



The Eden OS Telephone Sales Manual

FROM FIRST DIAL TO BOOKED DEMO

Stay Elite · Eden OS Telemarketer Academy

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Chapter 1

The Eden OS Method



Orientation opens the academy: instructor and the Eden OS wordmark set the stage before the two blended methods are introduced.



Meet Adam: the AI office assistant this course is built around.



What Eden replaces — the old way, side by side with the new.



Two blended methods, one call: question-led discovery, then a closer's ask.



The price is printed, not negotiated — reps learn to say it flat.

Why This Chapter Comes First

Before you dial a single number, you need three things straight: what you are selling, what it costs, and how you are trained to sell it. This chapter is the map. Every chapter after this one fills in one piece of what is laid out here — the product, the price, and the two blended methods that carry you from a stranger picking up the phone to a booked demo on the calendar.

What Eden OS Is

Eden is an AI office from Stay Elite. Two AI agents — Adam and Eve — answer every call, text, and email in a company's own name and finish the request on the spot: book it, quote it, reschedule it, or answer it outright. Eden replaces the desk, not the hands. The crew still does the field work; Eden does the office work — sales, scheduling, quotes, follow-up, records, reviews, and a morning briefing. The office never closes, so a call at eleven at night gets the same answer as one at nine in the morning.

Eden is built for local service companies — HVAC, plumbing, electrical, roofing and exteriors, plus dental, veterinary, and med-spa practices, and any office where one coordinator is doing the work of four.

Adam and Eve

Adam is the outbound agent. He works old quotes, lapsed customers, and maintenance renewals; he reopens quotes that went quiet and books the next step; he runs the entire onboarding interview himself, with no human implementer involved; and he chases suppliers and approvals by phone and email.

Eve is the inbound agent. She answers calls and texts on the first ring at any hour, logs the issue, books the first available window, and texts a confirmation. The short version, straight from the brand: “Eve picks up. Adam follows up.”

A buyer can run Eve inbound, Adam outbound, or one agent covering everything — either way, they share one schedule and one customer history. Both always disclose that they are AI whenever asked, and neither ever claims to be a human employee. They can also talk agent-to-agent when a customer’s own AI assistant places the call.

Everything above comes directly from the brand file. Anything a rep might guess beyond it — head count, specific integrations, technical architecture — is UNKNOWN and does not belong in a call.

The Price and the Free Look

Eden, one office, is \$25,000 a month — \$300,000 a year — published on the website and non-negotiable. It is the price. It does not move. Onboarding runs separately, typically \$50,000 to \$150,000 for a company with real history, quoted before any charge hits a card.

You will never discount this number, apologize for it, or soften it. Instead, every call you make is working toward one thing that costs the prospect nothing at all: a live demo. “Hear your phones answered” is the offer — Adam puts a demo phone number in the prospect’s own company name, and the owner calls it like one of their own customers would. The demo is free. Your job on every single call is to book that fifteen-minute look, not to sell the \$25,000 itself. That distinction is the whole job, and the rest of this book trains you to do it.

Two Methods, Blended

This course does not invent a new way to sell. It blends two proven, well-documented approaches into one call flow, and everything past this chapter teaches you to run them together.

Question-Led Selling

The first method treats selling as a listening skill wearing a talking costume. Instead of pitching, you run the prospect through a sequence of question types, and by the time you're ready to present, they've already told you why they need what you're selling — in their own words.

The sequence has five stages. It opens with **connection** — the first seven to twelve seconds of the call, where you stay calm, neutral, and slightly detached so the prospect doesn't go on the defensive, and you frame the call as simple and low-stakes. From there you move into **engagement**, which is where most of the real selling happens: you ask about how they run things now, dig for the actual problems and what those problems cost them personally, get them picturing what life looks like once it's fixed, ask what happens if nothing changes, and finally confirm how important a change is to them right now. A short **transition** bridges you into the next part, echoing back their own words and their own emotion so they hear themselves in what you say next. Only then do you **present** — and only to the problems they actually named, in a tight problem-solution-benefit shape, checking for agreement as you go. The call closes with **commitment** — direct questions that ask them to say, out loud, whether this could be the answer for them, followed by a specific next step.

Tone matters as much as the words. Default to curious — slow, unhurried, genuinely interested. Go confused when an answer doesn't add up, because a puzzled “only two?” makes the prospect explain themselves and surface the real issue. Go concerned when you're asking about impact, because it signals you actually care about the outcome. Save a firmer, more challenging tone for late in the call, when you're asking what happens if nothing changes. And end your important questions on a downswing, not an upswing — a calm statement, not a hopeful plea. Chapter M3 walks through every stage and every tone in full, with Eden-specific examples for each vertical.

