

Earn the next conversation.

How to start useful conversations with US small businesses about getting found, answering every inquiry, and turning interest into booked customers.

01

Get found

Search and AI

02

Build trust

Website and proof

03

Answer every inquiry

Calls, forms, texts

04

Get booked

Booking and follow-up

Your mission on call one: earn one useful next step. Not a signed contract. In Texas, offer a 20-minute visit first.

01 / STRATEGY

Win the conversation, not the argument

Game theory: an owner hears pitches every week. They keep listening when you bring a true detail, a low risk, and one clear next step.

THEY THINK

"Another sales pitch."

OUR MOVE

Ask about a familiar problem, not our service list.

THEY THINK

"We already have an agency."

OUR MOVE

Offer to fill a gap, not replace their provider.

THEY THINK

"This will cost money."

OUR MOVE

The call with our team is free, and the price comes in writing before anything starts.

THEY THINK

"How do I know this is real?"

OUR MOVE

Show, don't claim: send their demo link. It opens on their own homepage.

THEY THINK

"I am too busy."

OUR MOVE

Ask for the right contact or a better time, once.

The first-call scoreboard. Best: a booked 30-minute call with our team. Good: the decision-maker's name, or permission to send the demo. Also professional: hear "no", record it, and stop.

01 / POSITIONING

One promise. A few real services.

Use the words an owner uses. Only offer what is on the rate card.

Memorize this. "BrandShyp is a software firm in San Antonio. We help businesses turn the people who find them online into booked customers, with better websites, online booking, follow-up and AI tools."

What you can offer (starting prices are in your sales kit)

Problem the owner has	What we build
People cannot book at night; calls go to voicemail	Online booking or quote requests, and a text back to every missed call (one automated workflow)
Staff answer the same questions all day	An AI assistant that answers only from the business's own website, then points to booking
Leads and follow-ups live in sticky notes	An AI-ready CRM, set up with their data, and automatic follow-up and reminders
Not showing up in Google or AI search	Local search: Google profile, reviews and listings, plus AI search monitoring
Competitors' ads sit above them	Google Ads management (they pay Google for the ads directly)
Social pages are empty or years old	Social media management: 12 posts a month, approved by the owner
Past customers never hear from them	Email marketing to past customers
The website itself is the problem	Website work, accessibility fixes, translation: scoped on the call

Lead with booking and missed calls; marketing is the add-on. Every agency says "SEO and social"; a missed call answered by text at 9 PM is new. Then: "and we can get you found too." Marketing is month-to-month, cancel any time. **Not on this list?** "Let me check with our team," then contact management. Never promise rankings or results.

02 / THE REP PAGE

Everything you need is on one page

brandshyp.org/rep/. Work from it, every shift.

- 1 **Claim before you contact.** If another rep holds the business, pick another.
- 2 **Call only on a green light,** from your BrandShyp softphone. It checks their calling hours. At most 3 calls per business, one a day.
- 3 **Read the opener** on the business card, then open their site and confirm it is still true before you say it.
- 4 **Copy demo link.** For most businesses it opens on a phone screenshot of their own homepage, then the same page with our features drawn on. Your code is already in it.
- 5 **Copy marketing demo.** For Google, ads, social or email: one demo for any business, on their own homepage when we have it.
- 6 **Videos to send.** 60-second videos for dental, med spa, home services, law, eye care, vets, chiropractic, accounting, auto repair, events, catering and insurance.
- 7 **Your tracked link** books the 30-minute call with our team and credits the meeting to you. **Texas businesses: send the visit link first** (Copy visit link on their card), and your tracked link if they prefer video. Never book a time by hand.
- 8 **Watch for "Demo opened".** The card shows when they opened it. That is the best moment to call or follow up.

Use "Preview" to look at a demo yourself, so your own visit does not count as theirs. Always say it is a mock-up, not a change to their site.

