAY “You're right. You asked about [QUESTION], and I answered [OTHER_TOPIC]. Here is the answer I have.”

These lines keep direction because they use what the prospect said. Repeatedly saying “as I was saying” while skipping the question loses that direction.

Use a re-ask repair when they tell you they already answered:

SAY “You did. You said [THEIR_ANSWER]. Thanks. The one thing I still need is [ISSUE].”

Before a qualifier, check what they said earlier and what the record shows. Confirm a fact you hold instead of asking it fresh: “I have [RECORDED_FACT]. Still right?”

6.6 Ask precise questions without interrogating

Translate vague terms into a decision requirement:

VAGUE STATEMENT	ONE USEFUL QUESTION	WHAT THE ANSWER CHANGES
“I need something safe”	“Safe from what: losing money, or not getting it back when you need it?”	Identifies the relevant risk boundary
“I'm open to anything”	“What would make one stand out to you?”	Turns a broad yes into a criterion
“I'm not a risk taker anymore”	“What would you not want to risk?”	Names the limit the pitch must respect
“Those fees are high”	“What are you comparing the cost with?”	Defines a fair comparison
“That never works”	“What happened in the case you're thinking of?”	Separates experience from an assumed universal rule
“I need flexibility”	“What access or decision would you need to preserve?”	Gives flexibility a practical meaning
“They won't approve it”	“Who would need to review it, and what would they need?”	Clarifies the decision process
“I want better results”	“Which result matters most?”	Selects the criterion for the pitch

Choose one question that changes the next move. Do not challenge every word or make the prospect defend an obvious decision. Once the meaning is clear, respond.

You can move **up** to purpose ("What would that achieve?"), **down** to specifics ("What access period?"), or **across** to a comparison ("What else are you considering?"). Move only when it helps the stated decision. Keep the prospect's answer intact when it conflicts with your preferred offer.

6.7 Reframe honestly

A useful reframe shows another relevant way to assess the same facts. It must retain the cost, risk, and real choice.

Amount versus commitment:

SAY "We are checking whether [MIN] could be workable if the documents fit. You are not deciding to invest on this call."

Then ask the actual capacity question.

Fee versus criteria:

SAY "Let's compare the total cost with the work being done and the alternatives you are considering."

Do not claim the fees pay for themselves without evidence.

Unfamiliarity versus verification:

SAY "You don't have to decide from the headline. The next step is checking [SPECIFIC EVIDENCE]."

Do not withhold the evidence until they book.

Long horizon versus access:

SAY "For capital you do not need during [HOLD... PERIOD], the term may be worth examining. The withdrawal restriction still applies."

If the person needs earlier access, this reframe does not fix the mismatch.

Action versus waiting: Compare supported consequences on both sides, including the risks of proceeding. Do not invent a cost of waiting or escalate fear about retirement, family, or missed opportunities.

6.8 Stories and analogies

Use a short, truthful case only when it is authorized for sharing and genuinely relevant. State the important differences from the current situation. If the example is hypothetical, say so. A case illustrates a mechanism; it does not establish a likely personal result.

Use an analogy to explain one feature, then return to the actual terms. For example, an order-of-payment analogy may help explain a waterfall, but the real contract determines the priority and conditions. Avoid long nested stories, trance scripts, embedded commands, or stories designed to replace scrutiny with an emotional conclusion.

6.9 Stronger replacements

WEAK OR MISLEADING CONSTRUCTION	STRONG USABLE CONSTRUCTION	WHY IT WORKS
"I'm just checking in"	"Our note says you asked about [RECORDED_TOPIC]. Still of interest?" Use "We agreed to revisit [ISSUE]" only when the note records that agreement.	Gives a real reason without claiming more than the note shows
"This is amazing"	"The difference worth examining is [SUPPORTED_DIFFERENCE]"	Supplies substance
"Trust me"	"You can verify that in [SOURCE]"	Gives the listener something to check
"It's basically risk-free"	"The relevant risk is [RISK]; [FEATURE] addresses [SPECIFIC_PART]"	Defines the actual exposure
"The return will be..."	"The approved [FIGURE_TYPE] is [RETURN_METRIC], based on [ASSUMPTIONS]"	Preserves the figure's meaning
"Your adviser won't understand it"	"Which questions will your adviser want answered?"	Supports the real decision process
"Can you do more?"	"If it fits, is the stated [MIN] workable within [FUNDING_WINDOW]?"	Makes the qualification answer interpretable
"I'll let you think and call sometime"	"What's left to check?" Then, after the answer: "Should I call after that?"	One question per turn; finds the next action
"I'll send something"	"I'll send [MATERIAL] by [DELIVERY_TIME]"	Creates a clear promise
"I know exactly how you feel"	"You said [SPECIFIC_CONCERN]. Let's address that"	Uses what was actually said

Do not repeat the replacement verbatim on every call. Learn what it accomplishes and adapt it naturally.