Closer's Rules

The second method is a set of closing rules and a deep arsenal of specific closes — the discipline that gets you from “that was a good conversation” to an actual slot on the calendar.

The core mindset: no close means no exchange means no value, so the conversation isn't finished until you've asked for the demo. Every objection is treated as a complaint to work through, not a wall to stop at — “I'm busy” is weather talk, not a no. You are always the only barrier in the room; if a demo doesn't get booked, look at what you did, not at the prospect. You agree first, every time, before you ever redirect — agreement lowers resistance and reopens the conversation. And you ask more than once: most people say yes after several attempts, and most reps quit after too few. A rep with a deep bench of different closes always has another way to ask that doesn't feel like repeating themselves.

Chapter M4 hands you a working set of named closes — assumptive scheduling, summary closes, cost-of-waiting closes, and a full playbook for price and budget pushback — all adapted specifically to booking the Eden demo, never to selling the \$25,000 price itself on a cold call.

How the Two Fit Together

Question-led selling gets the prospect talking and surfaces their own reason to care. Closer's rules make sure that once they've told you the reason, you actually ask for the appointment — more than once, without arguing, and without ever budging on price. Neither method works alone on this floor: questions without a close is a nice conversation that goes nowhere, and a close without questions is pressure with nothing behind it. Every module from here forward trains one piece of that blend until it's automatic.

Foundations



The dialer floor on a normal day — most calls end in nothing, and that is the shape of the work, not a failure.



A friendly receptionist at the front desk — the gatekeeper is a filter to get past politely, not a wall to fight.



Every call starts clean — resetting between dials is what separates good reps from bad ones.



Resetting between calls — the habit that separates good reps from bad.

1.1 What This Job Actually Is

You are not calling people to trick them into buying something. You are calling businesses to find out whether they have a problem you can solve. Most of them won't. Some of them will, and those are the conversations that matter.

That distinction is the whole job. A rep who believes they must convince everyone burns out in three weeks and sounds desperate on every call. A rep who believes they are sorting — finding the few who have the problem — stays calm, sounds normal, and closes more.

The one sentence that changes everything

You are not trying to make someone want this. You are trying to find someone who already has the problem this solves. Your job is to find them faster.

1.2 The Numbers — Real Expectations

Nobody tells new reps this and it's why so many quit in the first month. Here is what a normal day looks like, not a fantasy day.

What Happens	Roughly How Often
No answer, voicemail, or dead line	Most of your dials. This is normal and means nothing about you.
Gatekeeper blocks you	A large share of the calls that connect.
You reach a decision-maker	A small fraction of total dials.
That decision-maker gives you real time	A fraction of those.
It turns into a real opportunity	A small number per day of solid dialing.

Read that table again. On a good day, most of your calls end in nothing. That is not failure — that is the shape of the work. The reps who succeed are the ones who understood this on day one and stopped taking it personally.

The rejection is not about you

The person who snapped at you was already having a bad day before your name appeared on their phone. You are the fourth cold call they've taken this morning. Their reaction is about the first three, the thing their supplier just did, and the meeting they're late for. It is almost never about you, and it is never about where you're calling from.

1.3 The Three Things That Separate Good Reps From Bad Ones

They ask more than they tell: Bad reps talk. Good reps ask a question and then shut up. Silence feels like an eternity to you and like two seconds to them. Learn to sit in it.

They sound like a human being: A rep who sounds like they're reading is instantly screened out. A rep who sounds like a person having a conversation gets time. Know your material well enough to stop performing it.

They reset between every call: Ninety percent of calls end in no. If call eleven gets your bitterness from calls one through ten, you have no chance. Every call starts clean.

1.4 What Success Looks Like in Week One

You will not close a deal on your first day. Here's what to actually aim for:

- **Day 1-2:** Get comfortable saying your opener out loud without reading it. Get hung up on and survive it.
- **Day 3-5:** Get past a gatekeeper. Have one real conversation with a decision-maker, even if it goes nowhere.
- **Week 2:** Ask all four discovery questions on a live call without losing your place.
- **Week 3-4:** Handle an objection without freezing, and ask for the appointment out loud.

