



ALICE
AI OFFICE HUB

MASTER SALES SCRIPT + TEAM BLUEPRINT

Sell the Leak. Close the Fix.

The word-for-word Alice AI Office Hub talk track — built on hard numbers, honest claims, and the prospect's own math — plus the blueprint for the team that runs it and the affiliate program that pays it.

THE MODEL

PLUG IN » DEPLOY » GET PAID

25% · UP TO 6 MONTHS · 90-DAY COOKIE

[RUN THE FREE AUDIT »](#)

[SEE ALICE LIVE »](#)

[TEXT ALICE »](#)

[JOIN AS AN AFFILIATE »](#)



SCAN — FREE MISSED-CALL AUDIT

Point any phone camera at the code. Two minutes, the prospect's real numbers, no pitch required. This code is your best leave-behind.

ALICEAIHUB.XYZ/?FUNNEL=AUDIT

Built inside a real company — **Capital 7 Logistics**, a working moving and handyman company in Wilkes-Barre, PA. Alice is not a demo product. She is on the job.

For sales reps and affiliate partners · October 2026 · Prices and offers as published at aliceaihub.xyz

[START HERE](#)

How to Use This Script

This playbook is the whole Alice sales motion on paper: what to say, what to show, what to charge, and what never to claim. It is written to be used live — in a shop, on a call, or pasted into an email — not studied like a textbook.

THE 20-MINUTE QUICK START

1. **Read the Psychology Spine** (next page). Six principles run every line that follows.
2. **Learn the six core numbers** from the quick card in Section 3 — with their sources. If you can't name the source, don't say the number.
3. **Run the Master Talk Track out loud once.** It reads like you talk. That is on purpose.
4. **Do the live demo on your own phone** — open the Capital 7 page below and ask Alice for a quote like a customer. You cannot sell what you have not touched.

[OPEN THE LIVE DEMO »](#)[RUN THE FREE AUDIT »](#)

THIS PDF IS INTERACTIVE

Buttons are live. Every teal button in this document opens the real page — the audit, the live demo, texting Alice, pricing, the affiliate program.

QR codes work. Scan them with any phone camera. Use them as leave-behinds.

The worksheet (Section 4) is fillable. Type the prospect's numbers straight into the PDF on a tablet or laptop — or print it and run the math with a pen in the shop.

Checkboxes tick. The call-prep and objection-drill checklists are real form fields. Tick them as you earn them.

THE ONE RULE ABOVE ALL RULES

We sell hard numbers and honest claims. Every statistic in this script comes from a named, published source — the same verified library behind all Alice content — and Section 5 lists the lines a rep never crosses. A prospect who catches one invented number stops believing all of them. The truth is the pitch.

SECTION 01 — THE PSYCHOLOGY SPINE

Why This Script Works

Six principles do the persuading. The talk track in Section 3 is just these, in order, in plain words.

1

LOSS AVERSION

People move faster to stop a leak than to chase a gain. So we never open with features — we price the leak, in the prospect's own dollars.

"That's not a software decision. That's real money walking out every month."

2

SPECIFIC NUMBERS

Adjectives get tuned out; studies get believed. Every claim in this script carries a number and a named source — that is what makes the number repeatable in the prospect's head after you leave.

"62% of calls never reach a person. 411 Locals studied 85 businesses to get that."

3

RECIPROCITY

Give real value before asking for anything. The free audit runs the prospect's own numbers, free, up front — it starts an honest conversation and creates a natural obligation to finish it.

"Don't take my word for it. Run your numbers — it takes two minutes."

4

SOCIAL PROOF

Nobody wants to be first, and everybody is afraid of being last. The adoption wave is already moving — the script shows the prospect which side of it they are on.

"58% of small businesses used AI in 2025. The Chamber's 2026 report puts it at 66%."

5

SCARCITY WITH A REASON

A limit with a believable why beats pressure every time. Founding pricing is \$49, locked for life, for the first 50 members — and the reason is printed on the offer.

"When the 50 are gone, Founding closes. Your rate never goes up while you're in."

6

AUTHORITY

Built in a real company, not a lab. Alice runs the front desk of Capital 7 Logistics — a working moving and handyman company. You are not selling a promise. You are showing proof, live, on your phone.

"Ask her for a quote yourself. She's working right now."

SECTION 02 — THE OFFERS

What You're Selling

One product, one ladder. Alice answers the inquiries that come through a business's website, chat, and text line — answers questions, quotes from the owner's own price list, and books the job. Every tier runs that same core; the ladder is about setup help, coaching, and brand.

SERVICE	PRICE	WHAT IT IS
Founding Membership	\$49/mo	The entry tier. Rate locked for life — first 50 members only, then it closes.
Starter	\$97/mo	The standard membership for owners who missed the Founding window.
Pro	\$197/mo	For growing shops. Free coaching included.
White-label	\$497/mo	Alice under the buyer's own brand — agencies and multi-location operators. Free coaching included.
Founding Annual	\$490/yr	A full year of Founding in one payment.
Done-For-You Setup	\$1,500 once	We train Alice on their business, connect the phone line, wire the calendar, and build the booking page. They lift nothing.
Visibility	\$149 / \$249 / \$399	Business profile and service pages set up, verified, and synced across Google Search and Maps, voice search, and the AI chat boxes — so the business can be found. Setup and sync, never a ranking guarantee.
Ad Generator	Founding test pricing	HYROS-inspired ad generation: feed in the business and the offer, get ready-to-post ads. Price is set at signup while it is in founding test.