6.10 Words do not rescue a misleading claim

Adding "could," "potentially," or "historically" does not make an unsupported statement usable. A projected number still needs an approved basis. A claim about security still needs the actual contractual meaning. A story about a past investor still needs to be true and shareable.

Avoid unsupported absolute claims about loss, access, liability, tax, market independence, return, or approval. Do not generalize a particular royalty agreement, lease, fee schedule, or distribution waterfall to an entire category.

Teach the substantive rule: answer risk questions truthfully and do not promise what the terms cannot support. A campaign may retain a stricter exact-word rule. The short line "You can lose capital" is often clearer than a rehearsed disclaimer that fails to explain the risk.

If you misstate a figure or term, correct it on the call:

SAY "Let me correct that: it's [CORRECT_FACT]."

Note what was wrong and what you said, and tell [OWNER] so any written follow-up is corrected.

6.11 Protect the meaning of agreement

Apply S7: close assertively, and arrange logistics only after a yes (page 6). Do not use a choice between two times to imply an unaccepted meeting, or a choice between two amounts to imply an unaccepted investment. The one exception is a follow-up on material they asked for: propose two times for it (5.7, page 43). A clear no still ends it.

Avoid identity pressure: “serious investors,” “people like you,” wealth challenges, ridicule, spouse pressure, or an implied duty to prove courage. Ask for the business decision directly. If the answer is a final no, the skill is finishing cleanly.

Do not conceal contact choices or resist a stated instruction. You also do not need to append a full menu of exits to every sentence. State the proposition, listen to the answer, and act on it.

6.12 Script-writing rules

Separate two kinds of content visually in the campaign script:

- **Stable facts:** terms and explanations whose substance cannot change; use approved plain-language variants.
- **Flexible conversation:** questions, summaries, and transitions adapted to the actual response.

Keep stage directions out of spoken lines. Resolve every placeholder before use. Give every acronym a plain explanation. Read numbers naturally and identify the units. A callback script must stand alone and accurately state the prior context.

Rehearse interruption, missing-fact, and wrong-party branches before launch. Write most spoken turns as one point and one question. Prospects mostly answer in a few words, so a turn longer than two short sentences needs a reason. Split a longer explanation into pieces with a check between them. Never cut a needed fact to fit; split the turn instead.

6.13 Reset between calls

Record the outcome, complete urgent actions, and identify one useful adjustment. Take a breath and begin the next call with a fresh purpose. A refusal belongs to that conversation; it is not evidence about the next prospect.

Review behavior you can change: unclear reason, weak question, late answer, unsupported claim, missed close, or inaccurate record. Avoid coaching a caller's identity or promising that a mental routine produces sales automatically. Use chapter 7 (page 53) to practice one observable skill at a time.

7 Coaching Workbook

Train the move, then test it in a conversation

Practice should produce behavior the coach can hear: a clearer opener, a relevant question, a direct answer, a well-timed close, or an accurate exit and record. Do not reward memorization while ignoring what the prospect said.

The practice sequence and pass criteria below are editorial training tools. They have not been validated as predictors of funded investments. Use the actual approved campaign facts for practice, or a clearly labeled fictional packet that stays outside live scripts.

7.1 A five-session onboarding sequence

SESSION	WORK	DEMONSTRATION BEFORE MOVING ON
1 Purpose and opening	Read the shared standard and chapter 1; complete identity, purpose, relevance, and routing practice	Caller opens naturally and handles identity, busy, wrong-party, and stop cases, plus "hello?", "say that again," and one-word answers
2 Product command	Read chapter 2; build the campaign fact and answer sheets	Caller explains mechanics, evidence, fees, access, risk, and known limits consistently
3 Discovery and signals	Read chapters 4 and 5; practice conditions and records	Caller distinguishes interest, capacity, access needs, eligibility, authority, and consent
4 Objections and delivery	Read chapters 3 and 6; alternate objections with real questions	Caller addresses the concern, asks for a useful next step, and stops when required
5 Complete calls	Run mixed role-plays and write handoff notes	Caller passes the full-call review below and performs all required actions

Sessions can be repeated or combined according to experience. Do not progress merely because a scheduled training day ended. A capable experienced caller may demonstrate these skills faster; a new caller may need more repetitions.

7.2 Coach one thing at a time

Use this loop:

choose a behavior > demonstrate it > practice > observe > give specific feedback > repeat >
verify in a different scenario

Useful feedback: “You answered the fee question with a return claim. Give the actual fees first, then ask which part concerns them.” Unhelpful feedback: “Be more confident.” The first tells the caller what to do on the next attempt.

Ask the caller to assess the attempt before you explain your view. Compare what they intended with what the listener could actually hear. Model the decision and response, not another caller's accent, personality, or theatrical manner.

7.3 Skill drills with observable pass conditions

D1 Opening compression

Deliver the same opener in approximately fifteen, twenty-five, and forty seconds. Then deliver it as two short turns: name and company, pause for the reply, then the reason and one question. Each version must preserve accurate identity, commercial purpose, relevance, and a genuine question. Use a time request only in a version that actually asks for time.

