AVOMA

# Avoma's Talk Track Library for Sales Reps

Practical talk tracks organized around the same deal stages as the playbook, with bonus tracks for recurring sales situations.

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| **6 playbook stages** | **46 reusable talk tracks** | 4 bonus categories |

## Contents

# How to use this library

Use the section that matches the deal moment you are in. The talk tracks are starting points, not scripts to recite word for word. Adapt the language to the prospect, the deal context, and what has already been said.

# 1. Discovery

### 1. Research-led situational discovery

**Use when:** Opening discovery without asking questions the rep could have researched.

> *"I saw that you have roughly [number] AEs across [regions]. How are you planning to grow that team this year?"*
> *"It looks like you use [CRM]. Walk me through how a typical deal moves from SDR to AE."*
> *"Your website says you serve [market]. What does a typical sales cycle look like?"*

### 2. Layered pain questions

**Use when:** Understanding the operational consequences of a problem.

> *"You mentioned [what the prospect said]. What specific challenge does that create for [their team or role]?"*
> *"How often does that happen?"*
> *"What percentage of deals does it affect?"*

### 3. Impact question

**Use when:** Connecting an established pain to a measurable outcome.

> *"If this were solved in the next 90 days, what would success look like for your team? Which metric would move first?"*

# 2. Demo and trial

### 1. Demo qualification

**Use when:** Qualifying an inbound prospect at the beginning of a demo.

> *"What triggered this evaluation?"*
> *"What does a successful outcome look like for you?"*
> *"What is broken about how you handle this today?"*

### 2. Scoping the trial group

**Use when:** Selecting the right users for a controlled trial.

*"Let's begin with two or three users from different teams, plus the managers who will review the insights. That keeps the trial manageable while showing cross-functional value. Is there a team you want to anchor it in, or should we select the users who will give us the clearest picture?"*

### 3. Booking the trial meetings upfront

**Use when:** Establishing the trial timeline during kickoff.

*"I'm going to send four calendar invitations today. You can move them if needed, but the important thing is having the structure in place. The final meeting will be a formal evaluation where we review the data and decide what to do next."*

### 4. Removing setup work from the prospect

**Use when:** The product requires configuration before users can experience value.

*"We'll handle the initial setup. I'll configure the account using what you shared in discovery so your team sees an environment that resembles its actual workflow, not an empty account."*

### 5. Mid-trial check-in

**Use when:** Opening a check-in with evidence from the prospect's account.

*"I reviewed your account before this call. I can see [X] calls have been recorded and [Y] have been scored. A few patterns are already appearing. I want to walk through them and confirm that the insights are useful, not simply noise."*

### 6. Diagnosing a trial extension

**Use when:** A prospect asks for more trial time.

*"I'm happy to extend the trial if it makes sense. Help me understand what we need to accomplish in the additional time that we did not complete during the first two weeks. Is there a specific use case left to test, or does another stakeholder need to weigh in?"*

### 7. Parallel tracking for an absent decision-maker

**Use when:** A stakeholder is unavailable, but the team can begin using the product.

*"Let's not lose two weeks waiting. We can complete the setup now and have the system running by Monday. When [Stakeholder] returns, we can show actual data from your team rather than another demonstration."*

### 8. Opening the evaluation call

**Use when:** Beginning the final trial review.

*"I pulled together a summary of what the last two weeks showed. I want to walk through the findings, and then I have one straightforward question at the end. Let's begin with what the data showed for your team."*

### 9. Binary trial decision

**Use when:** Asking whether the trial proved the agreed value.

> *“Based on what we have seen over the last two weeks, does this solve the problem you came in with?”*

# 3. Commitment: Secure next steps

### 1. Competitive-evaluation debrief

**Use when:** The prospect plans to evaluate several vendors after the demo.

> *“You’re going to watch several demos, and the products will start blending together. Why don’t we reconnect after you’ve seen the market? Bring me what you liked, and I’ll confirm whether we support it. That way, we can complete the debrief while your evaluation is still active.”*

### 2. Calendar-first follow-up

**Use when:** The prospect agrees another conversation is needed but has not committed to a date.

> *“I went ahead and blocked some time. Let me know whether it works. I have a couple of things I want to walk through, and it will be easier to do that live.”*