SAY IT EXACTLY LIKE THIS

"Today, Alice answers the inquiries that come through your page, your chat, and your text line. She answers questions, quotes from *your* price list, and books the job." Phone voice answering is in build — it is not live, and no rep sells it as live. The full honesty list is the Red Lines in Section 5.

[PACKAGES + PRICING »](#)[FREE VISIBILITY AUDIT »](#)

Section 03 – The Master Talk Track

The Conversation, Word for Word

Six steps. Every line below can be said exactly as written — on a doorstep, in a shop, or on the phone. Stage directions are in pale blue. The numbers are all from the verified card at the end of this section.

STEP	NAME	ITS JOB
0	The Opener	Earn 60 seconds with a study, not a sales pitch.
1	The Pain Dig	Five questions. Their answers become your ammunition.
2	The Math	Price the leak with THEIR numbers, out loud.
3	Before / After	Show what shops that fixed it report back.
4	The Audit Offer	Hand them proof they generate themselves — free.
5	The Close Ladder	Three doors: Founding, Done-For-You, Pro / White-label.
6	The Follow-Up	Not closed is not dead. One stat + their number, every touch.

Step 0 – The Opener (30 seconds)

Open with a question and a study — never with your name, your company, or a feature.

“Quick question, [Name] — when a call comes in while you're on a job, who answers it?”

[Let them answer. Whatever they say, nod — then:]

“Here's why I ask. In a study of 85 businesses across 58 industries, 62% of calls never reached a person at all. Not a bad agent — nobody. And 82% of callers who don't get an answer say they just call the next company. I help shops plug that leak. Can I ask you three quick questions about your phones?”

SOURCES: 411 LOCALS SMALL-BUSINESS CALL STUDY, 2016 · CALLRAIL CONSUMER SURVEY, 2025

STEP 1 – THE PAIN DIG (FIVE QUESTIONS)

Ask, then be quiet. Write every answer on the worksheet (Section 4) — you will do math with these numbers in Step 2.

- **“Walk me through a call that comes in at 7 on a Tuesday night. What happens?”** Listen for the word *voicemail*. That is the sound of the leak.
- **“How many calls a week go to voicemail or just ring out — honestly?”** If they lowball: “Every owner says ‘a few.’ Good — we’ll use your few. It’s your math, not mine.”
- **“When you do call back, how long does it usually take?”** Stinger: 69% of missed calls never get a callback within 48 hours. (Source: Quo analysis of 16.7M missed calls, 2026.)
- **“What happens on weekends?”** Stinger: roughly 4 in 10 home-service calls go unanswered on weekends (ServiceTitan-reported, 2023), and almost 4 in 10 buying conversations happen outside 9-to-5 (Drift / Salesloft, 2024).
- **“Last one — what’s a typical job worth? Your average ticket?”** Write it down where they can see it. This number closes the deal in Step 2.

STEP 2 – THE MATH (THEIR NUMBERS)

Do it out loud, on the worksheet, with their figures. Slowly. Let each number land.

“Let’s do your math — not mine. [X] missed calls a week is about [4X] a month. At your \$[ticket] ticket, that’s \$[] a month in jobs that called YOU first and heard nothing. Over a year, that’s \$[]. And remember — 82% of those callers say they call a competitor next. This isn’t ‘they’ll try again later.’ Most of them are gone.”

“Now — I’m not going to tell you Alice recovers all of that. Nobody honest would. Say she recovers ONE job a month. One. At your ticket, one job is \$[ticket]. Founding is \$49. What does that math say?”

EXAMPLE — ROUND NUMBERS, JUST TO SHOW THE SHAPE

5 missed calls a week × a \$400 average ticket = **\$2,000 a week — about \$8,000 a month** — in demand that called and heard nothing. One recovered job (\$400) covers Founding (\$49) more than **8 times over**. Always run the prospect’s real numbers on the worksheet; never present this example as their result.

STEP 3 — BEFORE / AFTER (THE PROOF)

Pain opened the wound. Now show the other side of the street — what owners who already installed this report back. Frame every outcome as reported. We never promise it.

"Here's the after picture. In Salesforce's small-business survey, 91% of businesses using AI say it boosted their revenue. That's self-reported — their word, not my promise. The SBE Council's 2026 survey found two-thirds of adopters reporting revenue increases, and owners getting a median of five hours a week back. And the shops that are growing are 1.8 times more likely to be investing in this than the shops that are shrinking."

"And it's not theory with us. Alice runs the front desk of Capital 7 Logistics — a real moving and handyman company. My company. She's answering, quoting, and booking there right now. In a minute I'll put her in your hand and you can test her like a customer."

SOURCES: SALESFORCE SMB TRENDS REPORT, 2024 · SBE COUNCIL TECHNOLOGY USE SURVEY, 2026

STEP 4 — THE AUDIT OFFER (THE BRIDGE)

Never ask for money before the prospect has seen their own number. The audit generates the proof — free, in two minutes, from their figures.

"Don't take my word for any of this. Run the free Missed-Call Audit — two minutes. It takes your call volume, your ticket, your after-hours gap, and shows you exactly what the leak costs you. If your number's small, I'll shake your hand and leave. If it's what most shops see, you'll want it fixed. Run it with me right now?"