Eden Callout — Applying This to Eden OS Calls

You are not calling service-business owners to convince them AI is the future. You are calling to find the ones already drowning in missed calls, no-shows, and a receptionist who quit last month. Most owners you dial are not that owner today. That's fine — sort, don't sell.

The numbers in 1.2 are your numbers too. A voicemail is not a rejection. A gatekeeper — often a spouse, office manager, or the owner's own front desk — is not a wall, it's a filter you learn to get past politely, because that person may be the one drowning in the calls Eve would answer. When you do reach the owner,

you are not pitching a \$25,000-a-month product cold. You are asking one or two questions about how many calls they miss on a busy job site, or how many bookings they lose after hours. If the problem is real, the price becomes a detail, not an objection. If it isn't real for them yet, thank them and move on — that is a correct outcome, not a failure.

The three traits in 1.3 map directly. Good reps let the owner describe their own pain in their own words instead of reciting Adam's feature list. They sound like someone who has run a small business, not a script reader pushing "AI office." And they reset hard, because a contractor who barks "not interested" and hangs up did that to the last three callers before you, not to Eden OS. Offer the free demo, point them to stay-elite.com, and dial the next number clean.

Chapter 3

Before You Dial



A calm, prepared call floor — five reps at their stations before the first dial of the day, wallboard behind them.



The rep's dialer screen with the Adam panel open, ready for the pre-call five-point card: pain points, price line, and demo hand-off.



The five-point card written before the first dial of the day.



Your voice is the entire product — warm it up before the first call.



A quiet floor before the first dial — the calm before the shift starts.

2.1 The Ten-Minute Setup

Everything below happens before your first call of the day. Skipping it is the most common reason a new rep's morning falls apart.

Know who you're calling: Company name, roughly what they do, roughly how big they are, and the decision-maker's name if you have it. Sixty seconds per account is enough. You are not writing a report.

Know your one-liner cold: If you can't say what you do in one sentence without notes, you are not ready to dial. Write it out. Say it out loud ten times.

Set up your space: Water within reach. Headset working. Notes visible without shuffling. Nothing on screen you'll be tempted to read from word-for-word.

Warm up your voice: The first call of the day is always the worst. Do it deliberately — dial a low-priority account so the rust comes off somewhere that doesn't matter.

Set one number for the day: Not "close a deal." Something like "reach four decision-makers" or "get three callback times." You control activity, not outcomes.

2.2 Your Voice Is the Entire Product

They cannot see you. They cannot see your office, your face, or your effort. Everything they decide about you in the first four seconds comes from sound.

Do This	Why
Speak slightly slower than feels natural	Nervous reps speed up. Speed reads as “salesperson” and as low confidence.
Drop your pitch slightly at the end of sentences	Rising, sing-song endings are the number-one telemarketer tell. Statements should land, not float.
Smile before they pick up	It physically changes your tone. This sounds like nonsense and it is measurably true.
Sit up or stand	Slouching compresses your breathing and flattens your voice.
Pause after you ask something	Filling your own silence tells them you don’t expect an answer.
Use their name once or twice — not more	Once is warm. Five times is a script tell.

2.3 What to Have Written Down

Not a script to read. A single card with these five things, where you can see them without looking down:

- Your opener, in your own words
- Your one-sentence description of what you do
- Your four discovery questions
- Your ask (the specific next step you want)
- Three objection responses you keep forgetting

A note on scripts. You will be given scripted language throughout this manual. Learn it, then stop reading it. A script is training wheels — it teaches you the shape of a good call. A rep who is still reading verbatim in month two will never get past a competent gatekeeper, because reading has a sound and everyone can hear it.

Eden Callout: What Goes on the Card Before You Call an Owner

Every point above applies word for word to an Eden OS call — but for this product, your card needs specifics, not placeholders. Before you dial a service-business owner, write down the five pain points you'll listen for, in your own words: missed calls after hours, leads going cold because no one follows up fast enough, a scheduling mess that eats the owner's evenings, no-shows that nobody chased down, and a front desk that's stretched too thin to sell while it answers phones. You don't need all five to land — you need to recognize which ones fit the business you're calling the second the owner mentions them.

Next, write the price exactly once, in one sentence, so you never fumble it live: "Eden OS runs \$25,000 a month — that's Adam and Eve, your AI office, working every call, every lead, every day." Say it plainly. Don't apologize for it and don't rush past it.

Last, write your demo hand-off line, because this is your ask — the specific next step from 2.3: "I'm not going to try to sell you on the phone. Go to stay-elite.com right now, or after we hang up, and book the free demo — you'll see Adam and Eve running before you spend a dollar." One card, five pain points, one price line, one hand-off. That's the whole setup.