### 3. Mirror technique for sales leaders

**Use when:** A VP of Sales or CRO avoids committing to the next meeting.

> *“You’re the Head of Sales. You wouldn’t want your reps leaving a demo without defining the next step. Would you be open to putting something on the calendar? Once it is blocked, it gives both of us a milestone to work toward.”*
> *“I know you score your reps on this. I’d love to get something on the calendar so I’m not getting dinged.”*

# 4. Pricing and negotiation

### 1. Positioning through questions

**Use when:** A competitor lacks a capability relevant to the prospect.

> *“How are you currently handling [workflow] with [Competitor]?”*
> *“What visibility does your manager have into [relevant outcome] today?”*

### 2. Recording and consent differentiation

**Use when:** Discussing meeting-recording or conversation-intelligence platforms.

> *“How does your team currently inform participants that calls are being recorded? What process do you use to manage consent?”*

### 3. Pre-empting a competitor’s price reduction

**Use when:** A competitor is likely to respond with a lower quote.

> *"I want to be straightforward. [Competitor] may return with a lower price once they know you are close to deciding. What I would consider is [relevant differentiation]. Price is easy to match in year one. The difference becomes visible in year two."*

### 4. Challenging a below-floor budget

**Use when:** Procurement presents a number below the negotiated price.

> *"Help me understand that number. Is it a firm ceiling from finance, or a target based on what you expected to pay? We have already moved significantly from list price. If we need to change the scope, I'm open to that, but I want to ensure we are solving the right problem rather than only finding a lower number."*

### 5. Responding to "We have alternatives"

**Use when:** Procurement cites competitors to create pricing leverage.

> *"That is fair. What are you seeing from those alternatives that you are not seeing here? Or is this primarily a pricing comparison at this point?"*

### 6. Holding final pricing

**Use when:** The seller has already presented the strongest viable offer.

> *"We have put together our strongest offer. I'm not holding anything back. This price reflects both the value and the commitment you are making. This is where I have landed."*

## 5. Closing and expansion

### 1. Genuine month-end incentive

**Use when:** The seller can offer a legitimate exception tied to the contract start date.

> *"If the contract starts before [date], I can justify [exception] internally. I can make a stronger case for it now than I could in two weeks. After that, it would require a different approval process, and I cannot guarantee the same outcome."*

### 2. Helping a champion build the internal case

**Use when:** The prospect needs an ROI or business justification.

> *"I took a first pass at building this for you. Feel free to edit the assumptions. I thought it might save you a few hours."*

### 3. Supporting an executive presentation

**Use when:** The champion must present the purchase internally.

> *"I've done this with other champions. Sometimes it helps if I walk leadership through the case directly and answer their questions. I'm happy to join if that would move the process forward."*

### 4. Expanding to another team before signature

**Use when:** The initial deal covers only one customer-facing function.

> *"Before we finalize, I want to show you one additional scenario. Customers who begin with Sales often add CS or Marketing within six months. Including [team] now produces better pricing than adding it separately later. It is worth comparing before you settle the scope."*

# 6. Stalled opportunities

### 1. Presumptive close after a verbal commitment

**Use when:** The prospect previously agreed to move forward, but logistics interrupted the process.

*"When we last spoke, it sounded like everything was set and [timing issue] was the only thing that got in the way. I have our side ready. Do the seat counts still hold, and who will be signing on your end?"*

### 2. Re-engaging after a declined invitation

**Use when:** A prospect declines a meeting without suggesting another time.

*"No problem. It looks like that time didn't work. Is there another day that would be better, or is there something you want to resolve before we meet?"*

### 3. Re-engaging after a strong demo

**Use when:** The prospect has gone silent after showing genuine interest.

*"I was thinking about what you mentioned regarding [problem]. A customer in [similar industry] recently dealt with the same issue. Here is how they approached it. Does that change how you are thinking about [related decision]?"*

### 4. Re-engaging after a trial

**Use when:** The trial has ended and the prospect has stopped responding.

*"Here is what your team completed during the trial: [usage summary]. Looking at this, does it feel like the value is there, or are there gaps we should discuss before you decide?"*

### 5. Champion leaves the company

**Use when:** The main contact leaves during an active evaluation.

*"I was working with [Champion] on evaluating [Product] for [use case]. My recent follow-up indicates that they may no longer be with the company. Rather than let the initiative disappear, I wanted to ask who the right person would be to continue the conversation. I'm happy to provide a brief summary of where we left things."*

### 6. Drawing a line on a drifting enterprise deal

**Use when:** A large deal keeps slipping despite repeated follow-ups.

*"I want to make sure I'm respecting your time. Every week this remains unresolved is costing your team [outcome] more than it is costing me. The ball is in your court. Whenever you are ready to move forward, I'm here."*

# Bonus talk tracks for recurring sales situations

These situations sit outside the main playbook flow but come up often enough to keep close at hand.