RUN THE FREE AUDIT »

TEXT ALICE INSTEAD »

STEP 5 — THE CLOSE LADDER (THREE DOORS)

Offer the doors in this order. Name the price plainly, then the reason. Never apologize for a price.

DOOR 1 — FOUNDING (THE ENTRY)

"Most owners start on Founding: \$49 a month, locked for life while the tier is open — it closes at 50 members. Alice answers your page, chat, and text inquiries, quotes from your price list, and books the job."

DOOR 2 — DONE-FOR-YOU (FOR THE BUSY)

"If you don't want to touch the setup — most owners don't — that's the Done-For-You: \$1,500, once. We train her on your business, connect your line, wire your calendar, and build your booking page. You're live without lifting a finger."

DOOR 3 — PRO / WHITE-LABEL (FOR GROWTH)

"Shops that want the full stack go Pro — \$197, and coaching is included free. And if you want Alice under your own brand, that's White-label at \$497."

THE ADD-ON — VISIBILITY (WHEN THEY CAN'T BE FOUND)

"One more thing — if customers can't find you in the first place, nothing else matters. 62% of customers avoid a business with wrong info online. The Visibility package sets up, verifies, and syncs your profile and pages everywhere people — and their AI — look. \$149 to \$399."

SOURCE: BRIGHTLOCAL, LOCAL BUSINESS DISCOVERY + TRUST REPORT, 2023

THE CLOSE — THEN SILENCE

"So — which door? Set her up yourself this week on Founding, or have us build the whole thing for you?"

[Ask it, then stop talking. The next voice in the room should be theirs.]

STEP 6 – THE FOLLOW-UP CADENCE (NOT CLOSED IS NOT DEAD)

Every follow-up carries ONE stat and THEIR number from Step 2. Never send “just checking in.”

WHEN	TOUCH	THE LINE
Same day	Text	“Your number was \$[X] a month. Here's the audit so you can check my math: aliceaihub.xyz/?funnel=audit ”
Day 2	Email	The Before / After email — Touch 2 in Section 6. Their number in the subject line.
Day 5	Text	“One job. At your \$[ticket] ticket, one recovered job pays for Founding [N] times over. That's the whole bet.”
Day 10	Email	The breakup — Touch 3 in Section 6. Founding spots + one stat, then a clean door left open.
Day 30	Text	One fresh stat from the numbers card (next page) + the audit link. New information earns a new touch.

LIVE THE PRODUCT YOU'RE SELLING

Firms that respond to a lead within one hour are **7× more likely to qualify it** than firms that wait two hours or more — and the average firm takes 42 hours. (Source: Harvard Business Review, 2011.) A rep who answers in minutes *is* the demo. Reply to every warm lead within the hour, every time.

If they ran the audit and went quiet, the next touch is a question, not a pitch: “Did your number surprise you?” One line. It reopens more doors than any discount.

SECTION 03 – REFERENCE CARD

The Only Numbers We Use

Every statistic a rep may say out loud, with its source. If a number is not on this card, it does not get said — no exceptions, no “I read somewhere.” Print this page and keep it in the truck.

NUMBER	THE CLAIM	SOURCE
62%	of calls to small businesses never reach a person	411 Locals call study, 2016
82%	of callers will call a competitor after a business doesn't answer	CallRail consumer survey, 2025
78%	of consumers have abandoned a business after an unanswered call	CallRail consumer survey, 2025
42%	of consumers leave a voicemail when a business doesn't answer — most leave nothing	CallRail consumer survey, 2025

NUMBER	THE CLAIM	SOURCE
69%	of missed business calls got no callback within 48 hours	Quo analysis (16.7M calls), 2026
41%	of weekend home-service calls go unanswered (weekdays: ~18%)	ServiceTitan-reported, 2023
39%	of buyer conversations happen outside 9-to-5 hours	Drift / Salesloft, 2024
7×	more likely to qualify a lead when you respond within 1 hour vs 2+ hours	Harvard Business Review, 2011
78%	of buyers purchase from the first company that responds	Lead Response Management research
42%	of small businesses still use no AI at all (2025)	U.S. Chamber of Commerce, 2025
91%	of SMBs using AI report it boosted revenue (self-reported)	Salesforce SMB Trends, 2024
66%	of AI adopters report revenue increases; owners save a median 5 hrs/week (reported)	SBE Council, 2026
62%	of consumers would avoid a business with incorrect info online	BrightLocal, 2023
2.7×	more likely to be considered reputable with a complete Google profile (70% more likely to visit)	Google, as published
49.2%	of new businesses survive five years — stakes for urgency framing, never a threat	BLS via SBA Office of Advocacy, 2026

Usage rules: one stat per conversation beat — never stack three into one breath. Round conversationally (“about 6 in 10”), keep the precise figure for print. Outcome stats are always framed as *reported*. The survival figure frames risk only — it never becomes “you’ll fail without AI.”

SECTION 04 — THE WORKSHEET

Run the Math With Your Prospect

Fill this in during Steps 1 and 2 — their answers in the first block, the arithmetic in the second. Type into the fields or print it and use a pen. The prospect watches their own number get built; that is why it closes.

REP NAME

DATE

BUSINESS

TRADE

THEIR ANSWERS (FROM STEP 1)**Calls that go unanswered per week**

Voicemail, ring-out, after-hours — their honest count.

Their average job ticket (\$)

A typical job, not their biggest.

Weeks they work per year

50 is typical.

