

Coursie Fast-Start Guide for Sales Agents

Top 10 Power Facts & Closing Lines

Top 10 Power Facts

1. **It's All-In-One** – Coursie replaces 8–10 tools: websites, funnels, CRM, email/SMS marketing, scheduling, courses, memberships, AI content, and reputation management.
 2. **Massive ROI** – At \$197/month, most clients save \$300–\$800/month by canceling other subscriptions — and still get more functionality.
 3. **No Contracts** – Customers stay because they love it, not because they're locked in. Cancel anytime.
 4. **Fast Wins** – Businesses often see results in days: new leads, more reviews, booked appointments.
 5. **Easy to Sell** – Works for almost any small-to-mid-sized business in any industry.
 6. **AI Tools Included** – AI writer for instant marketing copy, AI chatbot for 24/7 lead capture & appointment booking.
 7. **Reputation Boost** – Automated review requests increase online ratings & trust quickly.
 8. **Free Trial** – 14-day full access with no risk.
 9. **Sticky Product** – Once a business runs CRM, automations, and websites on Coursie, they rarely leave.
 10. **Your Income Grows Monthly** – Earn upfront commission + monthly residuals for as long as the client stays.
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Quick Pitch Formula (30–45 seconds)

"I work with small businesses that are tired of juggling multiple tools and paying hundreds a month for software that doesn't talk to each other. Coursie combines everything into one platform — CRM, websites, marketing automation, AI tools, and even review management — for just \$197/month, no contracts. Most businesses see more leads, more reviews, and

better follow-up in the first two weeks, and you can try it free for 14 days. Would you like me to show you how it works?"

Top 5 Closing Lines

1. **Savings Close:** "If we can replace your current tools, save you money, and get you more customers in the next 30 days, is there any reason you wouldn't start today?"
 2. **Trial Close:** "Let's set up your free trial now so you can start seeing results before you spend a penny."
 3. **Problem-Solver Close:** "You told me you're losing leads because follow-up is slow — let's fix that today."
 4. **Urgency Close:** "Our current promotion gives you 50% off your first months if you start before [date]."
 5. **Future-Paced Close:** "Imagine 30 days from now, you're getting more leads, better reviews, and spending less time chasing customers. Let's make that your reality."
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Objection Handling Quick Hits

- **"I don't have time to learn a new system."** – "That's exactly why you need it. The automation will give you hours back every week."
 - **"I'm not tech-savvy."** – "You don't have to be — we walk you through everything and offer 24/7 live support."
 - **"I already have a CRM."** – "Does it also handle websites, automations, reviews, and AI marketing tools in one place?"
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Your Next Step

1. **Memorize the pitch formula.**
2. **Lead with a question about their biggest challenge.**
3. **Show only the features that solve that problem.**
4. **Always offer the free trial.**
5. **Follow up during the trial to close.**