VMS + Coursie AI Sales Script
for Small Business Owners

(Covers all packages from $197/month to $3,997/month)

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1. Opening & Rapport (30–60 sec)

"Hi [First Name], this is [Your Name] with Valued Merchant Services in partnership with Coursie AI. We help small businesses get more customers and free up time by handling the marketing, tech, and automation for them. I'm curious — how's your customer flow been lately?"

(Listen and encourage them to elaborate.)

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2. Pain Discovery (1–2 min)

"Most owners I talk to are in one of three situations:

1. Doing marketing themselves and it's eating up time,

2. Paying for ads but not getting consistent results, or

3. Missing leads because there's no system in place to follow up 24/7.
    Which of those sounds most like you right now?"

(Ask follow-ups to dig into their specific pain.)

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3. Positioning Statement (1 min)

"That's exactly why we partnered with Coursie AI — so we can offer small businesses everything from targeted ads, SEO, and social media to AI receptionists and fully automated sales systems. You can start small or have us run your entire marketing department."

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4. Solution Menu Presentation (4–5 min)

Advertising & Visibility

- **Meta Ads (Facebook & Instagram)** — $1,500/mo + $500 setup: 3 custom creatives, precise targeting, tracking pixel, weekly insights.

- **Google & YouTube Ads** — $1,500/mo + $500 setup: Up to $2,500 ad spend, multi-channel formats, targeting, tracking, weekly insights.

- **TikTok Ads** — $1,500/mo + $500 setup: Up to $2,500 ad spend, pixel tracking, reporting.

- **SEO & Backlinks** — $1,600/mo + $500 setup: 20 keywords, backlinks, on-page SEO, blog content.

Automation & Social Media

- **Coursie Software** — $197/mo: All-in-one sales & automation, unlimited sites/domains/products, advanced AI emailing/texting.

- **Social Media Management** — $1,400/mo + $300 setup: 4 posts/week, 16 originals, 3 channels, trending hashtags.

- **Coursie AI Receptionist** — $497/mo: 24/7 phone answering, no missed calls, smart scheduling, multi-channel responses.

- **Complete DFY Sales Engine** — $497/mo + $6,500 setup: Fully built funnel, ad creation, 12-week nurture campaign, AI receptionist, review machine.

All-Inclusive Growth

- **Fractional CMO** — $3,997/mo + $997 setup: Dedicated account exec, priority support, Coursie & AI account, high-converting website/funnels, lead magnets, ads, SEO, automation, AI receptionist, review machine, 16 social posts/month, sales pipeline management, onboarding sequence, and more.

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5. Value Framing (1–2 min)

"The way we look at it, our job is to drive the right traffic, capture every lead, and follow up automatically so nothing slips through the cracks. Whether you just need one part of that or want us to handle everything, the goal is the same — more customers, less stress."

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6. Close (1–2 min)

"Based on what you've told me, the best fit would be [specific plan or bundle]. We can get you fully set up this week and have your campaigns or systems live in 7 days or less. Should we lock in your spot and start the onboarding today?"

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7. Bundle Close / Upsell

"Our most successful clients combine an ad package with either SEO or our AI receptionist — that way you're getting immediate visibility and making sure no leads are missed. Want me to put together that bundle so you can see what it looks like?"