THE MATH (DO IT OUT LOUD)**Unanswered calls per month**Weekly calls $\times$ 4.33.**Demand leaking per month (\$)**Monthly unanswered calls $\times$ their ticket.**Demand leaking per year (\$)**Monthly leak $\times$ 12. Say this number slowly.**Months of Founding (\$49) one job covers**Their ticket $\div$ 49. Usually the moment the room goes quiet.

Calibration only: national averages are never the prospect's number. (Example: Angi puts the average water-heater repair at about \$615 — Angi cost data, 2026.) If the prospect won't give a ticket, run the audit — it walks them through it.

WHEN THE MATH IS DONE, SAY:

"That's your leak — in your numbers, not mine. Want to see what fixing it looks like?" Then go to Step 3.

SECTION 04 — BEFORE YOU WALK IN

Call Prep: The 60-Second Drill

Tick each box when it's true — not when it's close. Two minutes of prep is the difference between a pitch and a conversation.

- ☐ I can name this business's trade, service area, and one specific thing from their reviews or profile.
- ☐ I checked how they show up on Google — profile complete, or I can name the exact gaps.
- ☐ I know my opener cold, and I can say the 62% line with its source without looking.
- ☐ The live demo is open on my phone and the audit link is one tap from being sent.
- ☐ I know which door I'm leading with for this prospect — and its exact price.
- ☐ I've re-read the Red Lines (Section 5) today.

THE TEST-CALL TRICK

Before a shop visit, call the business's number once — after hours or from the parking lot. Hear exactly what their customers hear: how many rings, what the voicemail says, whether a text comes back. If it rings out, your opener is already proven and you can say so honestly: "I called at 7:40 last night — here's what your customers got." Never fake this. If someone answered, lead with the after-hours gap instead.

[OPEN THE LIVE DEMO »](#)[TEXT ALICE A QUESTION »](#)

SECTION 05 — THE OBJECTION MAP

Ten Objections, Handled

Every objection below is a request for one missing piece of proof. Give the proof, then bridge back to the audit or the math. Never argue — re-run their numbers.

OBJECTION 1 — “It's too expensive.”

They're comparing \$49 to zero — not to the leak.

“Fair — compare it to the right thing. Not to zero: to your number. [X] missed calls at your \$[ticket] ticket is \$[] a month walking to the next shop. Founding is \$49 of that. If Alice recovers one job a month — one — she's paid for [N] times over. Expensive compared to what?”

Bridge back: Step 2 math, then the audit to verify it.

OBJECTION 2 — “I answer my own phone.”

Pride — and true at 2pm. The leak is at 7pm.

“You do — when you're not on a roof, under a house, or driving the truck. The owners in that 62% study weren't lazy; they were working. What happens to the call at 7 tonight, or Sunday — when about 4 in 10 weekend calls go unanswered? Alice isn't replacing you. She's the net under you.”

Bridge back: The after-hours question from Step 1, then the audit.

OBJECTION 3 — “My customers don't use that chat stuff.”

They picture their customers as callers only. The data says otherwise.

“Your customers do call — and when nobody answers, most won't even leave a message: only 42% do (CallRail, 2025). Meanwhile 58% of consumers have used voice search to find a local business (BrightLocal), and almost 4 in 10 buying conversations start after hours. You're not asking anyone to change. Alice meets them where they already are.”

Bridge back: The live demo — let them watch a customer get answered.

SECTION 05 — THE OBJECTION MAP (CONTINUED)

Ten Objections, Handled

OBJECTION 4 — “I need to think about it.”

Usually one unanswered question in a trench coat. Find it.

“Of course. Two things while you think. First — thinking has a price tag here: your number was \$[] a month, and the leak doesn't pause. Second — run the free audit. Two minutes, your figures. If your leak is small, it tells you, and I'll shake your hand.” Then set the follow-up day and time before you leave — a vague “later” is where deals go to die.

Bridge back: The audit, plus a booked follow-up (Step 6 cadence).

OBJECTION 5 — “I tried a chatbot before. It was garbage.”

They bought a script in a box once, and it embarrassed them.

“Most of those were — a script in a box that couldn't answer a real question. Alice quotes from YOUR price list, knows YOUR services and service area, and books real appointments. Don't judge her by a 2019 chatbot — judge her live. Ask her for a quote like a customer, right now.” Then hand them your phone.

Bridge back: The Capital 7 live demo, in their hands.

OBJECTION 6 — “I don't have a website.”

They think they're disqualified. They're the ideal prospect.

“Then you're who this was built for. Your Alice page IS your page — services, prices, booking — built for you in the setup. And Visibility gets you set up, verified, and synced on Google and Maps so customers can find you at all. No website is the problem Alice fixes — not a disqualifier.”

Bridge back: Door 2 (Done-For-You) plus the Visibility package.

OBJECTION 7 — “I'm too busy to set this up.”

The truest objection on this page — and the qualification itself.

“That's not an objection, that's the job description. Busy is exactly why the Done-For-You exists: \$1,500 once — we train her, connect the line, wire the calendar, build the page. You answer a few questions one time; she answers customers from then on. If you weren't busy, you wouldn't need her.”

Bridge back: Door 2, priced against the hours they'll never spend on setup.

SECTION 05 — THE OBJECTION MAP (CONTINUED)

Ten Objections, Handled

OBJECTION 8 — “Is this a robot calling my customers?”

A trust test. This is the honesty showcase — answer it dead straight, every time.