02 / THE TEXAS RULE

Texas: we come to you

For any business in Texas, offer a 20-minute visit at their office with our San Antonio team first, and a video call if they prefer. We visit San Antonio, Austin, Houston and Dallas-Fort Worth.

ON A TEXAS CALL

Ask one or two questions. If there is interest, offer the visit first. Send the visit link: they pick in person or video, and a time, on our calendar.

NEVER ON A TEXAS CALL

No walkthrough of our services, the demo or prices. Send the demo by email after the call.

Before you dial: 90 seconds

- 1 Right business.** Name, city, industry, a public work number.
- 2 One detail you can see.** A real page, request form or booking button. Note where you saw it. Do not guess at a problem.
- 3 Turn it into a question.** "I saw your request-an-estimate form. Is it checked after hours, or the next business day?"

USE

"I noticed the consultation request button. What happens after someone clicks it?"

AVOID

"Your website is losing leads because your staff respond too slowly."

02 / MARKET BASICS

Texas in five minutes

Sound informed without pretending to live in the United States. Most leads are in Texas; some are elsewhere in the US.

San Antonio

Our home city.
Healthcare, home services, law and family businesses.

Austin

The capital.
Professional services and tech firms.

Houston

Largest metro. Katy, Sugar Land, Pearland and more.

Dallas / DFW

Dallas–Fort Worth.
Many multi-location businesses.

Time. Texas is on Central Time. US clocks move back on November 1, so your shift starts an hour later after that. Your rep page lights change on their own.

If asked where you are: "I work remotely with BrandShyp's team in San Antonio." Only if they ask where exactly: "I'm in Sri Lanka. The company is in San Antonio, and the US team runs your project." Never say you are in the US.

Simple business words

Lead	Someone who may become a customer.
Conversion	A lead takes a valuable action, such as booking.
CRM	A system for keeping and tracking customer inquiries.
Intake	Collecting details before an appointment or job.
Speed to lead	How fast someone gets an answer after they reach out.
AI visibility	How clearly a business appears in AI search, such as ChatGPT or Google's AI answers.

02 / INDUSTRIES

Start here: easier markets

Who they serve, what slows them down, and one useful question. Work one industry at a time.

Home services

HVAC, plumbing, roofing. Customers need help fast, often at night.

ASK THIS

"If someone requests a quote after you close, what happens next?"

FITS

Service requests any hour, missed-call texts, photo quotes, tune-up reminders.

Med spas

Facials, laser, injectables. Clients find them on Instagram, late at night.

ASK THIS

"Can someone book a consult without calling the desk?"

FITS

Booking with a deposit, prices up front, rebooking reminders. No medical claims.

Dental

Family and cosmetic practices. New patients choose on their phone.

ASK THIS

"How are new-patient requests followed up after hours?"

FITS

Online booking, missed-call texts, insurance-question assistant, review requests.

Chiropractic and clinics

Chiropractic, wellness and primary care.

ASK THIS

"Do new patients book online or mainly through the front desk?"

FITS

New-patient booking, insurance questions, care-plan reminders.

Start with home services, med spas and dental: most of the leads, and the easiest gaps to see.

02 / INDUSTRIES

Next: specialist markets

More rules here. Read the extra-care line before you call.

Law firms

Family, injury, estate and business law.

ASK THIS

"Can someone book a consultation online, or only by phone?"

EXTRA CARE

Lawyer advertising has strict rules. Never promise outcomes or talk about cases.

Eye care

Eye exams, glasses and contact lens fittings.

ASK THIS

"Is it easy to book an eye exam from your website?"

EXTRA CARE

No talk of contact lens reorders. Never ask about symptoms.

Veterinary

Clinics for preventive and urgent pet care.

ASK THIS

"Do new pet owners have an easy way to book a visit?"

FITS

Online booking, vaccine reminders, office-questions assistant.

Accounting, insurance, auto, events

Each has its own demo and video on your rep page.

ASK THIS

"When someone contacts you after hours, who gets back to them?"

FITS

Booking or quote requests, missed-call texts, reminders and follow-up.