PASS all essential meanings survive; no rushed disclosure or invented claim; the listener can repeat the purpose. These are practice durations, not mandatory live-call limits.

D2 The two-sentence explanation

Explain what the investor receives and how the proposed return would arise. Add the most relevant constraint, then pause for a question.

PASS the listener can describe the mechanism and limitation without correcting a misleading impression. If two sentences cannot preserve the necessary meaning, expand the answer instead of hiding information.

D3 One decisive question

Coach supplies a vague concern: risk, fees, flexibility, “not now,” or “I already have somebody.” Caller gets one useful clarifier before responding.

PASS the question distinguishes plausible meanings; the answer changes the next move. A paraphrase that provides no new information does not pass.

D4 Adaptive depth

Explain the same deal to a hurried prospect, an experienced analyst, a newcomer, and someone requesting plain language.

PASS facts, risks, and actual terms stay the same; length and vocabulary change appropriately. No fixed personality or NLP type is assigned.

D5 Answer before bridging

Interrupt the pitch with the questions prospects ask most:

SAY “What are you offering?”

, “Who's behind it?”, “What's the minimum?”, or “Do I qualify?” On a later attempt, use “Who gets the fee?” or “What percentage is that?”

PASS caller answers the requested issue and units, admits missing information if necessary, then connects to the call's purpose. No restart of the full pitch.

D6 Silence and turn-taking

After a question, coach pauses before answering; later says “hold on,” then returns. On a separate attempt, the coach interrupts mid-sentence.

PASS caller leaves space, stays silent during the hold, resumes from the right point, and lets the interruption finish. Do not require the prospect to wait a fixed duration before answering.

D7 Conditional capacity

Coach answers a stated-minimum question with: “Yes, if it checks out,” “Maybe; I don’t know my cash position,” “After the sale closes,” and “I have it but don’t want this.”

PASS caller advances the first conditionally, marks the second unknown, captures the third event, and stops the fourth. Notes preserve amount, time, and condition; no purchase is recorded.

D8 Brush-off versus final refusal

Coach alternates an engaged early brush-off with a clear final decision. On the engaged attempt, the clarification opens a real fee question. On another, the prospect repeats the refusal.

PASS caller uses no more than one initial relevance/clarification attempt, answers the real fee question, and ends when the answer becomes final. There is no mandatory second-loop close.

D9 Honest reframe

Give the caller a real fee, term, or access constraint and a prospect criterion. Ask for a different way to evaluate it.

PASS the reframe preserves the constraint and provides a relevant comparison. If the offer fails a non-negotiable need, the caller identifies the mismatch rather than selling around it.

D10 Evidence challenge

Coach challenges a claim: “Who measured that?”, “Was it after fees?”, “What about the bad years?”, or “Is that a plan or a commitment?”

PASS caller identifies the source, scope, date or period, and relevant limitation. A missing fact becomes an assigned verification task; it is not guessed.

D11 Complete qualification

Use a cooperative prospect who volunteers several fields out of order. Practice the eight-field checklist efficiently; approximately ninety seconds can be used as a compression exercise where the answers permit it.

PASS caller uses volunteered answers, asks relevant missing questions, keeps independent fields separate, and records unknowns accurately. Speed does not excuse inadequate comprehension, omitted required wording, or continuing after a stop.

D12 Close and follow-through

Coach chooses meeting, documents first, email only, or unscheduled interest.

PASS caller asks for the correct action, secures meeting agreement before offering times (after a material request, proposes two follow-up times directly, 5.7), confirms actual details, and writes the corresponding action record. Materials are not gated behind a meeting.

D13 Authority and joint decisions

Coach presents an adviser who consults, an adviser who controls everything, a joint spouse decision, and an intermediary.

PASS caller distinguishes the roles and uses an agreed route. No adviser attack, invented partner consent, or fully qualified direct-investor label on an adviser-controlled lead.

D14 Repair an error

Caller is told they just overstated a figure, answered the wrong question, or claimed material was sent when it was not.

PASS prompt clear correction, accurate replacement, and the required follow-up action. Do not bury the correction in a new pitch.

D15 Stop and record

Use DNC, wrong number, serious confusion, and hardship situations.

PASS correct routing, no extra pitch, accurate scope, and actual action status.

D16 Caller reset

After a difficult call, record the outcome, identify one controllable improvement, and rehearse the next opener.

PASS the next attempt is clear and composed without resentment, rushing, or a weaker purpose. The exercise changes the caller's preparation; it does not claim control over another person's emotions.

D17 Short answers and repeat requests

Coach plays a prospect who answers in one to three words: "Hello?", "Yeah.", "Who?", "Say that again.", "Okay.", "You asked me that." Run the opener, one discovery question, and a callback ask.