“No. Alice never cold-calls anybody — and I’ll tell you exactly what she does today: she answers the inquiries that come through YOUR page, your chat, and your text line. She answers questions, quotes your prices, and books the job. I’m not going to sell you a phone-answering claim we haven’t switched on. Test what I showed you — it’s live, and it’s real.”

Bridge back: The demo or the audit. Honesty here closes more than pressure ever will.

OBJECTION 9 — “Will this work for my trade?”

Every owner believes their work is the exception. The leak disagrees.

“The trade changes — the leak doesn’t. Answer fast, quote from a real price list, book it: that’s the job in every trade, and it’s why firms that respond within the hour qualify 7× more leads (Harvard Business Review, 2011). She already runs a moving and handyman company end-to-end. Your prices, your services — same workflow.”

Bridge back: The Capital 7 demo — a real trade business, running today.

OBJECTION 10 — “Just send me some information.”

A polite exit. Don’t argue it — isolate it.

“Happy to — I’ll text you the demo and your audit link right now. So I send the right thing: is it the price, the setup work, or whether she actually works that you want to see?” Whatever they name: “Then let’s look at exactly that — ninety seconds — and the information will make sense when it lands.”

Bridge back: Whichever concern they named — that section of this playbook, live.

SECTION 05 — THE RED LINES

Lines We Never Cross

These are not fine print. They are why prospects believe everything else we say. Cross one, and you don't just lose a deal — you spend the program's credibility.

Never claim Alice answers phone calls 24/7. Voice answering is in build — it is not live. Today, Alice answers page, chat, and text inquiries. Say exactly that, every time.

Never guarantee a ranking or a placement. Visibility means setup, verification, and sync. “Anyone who promises you #1 is lying” — say it out loud; it's a trust weapon.

Never promise income or results. All math is scenario math on the prospect's own numbers, labeled as such — in the room, in email, in text, everywhere.

Never quote a stat that isn't on the numbers card, or a price that isn't published. If you don't know, say “I'll find out today” — then actually find out.

Never invent features, integrations, customers, or timelines. The demo is real. Keep everything else exactly that real.

Never keep contacting someone who said stop. Opt-outs are instant and permanent — the law (CAN-SPAM) and basic decency agree on this one.

THE OBJECTION DRILL — TICK WHEN IT'S TRUE

- ☐ I can open cold with the 62% line — and name its source.
- ☐ I can state any five numbers from the card, with sources, without looking.
- ☐ I can run the worksheet math end-to-end in under a minute.
- ☐ I can answer the robot question (Objection 8) dead straight.
- ☐ I can recite all six Red Lines from memory.
- ☐ I end every conversation with the audit offered or booked. No exceptions.

SECTION 06 — CHANNEL A: COLD EMAIL

The 3-Touch Email Sequence

The talk track, compressed for the inbox. Same spine: stat, leak, their numbers, audit. One stat per email. Every touch carries the CAN-SPAM footer shown under Touch 1 — no exceptions.

TOUCH 1 — DAY 0

Subject: **Your phones after 6pm**

Hi [First Name] —

Quick question: when a call comes into [Business Name] while you're on a job, who answers it?

In a study of 85 businesses, 62% of calls never reached a person at all (411 Locals, 2016) — and 82% of unanswered callers say they call the next company (CallRail, 2025).

Alice plugs that leak: she answers your page, chat, and text inquiries, quotes from your price list, and books the job. She's not a concept — she runs the front desk of a real moving and handyman company right now.

There's a free two-minute audit that runs YOUR numbers — your call volume, your ticket — and shows what the leak costs you: aliceaihub.xyz/?funnel=audit

Worth a look?

[Your Name] · Alice AI Office Hub

FOOTER ON EVERY TOUCH: Alice AI Office Hub · 27 West Market St Apt 227, Wilkes-Barre, PA 18701 · You're receiving this because your business takes customer calls for a living. Don't want it? Reply STOP and I'll close your file — no follow-ups, no hard feelings.

TOUCH 2 — DAY 3

Subject: **The other side of the street**

[First Name] — the other side of the numbers from my last note.

Owners who installed this are reporting it back: 91% of small businesses using AI say it boosted revenue (Salesforce, 2024 — self-reported), and adopters in the SBE Council's 2026 survey report a median five hours a week handed back to the owner.

And the wave keeps compounding — 58% of small businesses used AI in 2025; the U.S. Chamber's 2026 report puts it at 66%.

Your audit is still unrun. Two minutes, your numbers, not mine: aliceaihub.xyz/?funnel=audit

[Your Name] · Alice AI Office Hub

TOUCH 3 — DAY 7 — THE BREAKUP

Subject: **Should I close your file?**

[First Name] — last note from me.

Half of new businesses don't survive five years (BLS, via the SBA Office of Advocacy, 2026). I can't sell you survival — nobody honest can. I can take “customers couldn't reach us” off the list of reasons.

If the timing's wrong, no hard feelings. Your audit link stays live whenever: aliceaihub.xyz/?funnel=audit

Or skip the homework entirely — reply **BUILD MINE** and we set the whole thing up for you: the \$1,500 Done-For-You, live without you lifting a finger.

[Your Name] · Alice AI Office Hub

After Touch 3: stop. The Day-30 text (Step 6) is the only remaining touch. Dead silence is data — log it on the scoreboard and move on.