Health and legal businesses: never ask for patient, client or case details, and never discuss a patient. "I'm not calling about a patient" calms a front desk fast.

03 / OPENING

The first 30 seconds

Name. A relevant reason. One question. Pause.

- 1 Prepare.** Read the opener on the card and confirm it on their site. One real detail beats three guesses.
- 2 Introduce.** "Hi, this is [name] with BrandShyp, a software firm in San Antonio."
- 3 Make it relevant.** Mention inquiries, booking or the opener you confirmed. Not six services.
- 4 Ask one question,** then stop talking and let them answer.

When the opener is strong: "Before I called, I looked at [website] and noticed [the opener, in one sentence]. We fix that kind of thing for [dentists] in Texas. Quick question: is that something you already know about?"

When the card says "no obvious gap": "Quick question: when someone contacts your business online after hours, what happens next? Does your team handle the follow-up, or is part of it automated?"

At the front desk: "Hi, this is [name] from BrandShyp. It is a business-services call, not about a patient or customer. Who looks after your website and new inquiries?"

DON'T SAY

"We offer SEO, PPC, web, social media, IT, automation, AI and more."

SAY INSTEAD

"We help make it easier for interested people to become booked customers."

03 / DISCOVERY

One problem, one useful question

Follow what they say. Do not turn the call into an interview.

GET FOUND

"Have you looked at how customers find you on Google and in AI search?"

Fits: AI search readiness check and visibility audit.

ANSWER EVERY INQUIRY

"What happens when a call comes in and nobody can pick up?"

Fits: a text back to every missed call, online requests.

FOLLOW UP

"Who follows up when someone contacts you after hours?"

Fits: automatic follow-up, CRM, reminders.

GET BOOKED

"Can people book online, or does your staff handle every booking?"

Fits: online booking, deposits, reminders.

Then ask: **"Is that working the way you'd like, or could it be better?"** If they name a problem, one more: **"What usually happens today?"**

Only after interest, two more: **"Is improving that a priority this quarter?"** and

"Would you be the one looking at options, or would someone else join?"

If there is a real gap, offer the next step: the visit in Texas, the 30-minute call elsewhere. Do not promise a fix, give an exact price, or claim lost money without their numbers. The demo's calculator lets them put in their own numbers.

04 / YOUR NEXT MOVE

What do I say next?

The whole call on one map. Follow their actual answer.

OPEN: BrandShyp + their problem + one question. Then listen.

INTERESTED

Ask what happens today.
Texas: offer the 20-minute visit first; the visit link lets them pick in person or video. Elsewhere: the 30-minute call (tracked link).

BOOK IT**ALREADY COVERED**

"Do they also handle booking and follow-up?" If not, offer the demo link for that gap.

GAP OR NO GAP**NOT INTERESTED**

"Understood, thank you for your time." If they ask, press "Asked us not to contact".

STOP**SEND ME SOMETHING**

"Sure. Which matters more: being found online, or turning inquiries into bookings?" Send the demo link for that.

SEND DEMO**FRONT DESK**

Get the name of who handles the website, the best time, and a business email. Do not pitch the receptionist.

RIGHT CONTACT**ANGRY**

Apologize once, stop, and contact management.

STOP

Rule of the game. "We already have someone" is not always a no. A clear "no", a request not to be contacted, or repeated disinterest is. Respect it immediately.

04 / OBJECTIONS

Stay calm. Ask less. Listen more.

Conversation options, never arguments you must win. The full list is in your sales kit.