PASS caller answers "Hello?" at once; repeats a point in fewer words when asked; keeps each turn to one point and one question; does not treat "okay" as agreement to a meeting or amount; never re-asks something already answered.

7.4 Complete role-play A: conditional interest into a review

SETUP Use a filled campaign worksheet. The prospect knows the category, has a material question about fees, and can consider the minimum if diligence is satisfactory.

7.4.1 Part 1: from the opener to a follow-up time

T1	CALLER	SAY	"[PROSPECT], [CALLER] with [COMPANY]. I'm calling about [OFFER_CATEGORY]. The point worth examining is [SUPPORTED_DIFFERENCE]. Is that something you'd consider?"
T2	PROSPECT		"Possibly. What's different?"
T3	CALLER	SAY	"[DIRECT_DIFFERENCE_AND_SUPPORT]. The main trade-off is [LIMITATION]. What would a new investment need to add for you?"
T4	PROSPECT		"Income, but I don't want layers of fees."
T5	CALLER	SAY	"The actual fees are [FULL_RELEVANT_FEE_TERMS]. The question is whether the net economics justify that cost. Is the concern the total cost or who gets paid when?"
T6	PROSPECT		"Who gets paid first?"
T7	CALLER	SAY	"[ACTUAL_PAYMENT_ORDER_AND_OTHER_COMPENSATION]. That is set out in [DOCUMENT_SECTION]."
T8	PROSPECT		"All right. Send me that."
T9	CALLER	SAY	"I'll send it today. Let's take twenty minutes with [SPECIALIST] once you've read it, so the fees and terms are covered properly. [DAY_A] or [DAY_B]?"
T10	PROSPECT		"[DAY_A], probably."

7.4.2 Part 2: qualify for the review and confirm it

T1	CALLER	SAY	“ [DAY_A] works. So the review is worth your time, one quick check first. [APPROVED_ELIGIBILITY_QUESTION] ”
T2	PROSPECT		“ [ROLE_PLAYER_ANSWER_FROM_PACKET] .”
T3	CALLER	SAY	“And if the documents check out, would [MIN] be available within [FUNDING_WINDOW] ?”
T4	PROSPECT		“Yes, if I like what I see.”
T5	CALLER	SAY	“Good. Apart from the fee structure, what needs to check out?”
T6	PROSPECT		“Access to the money.”
T7	CALLER	SAY	“What access would you need?”
T8	PROSPECT		“ [ACCESS_REQUIREMENT_THAT_PACKET_CAN_MEET] .”
T9	CALLER	SAY	“The terms are [ACTUAL_ACCESS_TERMS_AND_LIMITS] . That addresses [SPECIFIC_REQUIREMENT] . Have you invested in [OFFER_CATEGORY] before?”
T10	PROSPECT		“Once, through a friend's deal.”
T11	CALLER	SAY	“How did that go?”
T12	PROSPECT		“Fine, but I never understood the paperwork.”
T13	CALLER	SAY	“Then we'll walk through the paperwork on the call. Which state are you in?”
T14	PROSPECT		“ [STATE_FROM_ROLE_CARD] .”
T15	CALLER	SAY	“Is anyone else part of a decision like this?”
T16	PROSPECT		“My spouse looks at anything this size.”
T17	CALLER	SAY	“Would they want to be on the call?”
T18	PROSPECT		“Probably, yes.”
T19	CALLER	SAY	“I have [TIME_A] or [TIME_B] on [DAY_A] , [TIME_ZONE] . Which works for you both?”
T20	PROSPECT		“ [SELECTED_TIME] .”
T21	CALLER	SAY	“We are set for [DATE_TIME_ZONE] with [PARTICIPANTS] , focused on fees, access and the paperwork. I'll send [MATERIAL] by [DELIVERY_TIME] . It comes from [SENDER_NAME] , subject [EMAIL_SUBJECT] . [DELIVERY_CONFIRMATION] .”

COACH CHECKS the same facts throughout; follow-up time proposed right after the material request, with the material sent either way; conditional capacity preserved; eligibility status accurate; remaining questions asked one at a time; explicit meeting agreement; no purchase implied. The role card must provide a real access match for this branch. If it does not, the caller should stop or change the route.

7.5 Complete role-play B: strong clarification, clean no

SETUP Prospect initially sounds disengaged but remains conversational. Their final requirement conflicts with the offering.

- T1 CALLER **SAY** “[IDENTITY_AND_PURPOSE]. Is [CATEGORY] something you'd consider?”
- T2 PROSPECT “Not really interested.”
- T3 CALLER **SAY** “Fair enough. So I don't bother you again: is [CATEGORY] off your radar, or is the timing just wrong?”
- T4 PROSPECT “I don't want money locked away. Can I take it out when I want?”
- T5 CALLER **SAY** “The terms do not provide on-demand access. [ACTUAL_RESTRICTION]. What access would you need?”
- T6 PROSPECT “Any time. That's final for this money.”
- T7 CALLER **SAY** “Then this does not meet the requirement. Thanks for being clear.”