SECTION 06 — CHANNEL B: TEXT + DM

Openers That Earn a Reply

TEXTING RULES — READ FIRST

Texts are for warm contacts, replies, and people who asked to hear from you — cold outreach starts on email. Identify yourself in the first message. One link, max. STOP ends it instantly and permanently. Business hours only, their time zone.

OPENER 1 — THE STAT

“Hey [Name], [Your Name] with Alice AI Office Hub. Quick one — 62% of calls to shops like yours never reach a person (411 Locals study), and 82% of those callers just call the next shop (CallRail). We run a free audit that shows what that's costing YOUR shop. Want your number?”

For warm contacts and referrals.

OPENER 2 — THE DEMO

“This is a real moving company running Alice live: capital7.aliceaihub.xyz — ask her for a quote like a customer would. She answers, quotes, books. Want her doing that on your page?”

The warmest opener. Lead with proof, not a claim.

OPENER 3 — AFTER HOURS

“It's the calls after 6 that leak — almost 4 in 10 buying conversations start outside 9-to-5 (Drift/Salesloft). Alice covers your page and text line for \$49/mo Founding. Worth the 2-minute audit?”

Send early evening to warm contacts — while the point is live.

OPENER 4 — THE BUMP

"Closing the loop, [Name] — your audit's still unrun. Your number might be small. Might not. aliceaihub.xyz/?funnel=audit — two minutes, your real numbers."

Day 5, after any opener goes quiet.

DMs (Facebook / Instagram) run the same four openers — swap the text link for the demo link where the platform punishes outside links, and move to text or email the moment they engage. The script doesn't change; the envelope does.

SECTION 06 — CHANNEL C: IN PERSON

The Shop Visit: Demo Flow

The strongest Alice pitch is not a pitch — it's a phone in the owner's hand. Six moves, about four minutes.

1 — PICK THE MOMENT

Mid-morning or mid-afternoon lull — never during a rush, never on a Monday morning. Ask for the owner by name. Come off the call-prep checklist (Section 4): you've already test-called their line and checked their Google profile.

2 — THE 20-SECOND FRAME

"I'm [Name] with Alice AI Office Hub. I help shops stop losing the calls they can't answer. Give me 90 seconds — if it's not for you, I'm gone." Permission first. Owners grant 90 seconds to people who respect the clock.

3 — THE HOOK

Step 0, verbatim: "When a call comes in while you're on a job, who answers it?" If you test-called them and it rang out, this is where you say so — honestly and without gloating: "I called at 7:40 last night. Here's what your customers got."

4 — THE DEMO (THE PITCH)

Open capital7.aliceaihub.xyz on YOUR phone and hand it over: "Ask her for a quote like your customer would." Then be quiet. Let them type. Let Alice answer. The demo closes; you just hold the door.

5 — THEIR NUMBER

Run the audit together on the phone, or run the worksheet math with their answers from Step 1. Their number, built in front of them, is the close's foundation.

6 — CLOSE + LEAVE-BEHIND

Run the close ladder (Step 5). Whatever the outcome, leave the audit QR where it'll be seen — this playbook's cover card works — and before you're back in the truck, send the same-day text from Step 6 with their number and the audit link.

ON THE PHONE INSTEAD?

Same six moves, one change: you can't hand them your phone, so text the demo link while you're talking — "I just sent you a link. Open it and ask her for a quote — I'll wait." The silence while they test her is the most persuasive part of the call. Don't fill it.

SECTION 07 — THE TEAM BLUEPRINT

How the Team Gets Built

Nobody hires a sales team on hope. The team is assembled in phases, and each phase has to earn the next one with numbers.

PHASE 1 — NOW (WEEKS 1-4): PROVE THE SCRIPT

The script runs through the existing automated cold-email program (Section 6, Channel A). Madison closes every warm reply personally. The demo and the audit do the mid-funnel work. The goal of Phase 1 is not revenue — it is the **baseline**: real reply, audit, and close rates for this exact script, recorded on the scoreboard in Section 8.

- Every warm reply answered within the hour — response speed is the demo.
- Every conversation logged: touches, demos, audits, outcomes.
- Every objection heard gets counted — the map in Section 5 grows from real calls.

PHASE 2 — THE HIRE TRIGGERS

Bring on the first setter when **any two** of these hold for two straight weeks:

- Warm replies regularly wait more than 2 business hours for a human follow-up.
- 10 or more audits a week are booked — and one person is running them all.
- Audit-to-signup close rate holds at 15% or better. The script is proven; multiplying it is arithmetic.
- The bottleneck is closing time, not lead supply.

SECTION 07 — THE TEAM BLUEPRINT (CONTINUED)

Roles + Daily Targets

THE ROLES

ROLE	THE JOB	HOW THEY EARN
Setter	Runs the touches and shop visits from this script, books audits, keeps the daily scoreboard honest.	The Section 8 commission on every sale they source with their code.
Closer	Proven setters — 10+ held audits, Red-Line clean — graduate to running audits and closing Founding and Starter.	The same program, on bigger tickets.
Madison	Closes Done-For-You and White-label until a closer proves out on 10+ closes. Owns the script and the Friday scoreboard review.	—

DAILY ACTIVITY TARGETS — PER SETTER

ACTIVITY	TARGET
Outbound touches (calls, visits, emails, texts)	50 / day
Real conversations with an owner	8–12 / day
Live demos shown	3 / day
Audits booked	2 / day
Follow-ups sent	Same day — 100%

SECTION 07 — THE BENCHMARKS

What Good Looks Like

Phase 1 exists to replace other people's numbers with Alice's own. Until then, plan against published benchmarks — every rate below is sourced, and the full research sits in the Alice conversion-figures brief.

