

Opener for Gatekeeper:

Hey is [Name] around?

“Who’s calling?”

Oh, it’s Afonso. Tell him it’s Afonso on the phone.

“Afonso who?”

Afonso Vasconcelos.

“It’s about what?”

Personal business.

“What company are you in?”

ACA Marketing.

Opener for CEO:

Good morning, my name is Afonso Vasconcelos, and I’m calling from ACA Marketing. I’d like to discuss a way to help your business secure more profitable projects using a simple 3-step strategy.

“Interesting, tell me more”

Introduction:

Great! I help construction businesses like yours secure more projects with a simple strategy that’s proven to work across the industry. Would this be something you’d be interested in?

Common Objections & Responses:

1. “I’m not interested.”

- **Response:** I understand. Many businesses felt the same at first, but once they saw how this strategy brought in more high-value

projects, they were glad they gave it a try. Would you be open to a quick chat to see if it could work for you too?

2. **“We already have someone handling our marketing.”**

- **Response:** That’s great! I’m not looking to replace what you’re doing, just to complement it. This strategy has been proven to bring in additional projects without disrupting your current setup. Would it be worth a 15-minute chat to explore?

3. **“How is this different from what we’re already doing?”**

- **Response:** Good question. This strategy is focused on three simple steps that have consistently helped businesses like yours stand out and secure more projects. I’d be happy to share how it differs in a quick call.

4. **“We don’t have the budget for new marketing right now.”**

- **Response:** I totally understand, and that’s actually why I’m reaching out. This strategy has helped companies bring in new projects that more than cover the initial cost. Would you be open to learning how it works?

5. **“Can you send me more information instead?”**

- **Response:** I’d be happy to send a brief overview after our call. That way, I can better understand your needs and make sure the information I send is most relevant to you. Would [day and time] work for a quick call?

Transition to Booking the Call:

Perfect! Do you have some time this week or next week to go over this?

"Next week"

Ok perfect, Monday or Thursday look good for me, which suits you better?

"Monday"

Morning or afternoon?

"Morning"

11 or 12?

“11”

Great next Monday at 11, [Name], I look forward to speaking to you then, in the meantime I'll send you the zoom link with a few references and a bit about me, speak soon.