COACH CHECKS one bounded clarification; direct factual answer; no attempt to redefine the access need; no smaller-ticket or alternate-time close. Correct record: current offer declined for access mismatch, no future contact inferred.

7.6 Complete role-play C: trust and email only

- T1 PROSPECT “How do I know who you are?”
- T2 CALLER **SAY** “[CALLER] with [COMPANY]. You can verify [LEGAL_ENTITY] using [INDEPENDENT_ROUTE] and reach us through [PUBLIC_CONTACT_ROUTE].”
- T3 PROSPECT “Send the details, but don't call me again.”
- T4 CALLER **SAY** “Understood. I'll send the requested verification details and record no further calls.”

COACH CHECKS no additional qualification question or pitch; correct delivery permission; phone restriction action completed or explicitly pending with owner. The note cannot say “DNC not requested” simply because the prospect did not use those initials.

7.7 Complete role-play D: adviser review versus adviser control

- T1 PROSPECT “My adviser handles this.”
- T2 CALLER **SAY** “For something like this, would you decide after their review, or would they decide for you?”
- T3 BRANCH ONE PROSPECT “I decide, but they review the documents.”
- T4 CALLER **SAY** “Then let's get the relevant documents to you for that review. What will they want to examine?”
- T5 BRANCH TWO PROSPECT “They make all of those decisions. I won't look at it.”
- T6 CALLER **SAY** “Understood. Thanks for telling me.”

COACH CHECKS no classification from the first sentence alone. Branch one stays conditional on review. Branch two ends the direct-investor path. Any adviser introduction must be separately agreed and permitted.

7.7A Complete role-play E: short answers on a re-engagement call

SETUP Re-engagement call. The note shows the prospect asked about [RECORDED_TOPIC] before. No single offer is being pitched. The prospect answers in a few words.

T1	CALLER	SAY	"[PROSPECT], [CALLER] with [COMPANY]."
T2	PROSPECT		"Hello?"
T3	CALLER	SAY	"Yes, hi. [CALLER], with [COMPANY]."
T4	PROSPECT		"Who?"
T5	CALLER	SAY	"[CALLER], [COMPANY]. Our note says you asked about [RECORDED_TOPIC]. Still of interest?"
T6	PROSPECT		"Say that again."
T7	CALLER	SAY	"You asked us about [RECORDED_TOPIC]. Still interested?"
T8	PROSPECT		"Maybe. What are you offering?"
T9	CALLER	SAY	"[ONE_LINE_DISCOVERY_PURPOSE]. Which areas interest you now?"
T10	PROSPECT		"Oil and gas. No real estate."
T11	CALLER	SAY	"Got it. Oil and gas, no real estate. Is this year a time to look, or later?"
T12	PROSPECT		"Not right now."
T13	CALLER	SAY	"What needs to happen first?"
T14	PROSPECT		"House has to sell."
T15	CALLER	SAY	"When do you expect that?"
T16	PROSPECT		"Six months."
T17	CALLER	SAY	"Shall I call you in [MONTH]?"
T18	PROSPECT		"Okay."
T19	CALLER	SAY	"Thanks. [MONTH], about oil and gas. Talk then."

COACH CHECKS "Hello?" answered at once; the repeat is shorter than the first try; one question per turn; "no real estate" used and not re-asked; "okay" recorded only as agreement to the callback it answered. Correct record: sector likes and dislikes, the house-sale condition, the callback month. No offer facts invented; no meeting or amount recorded.

7.8 Full-call scorecard

Score applicable dimensions from 0 to 2: **0 missed or materially wrong; 1 partly effective or needed prompting; 2 effective without prompting.** Mark an inapplicable dimension N/A; do not award automatic points for it.

DIMENSION	OBSERVABLE STANDARD FOR 2
Purpose	Accurate identity, commercial purpose, and clear reason to listen
Product command	Mechanics, evidence, costs, limits, and unknowns accurately handled
Discovery	One useful question at a time; actual criterion changes the response
Listening	Direct answers, no unnecessary re-asks, interruptions repaired
Qualification	Correct amounts, conditions, eligibility state, authority, and unknowns
Objections	Appropriate clarification, relevant case, no exhausted refusal
Delivery	Clear, composed, audible limitations, useful pauses; one point and one question per turn; repeats in fewer words when asked
Next step	Direct appropriate ask; agreement and logistics accurately confirmed
Boundaries	Correct refusal, contact restriction, comprehension, and routing actions
Record and follow-through	Note matches conversation; promises and owners are explicit

For a full applicable ten-dimension practice call, use **at least 17/20**, no zero, and 2 in product command, qualification, boundaries, and record accuracy as the local training target. With N/A dimensions, require at least 85% of available points, rounded up to the next whole point (85% of 18 is 15.3, so 16), and the same applicable critical-dimension requirements. These thresholds are editorial coaching choices.