Funnel Stage	Published Benchmark	Source
Cold email — reply rate	3.4% average · 5.5%+ top quartile	Instantly, 2026 Cold Email Benchmark Report
Cold email — interested replies	~2% of sends	Prospeo benchmark synthesis, 2026
Cold email — meetings booked	~1% of sends	Prospeo / Instantly, 2026
Audit page — visitor to lead	6.6% median · 3.8% SaaS median · 11%+ top decile	Unbounce Conversion Benchmark Report, Q4 2024
Audit lead — call booked	Plan the strict band: 13–20%	Apollo / Martal benchmark tables, 2026
Demo / conversation — paid	15–25% young-program band · ~36% mature SMB	Apollo / Martal, 2026 · First Page Sage, 2025
Free offer — paid (self-serve)	8% median	ChartMogul / ProductLed SaaS Conversion Report, 2026

THE SANITY CHAIN — BENCHMARK MIDDLES, COLD EMAIL

1,000 sends ~34 replies ~20 interested ~10 meetings ~2 customers at a 20% demo close rate. If any projection in this program beats that chain, the burden of proof is on the projection — not on the benchmarks. (Alice conversion-figures brief, planning table, 2026.)

THE MODEL — HOW THE MONEY MOVES

PLUG IN

Get your code + the creatives kit.

»

DEPLOY

Share daily. Work the script.

»

GET PAID

25% of every sale — up to 6 months, 90-day cookie.

Note how the hire triggers in this section sit inside these bands: the 15% audit-to-signup trigger is the floor of the published demo-close band — proven at benchmark level first, then multiplied with people.

SECTION 08 – THE AFFILIATE PROGRAM

Two Ways to Earn

PLUG IN

Get your code + the creatives kit.

»

DEPLOY

Share daily. Work the script.

»

GET PAID

25% of every sale — up to 6 months, 90-day cookie.

WAY 1 – SELL DIRECT

Run this script — in shops, on calls, in DMs. When your prospect buys through your tracked link or code, the sale is credited to you and pays under the terms below. The high-trust lane — and the best-converting one.

WAY 2 – SHARE THE LINK

Post your tracked link with the ready-made creatives from the kit on the affiliate page. The content does the talking; the cookie does the tracking. It stacks with Way 1.

THE TERMS

25% on every Alice service — memberships, the Done-For-You Setup, Visibility, and the Ad Generator when priced. You are paid on **each payment your referred customer makes, for up to 6 months** per customer. Attribution runs on a **90-day cookie**: a customer who clicks your link and buys within 90 days is credited to you.

SERVICE	PRICE	YOUR 25% / PAYMENT	MAX PER CUSTOMER
Founding Membership	\$49/mo	\$12.25	\$73.50 (6 months)
Starter	\$97/mo	\$24.25	\$145.50 (6 months)
Pro	\$197/mo	\$49.25	\$295.50 (6 months)
White-label	\$497/mo	\$124.25	\$745.50 (6 months)
Founding Annual	\$490/yr	\$122.50	\$122.50 (single payment)
Done-For-You Setup	\$1,500 once	\$375.00	\$375.00 (one-time)
Visibility	\$149 / \$249 / \$399	\$37.25 / \$62.25 / \$99.75	25% of each payment, up to 6 months
Ad Generator	Founding test pricing	25%	Applies from the day it is priced

WORKED EXAMPLE — ARITHMETIC, NOT A PROMISE

One owner comes through your link and takes **Pro (\$197/mo)** plus the **Done-For-You Setup (\$1,500)**: you earn **\$375.00** at signup, plus **\$49.25** on each of their first six monthly payments — **\$670.50** from one referred customer. That is the program's math on published prices. What you actually earn depends entirely on the sales you refer — this document promises the rate, never the result.

GET YOUR AFFILIATE CODE »

RUN THE EARNINGS CALCULATOR »



SCAN — THE AFFILIATE PAGE

Your code, the earnings calculator, and the creatives kit live here. The calculator runs the 25% math on any mix of services — use it to plan. It shows what the program pays per sale, never what anyone “will make.”

ALICEAIHUB.XYZ/AFFILIATES

REALITY, IN NUMBERS — KNOW THE DISTRIBUTION YOU'RE SELLING

Referred traffic converts at about **3.9%** — far above cold traffic, because affiliates send warm, pre-sold visitors (TrackRev, *SaaS Affiliate Benchmarks*, Q2 2026). And only about **18%** of new affiliates record a first sale within 30 days (TrackRev) — the top 10% of affiliates drive about **71%** of program revenue. That power law is the industry, not an Alice problem. Market context, same source: the B2B SaaS median commission is **20%** and the median cookie is **60 days** — Alice's 25% and 90 days sit above both. Say all of this out loud when you recruit. It filters for the people who will actually work the model.

THE WEEKLY SCOREBOARD — FILL IT IN, EVERY WEEK

One row per week, per rep. Type it in or print it. Reviewed every Friday — the numbers decide what gets drilled, fixed, or scaled.

