VMS + Coursie AI Cold Call Script (60–90 Seconds)

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1. Quick Introduction (10–15 sec)

"Hi [First Name], this is [Your Name] with Valued Merchant Services in partnership with Coursie AI. We help small businesses like yours get more customers and save time by running their marketing and automating their follow-up systems. Did I catch you at a bad time?"

(If yes: "No problem, I'll be quick." If no: continue.)

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2. Identify Pain & Hook (15–20 sec)

"Most owners I talk to are either spending time they don't have on marketing, paying for ads without seeing consistent results, or losing leads because no one is following up 24/7. Which of those feels most familiar to you?"

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3. Tease the Solution (15–20 sec)

"We solve that by handling everything — ads, SEO, social media, even a 24/7 AI receptionist that never misses a call — so you can focus on running your business. Clients usually see results within weeks, not months."

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4. Call to Action (15–20 sec)

"I'd like to set up a quick 15-minute call to show you what that could look like for your business and walk you through some examples. Are mornings or afternoons usually better for you?"

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5. Lock It In (10–15 sec)

"Perfect, I'll send you a calendar invite for [day/time] and a quick outline of what we'll cover so you know exactly what to expect."