Any material invented fact, misleading omission, concealed purpose, falsified qualification, ignored no-contact request, more selling after a firm refusal, or coercive progression despite serious confusion fails the attempt regardless of points. Correct and repeat the relevant skill before another full attempt.

7.9 Readiness demonstration

Complete three consecutive mixed full-call role-plays meeting the scorecard, including a conditional-interest case, a real objection case, and a stop/non-fit case. Rotate surface wording so the caller must listen. Then observe the behavior in the firm's supervised live-call process before treating classroom performance as live competence.

For a previously trained caller, focus remediation on the observed deficit and then test transfer in a different scenario. Do not make everyone repeat unrelated drills after a single narrow error.

7.10 Review real calls fairly

Use the firm's permitted recordings or accurate notes. Review a mixture of ordinary, promising, unsuccessful, short, and complicated contacts. Keep caller behavior separate from whether this particular prospect wanted the offer.

For each selected call, note the decisive moment and ask:

- 1 What did the prospect actually say?
- 2 What did the caller do next, and was it responsive?
- 3 Was the claim supportable and the decision voluntary?

4 What single change should be practiced?

5 Did the resulting record preserve the actual outcome?

Rehearse that moment immediately, then inspect a later call for transfer. Counting completed coaching sessions does not show that behavior changed.

Keep two simple counts for each reviewed call: how often the prospect asked for a repeat ("say that again," "hello?"), and how often the caller asked for something already answered. Track both per call over time. A falling count shows the delivery change is taking hold.

7.11 Compare script variants without fooling yourself

Change one meaningful element at a time, such as direct relevance versus a brief time request. Keep the offer, relevant audience, contact window, and qualification definitions comparable. Log which variant was used.

Define the desired outcome before the test, and count it per call that reached the opener, not per substantive conversation: the opener decides which calls become substantive. Show the full count for each version: reached, substantive, material requested, review agreed, review held. Keep facts and stop handling maintained. Track no-shows, poor-fit meetings, corrections, and complaints alongside appointments. Keep denominators and call types visible.

A small result is a reason to inspect more calls, not a universal winner. Do not use results from another audience, channel, offer or measure as a benchmark for this campaign. These materials contain no demonstrated link from the proposed training changes to funded investments.

8

Campaign Worksheet

Fill this before adapting the live script

Make a campaign-specific copy of this worksheet, fill it from the actual approved materials, and identify the person responsible for keeping it current. Keep this blank master with the training guide. The framework can support different clients; the facts and calling settings must belong to the client using it.

The worksheet controls offering-specific facts, exact firm wording, caller authority, eligibility, contact settings, and escalation. It does not authorize misleading statements or override the shared guide's requirement to record actual answers and honor contact instructions.

8.1

Campaign control

FIELD	FILL BEFORE USE
Campaign name and version	
Client	
Owner and date reviewed	
Document packet version and effective date	
Caller identity, role, and scope of authority	
Primary next action and permitted fallback	
Script sections required verbatim	
Person authorized to resolve conflicting instructions	

Do not launch an offering pitch when the foundational identity, permitted audience, required facts, or required process is unknown. Send unresolved campaign questions to the owner rather than asking callers to improvise answers.

8.2 The offer fact record

FIELD	APPROVED CONTENT	SOURCE, SECTION/PAGE, DATE
What the investor buys or receives		
Use of proceeds and strategy		
Current operating state		
Intended source of return		
Relevant difference and evidence		
Minimum and any maximum/allocation conditions		
Any authorized lower entry and conditions		
Funding availability window, if genuinely relevant		
Expected hold period		
Actual withdrawal, redemption, or transfer terms		
Planned exit and its dependencies		
All relevant fees, expenses, commissions, and compensation		
Distribution order and conditions		
Capital-loss and other material risks		
Additional funding obligations or liability limits, if any		
Ownership/title/custody arrangements		
Valuation, reporting, and any audit scope		
Sponsor commitment and conflicts		
Current availability or deadline, if used		
Approved general tax/retirement-account wording		
Verification and independent contact routes		

For each attractive claim, record the material limitation that must accompany it. For each unavailable fact, mark **unknown**, assign an owner, and decide whether it blocks launch or requires a specialist response. A blank is not a zero or permission to borrow a term from a comparable offering.

8.3 Return and performance register

Use one row per permitted figure:

FIGURE/METRIC	TYPE	PERIOD AND DATE	GROSS/NET AND INCLUDED COSTS	SCOPE AND ASSUMPTIONS	SOURCE
	Historical/current/ target/projected/ contractual/hypothetical				

Specify the plain-English explanation. Keep distributions, yield, total return, internal rate of return, equity multiple, and return of capital distinct when the campaign uses them. Do not give callers a general-purpose number labeled only "return."