"We have an agency."	"That makes sense. Do they also handle what happens after inquiries come in, like booking and follow-up?" Do not attack their agency.
"We're on a retainer."	"Understood. Some businesses keep their agency and add one booking or follow-up project on the side. Is that side covered?"
"Send me something."	"Happy to. Which matters more to you: being found online, or turning inquiries into bookings?" Send that demo link.
"How much?"	Outside Texas: the "from" price in your kit, then "a fixed price in writing after a 30-minute call". Texas: "It depends on what you need. We go over pricing when we meet."
"No budget."	"Understood. This may not be the right time. Would you like me to check back later, or leave it here?" Never offer a discount.
"Who have you worked with?"	"Much of our work is under NDA, so we don't name clients. What I can show you is live: [demo or video]. Our team walks you through real work on the call." Never name clients or give numbers.
"Can't ChatGPT do this?"	"For some of it, yes, and the team will tell you which parts. The work is making it run on your site, with your booking and phone, and keeping it running."
"Is this a scam?"	"Fair question. Your number is on your website, and I called because of [the opener]. BrandShyp is a registered Texas company. Would you rather I take you off our list?"
"We're happy with everything."	"Glad it's working well. Thanks for taking the call." Do not look for an argument.
"Can you get us into AI answers?"	"We can check how ready your site is, but nobody can guarantee a place in AI answers or rankings."
"How did you get my number?"	"From your website" (or wherever it really came from). Offer to remove them if they ask.
"Not interested."	"No problem. Thanks for your time." Stop. If they ask not to be contacted, record it right away.

05 / ROLE-PLAY

Hear how a good call sounds

Read these out loud in pairs. Questions should sound curious, not rehearsed.

A / Home services

REP

Hi, this is Maya with BrandShyp, a software firm in San Antonio. Quick question: what happens when a quote request comes in after you close?

OWNER

Our office calls back the next morning.

REP

Does that work well, or would faster follow-up help?

OWNER

We could be faster.

REP

I can email you a one-minute example built on your own homepage. And would a 20-minute visit at your office with our San Antonio team, be useful?

B / Med spa

REP

Do you already have someone helping with your online marketing?

MANAGER

Yes, our agency is on a monthly retainer.

REP

Great. Do they also handle consult booking and follow-up?

MANAGER

No, our staff does that.

REP

Understood. We could look at that part without touching your agency's work. Would a short call with our team be worth it?

Notice the pattern. One question at a time. The rep does not sell a package. They find what is missing and offer one next step.

05 / ROLE-PLAY

The front desk, and the graceful no

A receptionist is not a problem to get past. They have a job to do.

C / Dental, front desk

REP

Hi, this is Maya with BrandShyp. Quick business question: who looks after your website and new-patient requests?

RECEPTION

Our office manager. What is this about?

REP

We help practices turn online requests into appointments. I'm not calling about a patient. Is she available, or is there a business email I can send a short example to?

RECEPTION

Email her at the office address.

REP

Thank you. I'll keep it short. Have a great day.

D / Law firm, no interest

REP

Hi, this is Maya with BrandShyp. We help firms with online inquiries and follow-up. Who handles your website or client intake?

MANAGER

We're not interested in outside vendors.

REP

Understood. Thank you for letting me know. Have a good day.

After C, send the dental demo link to that email the same day, with the front desk's name in the first line. After D, press "Asked us not to contact" if they asked, and move on.

05 / NEXT STEPS

Book the next conversation

Offer it only after you hear a real need or clear interest.

Texas: "Would a 20-minute visit at your office with our San Antonio team be worth it? We look at your site with you, and you get a fixed price in writing afterwards. No cost." If they prefer video, that is fine.

Outside Texas: "Would a 30-minute call with our team help? Same idea, by video."

Check four things first: a real **problem** they named, the right **person**, it is a **priority** for them now, and their **permission** for the meeting and follow-up. Missing one? It is not a qualified meeting yet.

If they say yes

- 1 Confirm their name, role and business email.
- 2 Texas: send the **visit link** from their card (it offers in person or video, on our calendar). Elsewhere: send your **tracked link** right away, so they pick their own time.
- 3 Send management the business, the person, and what they care about.

Emails: three, then stop

Every email must have our postal address and an easy way to say no. That is US law (CAN-SPAM). The ready-to-copy versions are in your sales kit:

Day 1 first email / day 4 follow-up / day 11 last email / replies for "send me info", the front desk, and a booked call.

