

AI Receptionist Cold Call Script

AZ Media's complete cold-call framework for diagnosing missed inbound calls at auto-detailing shops.

PATTERN INTERRUPT > PROBLEM AWARENESS > DISCOVER INTO PAIN > SOLUTION TEASE > ROUTE > BOOK

BLUE BOXES	DIFFERENT PATHS: choose only the one that fits the conversation. Never read every blue box.
GREEN BOXES	CONTINUE: complete this step after the selected path when it applies.

The framework gives the call direction. Your delivery makes it work.

FRAMEWORK > SCRIPT | It is always more about how you say what you say than what you are actually saying.

The cold call sells the meeting. Never sells the service.

Make a friend, help a friend.

CALLER AND PROSPECT

Adam is the caller. Refer to the auto-detailing shop owner as 'boss' only when it sounds natural - do not repeat it throughout the call.

Pattern Interrupt

Choose one opener path. Use a slightly confused, familiar tone. Curiosity is better than pressure.

PATH A - FAMILIAR OPENER

Hey, um, it's Adam. Adam Zeerban. Does that ring a bell?

PATH A - WHEN THEY SAY NO

No? Okay. Well, hey boss, it's just Adam. I was wondering if you could help me out here for a moment.

PATH B - HELP OPENER

Hey, um, boss, it's just Adam. I was wondering if you could possibly help me out here for a moment.

You want to sound slightly confused, like you're not sure if you called the right person. You want to kind of downplay everything. You don't want to be super sharp. You don't want to be super excited.

You cannot have this high-pitched attitude, this high-pitched frequency, these upwards inflections.

Problem Awareness

These are consecutive green steps. Move through Steps 1-3 in order while keeping the conversation natural.

STEP 1 - RESPONSIBILITY

Well, I'm not too sure if I'm speaking to the right person. Who would be responsible for looking at any possible hidden gaps in your call flow system that could be causing missed calls and lost bookings every month? Who would that normally fall under?

STEP 2 - CURRENT CALL HANDLING

Honestly, I'm not too sure if this would even apply to you guys yet. That's why I'm calling. With most auto-detailing shops, calls can slip through while everyone's working on a vehicle or after hours. When a call comes in for you guys right now, who's actually answering it, and what happens when nobody can pick up?

STEP 3 - VOLUME OF MISSED CUSTOMERS

[Acknowledge their answer.] With that being said, about how many calls do you think the shop misses in an average week that would actually be a customer?

Discovering Into Pain

Get the average job price, then use the missed-customer number to quantify the monthly revenue leak.

STEP 4 - AVERAGE JOB PRICE

[Acknowledge the number they give you.] Roughly, what's your average job price?

STEP 5 - QUANTIFY THEIR NUMBERS

So, based on that, you're missing about [WEEKLY MISSED CUSTOMERS x 4] customers a month. At an average job value of [AVERAGE JOB VALUE], that's about [MONTHLY LEAK] leaking out every month... I mean... are you doing anything about that?

EXAMPLE - \$4,500 MONTHLY LEAK

So, based on what you told me, you're missing about 15 customers a month. At an average job value of \$300, that's almost... \$4,500... a month... I mean... are you doing anything about that?

I'm not going to mention any AI. I'm not going to mention my service. I'm not going to mention anything I do until they admit the problem out loud with their words.

Solution Tease

Complete Steps 1-2, then immediately continue into exactly one blue path based on the diagnosed monthly leak.

STEP 1 - CONFIRM THE VALUE

Okay, well, realistically, if you could stop those missed calls from turning into missed revenue, I'm almost certain that's something that would help you guys out.

STEP 2 - TEASE THE SOLUTION

So, with that being said, that's exactly what we work on. There's actually a way to have every call answered, you know, so missed calls don't turn into missed revenue... but I genuinely don't even know if this would make sense for you guys yet.

ROUTE NOTE

Do not pause after 'yet' or wait for a response. Continue speaking and move directly into the correct path. If the leak is \$8,000+ per month, use Path 1. If it is below \$8,000 per month, use Path 2. Never say both.

PATH 1 - \$8K+ MONTHLY LEAK: CONTINUE TO BOOKING

But with that being said... what I'll do for you is set up a quick 15-20-minute call with my account specialist, where he'll be able to determine with you whether or not this is a good fit for you guys.

PATH 2 - UNDER \$8K MONTHLY LEAK: QUALIFY

Depending on the scale of things... so, what are you guys pulling in monthly revenue on average right now?

PATH 2 QUALIFICATION

\$8K+ monthly revenue: continue to Booking. Below \$8K: continue discovery to confirm whether we can genuinely help; do not book while the shop remains unqualified.

Book the Meeting

After the correct path leads to a meeting, move straight into scheduling it.

IF THEY ARE DOING ABOVE \$8K - TRANSITION TO THE MEETING

Got you... but with that being said, what I'll do for you is set up a quick 15-20-minute call with my account specialist, where he'll be able to determine with you whether or not this is a good fit for you guys.

CONTINUE - OFFER TWO TIMES

I have [TIME OPTION 1], and I have [TIME OPTION 2]. Which works best for you?

CONTINUE - COMPLETE THE BOOKING PROCESS

After the prospect agrees to a time, follow the 'Booking a Meeting' process in the Guide tab.

Assume the meeting. Offer the closest available times first.

THE COMPLETE FRAMEWORK

PATTERN INTERRUPT	PROBLEM AWARENESS	DISCOVER INTO PAIN
QUANTIFY	SOLUTION TEASE	ROUTE
	BOOK THE MEETING	