List figures that must not be combined, comparison restrictions, and any exact phrase or word restriction required by the firm:

8.4 Qualification and handling

SETTING	CAMPAIGN ANSWER
Required initial interest question	
Approved eligibility question and explanation	
Required action on failed or uncertain eligibility	
Amount and availability question	

SETTING	CAMPAIGN ANSWER
Access-needs question and material mismatch routing	
Relevant experience question	
Occupation/background question and purpose	
Decision authority and joint-review process	
Required additional constraints for this offering	
Delivery confirmation and approved alternatives to email	
Required fields for a qualified handoff	
Approved pending/incomplete status	
How conditional answers and unknowns are stored	

Retain the eight-field reporting definition in chapter 5 (page 39) if comparing with historical results. Add campaign-specific fields separately. Do not force a failed-fit conversation to continue solely to finish the checklist.

8.5 Contact and communication settings

SETTING	REQUIRED CAMPAIGN DECISION
Caller-ID and public callback route	
Verified explanation of contact-data source	
Voicemail	Enabled with exact text / disabled. Unspecified means leave none.
Hold timeout and permitted action	
Wrong-party, gatekeeper, and screener handling	
Callback limits and not-before date handling	
Email/material delivery permissions and restrictions	
Handling "wait for my reply" and email-only requests	
No-contact request workflow and completion check	
Hardship, comprehension, language, or accessibility route	

These are fields for the client's actual process.

8.6 Answer-sheet entry

Fill one entry for each question below first. These are the questions prospects ask most: Who are you, and where are you based? What would I own? What is the minimum? Where is the asset? What return is expected, and on what basis? How long is the money tied up? Then add entries for the remaining question groups in chapter 2 (page 22):

Prospect question

Direct approved answer

One-breath version (for “say that again” or a rushed prospect)

Optional plain-language expansion

Material condition or limitation

Source document and exact section/page

Date checked

Specialist or owner for unresolved detail

What the caller may promise to send or arrange

Have the caller rehearse the most common questions first: what are you offering, who is behind it, do I qualify, what is the minimum, and how it works. Then rehearse the most difficult: fees, loss, access, current operating claims, and compensation. A fallback should name a real owner and next action, not merely promise that someone else will know.

8.7 Assemble the campaign script

Prepare these spoken blocks using the guide:

- 1 Direct relevance opener and optional brief time request.
- 2 Warm callback opener tied to an actual prior note.
- 3 Short reason, core pitch, and expanded explanation.
- 4 Discovery questions for this audience's likely decision criteria.
- 5 Required qualification questions with understood answer states.
- 6 Direct responses to the campaign's most likely objections.
- 7 Missing-fact, misunderstanding, and interruption repairs.

- 8 Meeting ask, materials-first route, confirmation, and handoff.
- 9 Wrong-party, busy, voicemail, hold, refusal, no-contact, and escalation branches.
- 10 Short-turn lines: a one-line restatement of who you are and why you called, a “Yes, I'm here” reply, and a repair for “you already asked me that.”
- 11 For re-engagement lists: a one-line answer to “What are you offering?” that names what you can discuss, and the note that gives this call its reason.

Use exact firm text where designated. Keep coaching directions visually separate from spoken language. The caller should never say a placeholder, an internal status, a source identifier, or a field label aloud.

8.8 Placeholder meanings

TOKEN	MEANING
[CALLER], [PROSPECT]	Actual speaker and intended person, used appropriately
[COMPANY], [LEGAL_ENTITY]	Actual represented company and precise legal entity where needed
[OFFERING], [OFFER_CATEGORY]	Specific offer and its accurate category
[MIN]	Actual permitted minimum being discussed
[ACTUAL_LOWER_ENTRY]	A real authorized alternative amount; never assume one exists
[FUNDING_WINDOW]	Period relevant to possible available capital; omit when no genuine window applies
[HOLD_PERIOD]	Expected investment duration; not a withdrawal promise
[REDEMPTION_TERMS]	Actual access conditions, restrictions, and dependencies
[RETURN_METRIC], [FIGURE_TYPE], [BASIS]	Approved measure, its category, and calculation basis
[EVIDENCE], [SOURCE], [DOCUMENT_SECTION]	Verifiable support with date and scope where relevant
[CRITERION], [CONSTRAINT], [CONDITION], [ISSUE]	What this prospect actually said or confirmed
[MATERIAL], [DELIVERY_TIME]	The actual promised document and delivery deadline
[TIME_A], [TIME_B], [TIME_ZONE], [DATE_TIME_ZONE]	Real available times and the agreed complete appointment detail
[DAY_A], [DAY_B]	Two real days you can offer for a follow-up call
[SENDER_NAME], [EMAIL_SUBJECT]	The sender name and subject line the prospect will see on the email
[CATEGORY_A], [CATEGORY_B], [CATEGORY_C]	The firm's real current categories, for re-engagement calls
[APPROVED_ELIGIBILITY_QUESTION], [APPROVED_ELIGIBILITY_EXPLANATION]	The campaign's exact eligibility question and its plain explanation
[SPECIALIST], [AUTHORIZED_PERSON], [OWNER]	The real responsible person or role
[PARTICIPANTS], [AGENDA]	The people and topics actually agreed
[PROCESS], [STATUS_AND_OWNER]	The actual firm workflow and true action state

Other bracketed tokens in the examples are descriptive instructions for the content to supply, such as [DIRECT_ANSWER] or [SUPPORTED_DIFFERENCE]. Fill them from the relevant worksheet field or prospect answer. Role-play tokens referring to a role card require the trainer to prepare that card. Do not invent facts to make a template sentence read smoothly.