BrandShyp · San Antonio, Texas · [your BrandShyp email]

Mailing address: P.O. Box 90, Elmendorf, TX 78112. Not interested? Reply "no" and I will not write again.

Log it before the next call: tap how the call went on the business card, press "I emailed them" after every email, and "Asked us not to contact" the moment someone asks.

06 / PROTECT TRUST

What never belongs on a call

Trust wins the long game. One false claim can lose the whole account.

Invent facts. No "I audited your website" or "you lost 40 leads" unless you checked it.

Promise results. No promised rankings, ChatGPT placement, more patients or more jobs.

Invent services. Only what is on the rate card. No ready-made AI receptionist or app.

Promise a price, discount or deadline. "From" prices only; the team writes the real one.

Name clients or give numbers. "Much of our work is under NDA."

Pretend. Never say you are in the US or know the owner.

Ask for sensitive data. No patient, client, case or payment details.

Ignore a no. Record it the same day. Never call a clear refusal again.

Built into your rep page: calling hours by the business's time zone, the 3-call limit, and the do-not-contact list. Government offices are off limits: pass them to management. Texas businesses are offered the in-person visit first. Call only from your BrandShyp softphone.

06 / MEASURE REAL PROGRESS

Meetings held beat meetings booked

Game theory inside the team: we reward the result we actually want.

1 / Booked

A visit or call is agreed. Good activity, not yet proof of a real opportunity.

2 / Held and qualified

The right person showed up, and a real problem, priority and purpose were confirmed.

3 / Opportunity

They want a proposal for a real project, with a next step and a way to buy.

What we look at each week**Your rep page counts**

Contacts (connected calls and logged emails) and meetings booked, against your goal.

At your check-in we also look at

Real conversations, meetings actually held, show rate, opportunities, and every "no" respected.

What we never reward

Raw dial counts, or meetings booked with someone who never agreed to a real reason to meet.

The visit agenda (what the prospect gets): a simple map of how inquiries reach their team and what happens next, an honest answer on whether there is a gap at all, and one sensible next step if there is. You get paid when a client pays, so a well-qualified visit is worth more to you than three loose ones.

06 / PRACTICE

Train for calm, useful calls

Good reps ask good questions and stop at the right moment.

10-minute role-play

2 min	Pick a business from the demos page. Find one real problem.
3 min	Your partner plays a busy owner or the front desk.
3 min	Switch roles. Add an "we already have an agency" objection.
2 min	Feedback: was it natural, relevant and respectful?

Coach scorecard: one point each

- ☐ **Honest introduction.** Name and BrandShyp clearly stated.
- ☐ **Relevant reason.** One real problem, confirmed on their site.
- ☐ **Real listening.** One question, then a real pause.
- ☐ **Low-pressure next step.** Asked only when there was a fit.
- ☐ **Respectful ending.** No pushing after a clear no.

Pass rule: 4 out of 5 before live calls. Bring your first calls and the objections you heard to the weekly check-in with management: they make the scripts better for everyone.

QUICK SHEET

Keep this next to the phone

WHO WE ARE

"BrandShyp is a software firm in San Antonio. We help businesses turn the people who find them online into booked customers."

One opening question: "When someone contacts your business online after hours, what happens next?"

Have an agency	"Do they also handle the booking and follow-up side?"
Send me something	"Which matters more: being found, or turning inquiries into bookings?" Send that demo.
How much	Texas: "We go over pricing when we meet." Elsewhere: the "from" price.
Who have you worked with	"Much of our work is under NDA. Here is something live."
Interested, Texas	"Would a 20-minute visit at your office be worth it?" Send the visit link: in person or video, they choose.
Interested, elsewhere	"Would a 30-minute call with our team help?" Send your tracked link.
Not interested	"Understood. Thanks for your time." Stop.

Every shift: claim before contact. Green light before you call. Confirm the opener. Send demo links from the card. Log every call and email. Record every "no" the same day. Tell management about every yes.