WEEK OF	TOUCHES	CONVERSATIONS	DEMOS SHOWN
AUDITS BOOKED	AUDITS HELD	SIGNUPS	SETUPS SOLD
\$ COLLECTED	REPLY RATE %	AUDIT-TO-SIGNUP %	WEEK REVIEWED
			☐

How to read it: reply rate under 2% — the list or the opener is tired. Audits booked but not held — the follow-up touch is late. Held but not closing — re-drill Section 5. Everything green — that's a Phase 2 conversation (Section 7).

SECTION 09 — YOUR CONTENT TOOLKIT

Post Like the House Does

Way 2 — sharing — only pays if you actually share. This page is the whole content system; the full playbook and a ready-to-post 14-day calendar live on the affiliate page.

THE RHYTHM

- **One stat ad + one clip, every day.** That is the cadence the house accounts run — small, daily, compounding.
- **The number is the hook.** Every post leads with the figure and its source in the first line. The story comes second; the slogan comes last, if at all.
- **One stat per post.** The numbers card (Section 3) is your menu — pick one, name its source, stop.
- **Repurpose everything.** Today's stat ad is tomorrow's clip; the clip becomes a story; the story becomes a DM opener (Section 6). Nothing gets made once.
- **Your link rides every post.** Bio link, plus first comment where the platform prefers it. The 90-day cookie does the rest.

THE AUTO-POSTING TOOLS

TOOL	WHAT IT DOES	WHAT IT COSTS
Meta Business Suite	Schedules Facebook and Instagram posts and Reels ahead of time, from one dashboard.	Meta's own tool — free
YouTube Studio	Upload a video early and schedule its publish time.	Built into YouTube — free
TikTok (desktop)	TikTok's own uploader lets you schedule posts in advance from a computer.	Built into TikTok
Third-party schedulers	Buffer, Later, Metricool and others batch-post every platform from one queue.	Free starter tiers exist — check current terms on their sites

BATCH ON SUNDAY, POST ALL WEEK

Load the week's stat ads and clips into the scheduler in one sitting, each with your tracked link. Fifteen minutes of setup buys seven days of DEPLOY — step two of the model, running while you work the script in person.

[THE FULL PLAYBOOK + 14-DAY CALENDAR »](#)
[GET THE CREATIVES KIT »](#)

SECTION 10 — DISCLAIMER

The Fine Print, in Plain English

This page is part of the playbook, not an escape hatch. Read it, sell inside it, and never let a prospect or a recruit hear a version of this program that this page wouldn't sign.

1 — EARNINGS FIGURES ARE SCENARIOS, NOT PROMISES

Every commission figure, worked example, and worksheet calculation in this document is an illustrative scenario built from published Alice prices, with its assumptions shown next to the math. None of it is a promise, projection, or guarantee of income — for reps, for affiliates, or for the businesses they sell to. A prospect's "leak" figure is arithmetic on the prospect's own stated numbers; whether any of it is recovered depends on their business. Published survey data puts about 57% of affiliate publishers under \$10,000 a year (Awin Report 2026; Authority Hacker Affiliate Income Survey, 2026). Outcomes are a distribution — most people sit at the low end of it — and the honest reps say so.

2 — STATISTICS ARE CITED, NOT GUARANTEED

All product statistics come from the Alice verified stats library and are credited to their published sources where they are used. Figures labeled "reported" or "self-reported" (notably Salesforce's 2024 SMB Trends Report and the SBE Council's 2026 Technology Use Survey) record what surveyed businesses said about themselves — not what any individual business will experience. Study figures describe the samples studied; they are evidence and context, never a guarantee of any single outcome.

3 — BENCHMARKS ARE PLANNING NUMBERS

The conversion benchmarks in Section 7 are published medians and ranges from the named sources (Instantly, Unbounce, ChartMogul / ProductLed, Apollo, Martal, TrackRev, and others, compiled in the Alice conversion-figures brief). They describe other companies' funnels. Phase 1 of the blueprint exists to replace them with Alice's own measured rates — until then, quote them as benchmarks, never as expectations.

4 — PROGRAM TERMS

Affiliate commissions are **25% of any Alice sale**, paid on a referred customer's payments for **up to 6 months**, with attribution by a **90-day cookie**. These are the program's decided terms as of October 2026. The terms published at aliceaihub.xyz/affiliates govern — if anything in this document ever differs from the site, the site controls.

5 — PRODUCT STATUS AND PRICES

Alice answers website, chat, and text inquiries today. Phone voice answering is in development and is not offered or sold as a live feature. Visibility means setup, verification, and synchronization of a business's presence — no ranking or placement is guaranteed, by Alice or anyone. All prices are as published at aliceaihub.xyz in October 2026 and are subject to change on the site.

ONE LAST THING

Start With Your Own Number

Before you sell Alice to anyone, run the audit yourself — on your own business, or one you know cold. Feel what the prospect feels when their own number shows up. That thirty seconds of honesty is the entire sales method in this playbook: **hard data, their numbers, no crossed lines.**

[RUN THE FREE AUDIT »](#)[SEE ALICE LIVE »](#)[TEXT ALICE »](#)[JOIN AS AN AFFILIATE »](#)

SCAN — THE FREE MISSED-CALL AUDIT

Your best leave-behind and your best first step, in one code.

`ALICEAIHUB.XYZ/?FUNNEL=AUDIT`

SHARING THIS PLAYBOOK

Forward this PDF to any rep candidate, as-is. The buttons, QR codes, worksheet, and checklists all work for them. The program pays the person whose link closes the sale — so give it away generously. The one thing that never gets shared loosely is the standard: the Red Lines travel with every copy.

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