

# Sales Conversation Scripts

## VCAdvisors.org — Relationship-Led Sales

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### 1. OPENING SCRIPTS

*(Use one. Not all. These are tone setters.)*

#### **Option A: Observational**

“I spend a lot of time talking to founders and consultants who feel stuck, not because they’re bad at what they do, but because something isn’t lining up externally.”

#### **Option B: Neutral & Professional**

“I work with professionals around public relations and positioning strategy. Most conversations start with figuring out where things are actually breaking down.”

#### **Option C: Low-Key & Human**

“Out of curiosity, what’s been hardest about how you’re showing up publicly lately?”

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### 2. DIAGNOSIS SCRIPTS

*(These determine the path. Ask 1–2, then stop.)*

#### **Option A: Broad Diagnostic**

“If you had to name one thing that feels like it’s costing you momentum right now, what would it be?”

#### **Option B: Three-Path Framing**

“Most people I talk to are dealing with one of three things: being overlooked, being ignored by media, or not being taken seriously enough. Which one feels closest?”

### **Option C: Experience-Based**

“What have you tried already that didn’t work the way you expected?”

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## **3. VISIBILITY PATH SCRIPTS**

*(Path 1 — Visibility & Reach)*

### **Framing Script**

“When people feel invisible, it’s usually not about effort. It’s about clarity. Growth only helps once that’s fixed.”

### **Recommendation Script**

“The safest place to start here is a diagnostic. That’s what the Visibility Calibration System is designed for.”

### **Boundary Script**

“I wouldn’t recommend growth tools yet. They tend to amplify the wrong thing if the message isn’t clear.”

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## **4. MEDIA & PRESS PATH SCRIPTS**

*(Path 2 — Media & Press)*

### **Framing Script**

“Journalists don’t ignore people randomly. They ignore framing that doesn’t fit how editorial decisions are made.”

### **Recommendation Script**

“Before outreach, fixing how the story is framed makes everything else more effective. That’s what Media-Ready Messaging is for.”

### **Boundary Script**

“I wouldn’t recommend placement or outreach until the framing is solid. That usually wastes time.”

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## **5. CREDIBILITY & AUTHORITY PATH SCRIPTS**

*(Path 3 — Credibility & Authority)*

### **Framing Script**

“When people hesitate or question price, it’s often because they don’t know how to categorize your expertise.”

### **Recommendation Script**

“The Credibility Fast-Track focuses on correcting that perception without exaggerating or pretending.”

### **Boundary Script**

“Authority work comes before category or visibility moves. Otherwise it doesn’t stick.”

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## **6. ONE-PROGRAM RECOMMENDATION SCRIPTS**

*(Use when presenting the offer.)*

### **Option A: Calm & Direct**

“Based on what you’ve shared, this program makes the most sense as a starting point.”

### **Option B: Choice-Respecting**

“This isn’t about doing everything. It’s about choosing the right first move.”

### **Option C: Trust-Forward**

“If this doesn’t feel like the right step, it’s better not to force it.”

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## **7. HANDLING PUSHBACK (WITHOUT SELLING HARD)**

### **“Should I do more than one?”**

“I wouldn’t recommend that. It’s cleaner to see what changes after the first step.”

### **“What if I want faster results?”**

“Speed usually comes from clarity, not stacking tools.”

### **“Will this guarantee X?”**

“These programs are about strategy and positioning, not guarantees.”

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## **8. DISENGAGEMENT SCRIPTS**

*(Equally important.)*

### **Option A: Respectful Exit**

“This might not be the right type of support for what you’re looking for.”

### **Option B: Scope Boundary**

“That sounds more execution-focused than what these programs are designed to do.”

### **Option C: Timing-Based**

“This may be more useful at a different stage.”

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## 9. RELATIONSHIP-BUILDING CLOSES

*(No pressure. No CTA.)*

### Option A

“If you want to think it through and come back to it, that’s fine.”

### Option B

“My role is to help you choose correctly, not push you.”

### Option C

“If this is the right step, it will still be the right step later.”

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## FINAL INTERNAL RULE FOR SALES PARTNERS

- Ask fewer questions
- Recommend fewer programs
- Speak more slowly
- Let silence do some of the work

Good sales here looks like **good judgment**, not enthusiasm.