## Demo booking and attendance

### 1. Confirmation call after a demo is booked

**Use when:** Calling an inbound lead shortly after they schedule a demo.

*“Hi [Name], this is [Rep] from [Company]. I saw that you booked time with us and wanted to introduce myself. I took a quick look at [Company] and have a few ideas specific to your setup. Would an earlier slot work better, or does [scheduled time] still work?”*

### 2. No-show follow-up

**Use when:** Calling within five minutes of a missed demo.

*“Hi [Name], it’s [Rep] from [Company]. We had time blocked right now, and I wanted to make sure everything was okay. Do you have 20 minutes now? If not, what does the rest of your week look like?”*

### 3. Final no-show follow-up

**Use when:** The prospect has not responded after several attempts.

*“Should I close this out, or is there still a good time to connect?”*

## Monthly-to-annual conversion

### 1. Percentage-based savings

**Use when:** Presenting annual pricing.

*“Our annual plans are typically 25% more affordable than monthly. That ratio remains consistent regardless of team size or plan.”*

### 2. Annual contract with an opt-out period

**Use when:** The prospect wants to validate the product before committing.

*“You can sign the annual agreement with a 60-day opt-out. During that period, you are billed monthly at a smaller discount. If the product does not work, you can leave. If it does, you move to the full annual discount.”*

### 3. Positioning dedicated Customer Success

**Use when:** Annual customers receive a higher level of service.

*“With an annual commitment, we assign a dedicated CSM who acts as an extension of your team. They configure the account, optimize workflows, and manage the setup proactively. That investment is possible because we know we have a long-term partnership.”*

### 4. Complex implementation requires runway

**Use when:** A prospect asks for monthly pricing for a platform that requires implementation and behavior change.

> *“That is unusual for this type of implementation. Most teams need at least one full quarter to see the payoff. A monthly arrangement does not provide enough time to achieve the outcome you expect.”*

### 5. Post-purchase annual conversion

**Use when:** A monthly customer has used the product successfully for 30–45 days.

> *“It has been about a month since you started. How has the experience been? Is the team adopting it as expected? Since the results are positive, would you be open to saving money by switching to annual?”*

### 6. CSM-led annual introduction

**Use when:** Customer Success has a stronger relationship with the customer than the AE.

> *“Have you considered switching to annual? There is a meaningful discount. Would you like me to bring in your account rep to explain the options?”*

### 7. Annual commitment with quarterly billing

**Use when:** The objection is cash flow rather than commitment.

> *“What if we kept the annual commitment, which secures better pricing, but billed quarterly? You receive the savings without asking finance to approve one large upfront payment.”*

### 8. Agreeing on a future annual review

**Use when:** The prospect insists on beginning monthly.

> *“Starting monthly makes sense if you want to validate the product. Our annual pricing is meaningfully better, so can we agree now to revisit annual at the 60-day mark? I’ll hold the current pricing until then.”*

## Multi-year contracts

### 1. Migration waiver

**Use when:** The prospect must move historical data from another platform.

> *“Migrating [data volume] creates a real processing and quality-assurance cost. I can waive that cost if you commit to two years, because that gives us enough time to recover the investment. Would a two-year term fit your planning cycle?”*

### 2. Buying out an existing contract

**Use when:** Different teams use separate platforms, or the prospect remains under contract with a competitor.

> *“Keeping Sales and Customer Success on separate platforms means the data, coaching insights, and management workflows remain split. If we move everyone into one system now, I can structure the economics to make the transition work.”*

### 3. Tiered discount for seats and term

**Use when:** The economic buyer asks for a discount.

> *“I want to show you two scenarios. At [current seats] on a three-year agreement, the discount is [X%]. If you include [additional team or seats], I can increase it to [Y%]. Which structure makes more sense for the organization?”*

## Partner and referral

### 1. Partner or referral opportunity

**Use when:** The prospect is a consultant, fractional leader, or agency serving several companies.

> *“If you introduce three clients over the next year, the referral economics could effectively cover your subscription. If it develops beyond that, we can discuss a more formal partnership.”*