8.9

Release checklist

- ☐ Every spoken claim has an approved source, and each figure retains its correct meaning.

☐ Identity, audience, required wording, contact rules, and escalation are filled.

☐ The strongest relevant advantage and a genuine reason for non-fit are both clear.

☐ No training-example fact has been copied into the live script.

☐ Qualification asks and conditional/unknown states match the record system.
- ☐ Refusal, no-contact, material requests, authority, and lower-entry branches follow the shared standard.

☐ Promised documents, available appointment times, and responsible people actually exist.

☐ No unresolved placeholder remains in the live script.

☐ The caller has demonstrated the relevant drills and knows the answer-sheet limits.

CAMPAIGN OWNER	VERSION RELEASED	DATE	NEXT FACTUAL REVIEW TRIGGER
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The completed worksheet and released script should travel together. When a term changes, update the affected script, answer sheet, and examples together and preserve the prior version.

Desk card

Common moments: say this first

YOU HEAR	SAY FIRST
"Hello?" / "Are you there?"	"Yes, I'm here." Then your last point in one line.
"Say that again"	Fewer words: who, why, or the question. Not louder.
"Who is this?"	"[CALLER] with [COMPANY]. I'm calling about [ACCURATE PURPOSE]."
"What are you offering?"	"Right now it's [CATEGORY_A], [CATEGORY_B], and [CATEGORY_C]." Then ask which is closest.
"Do I qualify?"	"Fair question. For this offering it means [APPROVED_ELIGIBILITY_EXPLANATION]. Does that sound like you?"
"Call me later"	Busy now: "Understood. What time works?" Not yet: "What needs to happen first?"
"Not right now"	"Fair enough. Is that a not-yet, or a no?"
"I'm busy" and leaving	"Understood. I'll let you go." Use a time they offer.
"Send me the information"	"I'll send it. Is it [RELEVANT_TOPIC_A] or [RELEVANT_TOPIC_B]?" Then propose two times for a follow-up.
"You asked me that"	"You did. You said [THEIR_ANSWER]. Thanks." Move on.

1.12 The desk sequence

- 1 Identify yourself
- 2 State the purpose and relevance
- 3 Ask and listen
- 4 Reflect the deciding criterion
- 5 Explain the mechanism and the limitation
- 6 Qualify for the next stage
- 7 Resolve the actual questions
- 8 Choose the next step that fits, then ask for it once
- 9 Confirm
- 10 Record it before the next dial

3.2 Choose the branch

WHAT YOU HEARD	YOUR JOB	GUIDE SECTION
"Not right now," "call me later," "let me think"	Find the timing or the open question; book only what they agree to	13A, 34 to 36 · page 27
Identity, source, legitimacy	Establish verifiable context	3 to 7 · page 24
Busy, brief, materials first	Respect the actual time or channel request and preserve a useful next step	8 to 12 · page 25
Ambiguous early brush-off	Test relevance once while they remain engaged	13 to 15 · page 26
A factual concern	Answer the specific issue	16 to 27 · page 27
Amount, authority, eligibility	Identify a real constraint and route it accurately	28 to 33 · page 30
More diligence or scheduling	Resolve the next decision	34 to 37 · page 31
Final refusal, no-contact, distress	End selling and record the appropriate action	38 to 40 · page 32

1.10 Route the call correctly

SITUATION	ACTION AND USABLE LINE
Busy but requests a callback	"Understood. What time works?" Confirm only as much as the situation allows.
Busy and ending the call	"Understood. I'll let you go." Do not force a scheduling exchange.
First vague brush-off	"Fair enough. So I don't bother you again: is [CATEGORY] off your radar, or is the timing just wrong?" Use only while they remain engaged; follow S4.
Clear refusal	"Understood. Thanks for the direct answer." End.
No-contact request	"Understood. I'll record your request for no further calls." End selling and complete the suppression action.
Bad connection	"Sorry, you cut out. It's [CALLER] , with [COMPANY] ." Say it slower and shorter, then repeat your last question in fewer words. If it is still unclear: "The line's bad. Can I call you right back?" Retry only if they agree. Do not guess answers from fragments.



Accredited Investor Leads & Investor Marketing Services

(214) 304-2168

info@jadenterprises.org

jadenterprises.org

AI Investor Calls (investorcalls.ai) is JAD's AI division.