Chapter 4

Anatomy of a Call



Stage One, Connect: the four seconds where a cold call is won or lost before a word of the pitch is said.



Stage Three, Discover: the rep talks less than the prospect while the Adam reference panel stays visible.



The full seven-stage call flow, Connect through Confirm, as a rep would keep it in view on the desk.



The seven stages, kept in view: Connect through Confirm.

Every successful Eden OS call moves through the same seven stages, in the same order. If you jump ahead — pitching before you’ve asked anything, closing before the prospect has told you why they’d want to — the call stalls. When a call goes badly, you can almost always trace it back to a stage you skipped.

Stage	Length	Your Job In It
1. Connect	0-5 sec	Get them to stay on the line. Say who you are, sound like a person, don't launch into a pitch.
2. Permission	5-20 sec	Earn the next thirty seconds. Ask for a small amount of time, honestly.
3. Discover	1-4 min	Ask questions. Let them describe their situation and their problem in their own words. Talk less than they do.
4. Position	30-60 sec	Connect Eden OS to what they just told you. Only what's relevant — not the whole catalog.
5. Handle	as needed	Address whatever comes back. Acknowledge, ask, reframe, re-ask.
6. Close	30 sec	Ask for a specific next step — the free demo. Say it out loud and then stop talking.
7. Confirm	30 sec	Lock the details, repeat them back, set expectations for what happens next.

3.1 Stage One — Connect

You have about four seconds before a stranger decides whether you're worth listening to. Do not waste them on a long introduction.

The three-part opener

- Your full name and company — people who hide this get screened.

- A reason for the call, in plain words.
- A question that hands them the conversation.

“Hi, is this Mike? ... Mike, this is Dan with Eden OS. I’ll be quick — we work with plumbing companies on calls that go unanswered when every truck’s out on a job. Is that something you’re dealing with over there?”

Swap the middle line for whatever fits the vertical you’re calling into — HVAC, salons, med offices, roofing — but keep the shape: name, company, one plain-language reason, one question.

What kills a call in the first five seconds

- “How are you doing today?” from a stranger — every cold caller opens this way and everyone knows it.
- A long company introduction before they know why you called.
- Sounding uncertain or apologetic about calling.
- Talking for more than about fifteen seconds before asking them anything.

3.2 Stage Two — Permission

Asking for time is not weakness. It flips the dynamic — they grant you something, which makes them slightly invested in what you do with it.

“Do you have sixty seconds? If it’s not relevant I’ll get off the phone and won’t call you again.”

Mean the second half. If you say you’ll go away and then keep talking, you’ve told them everything they need to know about you.

3.3 Stage Three — Discover

This is where deals are actually made, and where new reps rush. Four question types, in order. Do not skip to the fourth.

Question Type	What You’re After	Eden OS Example
1. Situation	How they do it now. Facts, no judgment.	“How are you handling calls right now when everyone’s on a job?”

Question Type	What You're After	Eden OS Example
2. Problem	What's not working — in their words, not yours.	"What's the most frustrating part of that?"
3. Implication	What it costs them to leave it alone.	"What does that end up costing you — time, money, or customers?"
4. Need-Payoff	Them saying the value out loud.	"If every one of those calls got answered and booked on the first ring, what would that be worth to you?"

The single most important rule in this manual. Never tell a customer they have a problem. Ask questions until they tell you. A problem you name is an argument. A problem they name is a reason to buy.

3.4 Stage Four — Position

Now, and only now, do you talk about Eden OS. Two rules:

- **Reference what they actually said.** "You mentioned you're still catching those calls off a ladder — that's exactly the part Adam takes off your plate."
- **Say less than you want to.** Every extra feature you list is another thing they can object to. You don't need to explain Eden end to end on a cold call — you need one sentence that ties Adam or Eve to the one thing they just told you was broken.

3.5 Stage Five — Handle

Covered in full later in this book. The universal shape:

- **Acknowledge:** Repeat it back without arguing. "Makes sense." "Fair enough."
- **Isolate:** Find the real reason underneath. "Can I ask — is that about the cost, or is it more the timing?"
- **Reframe:** Answer the real concern, not the surface one.

- **Re-ask:** Ask for the same small step again — the free demo. Never a bigger one. You are never asking them to buy \$25,000 a month on this call; you are only ever asking them to hear their own phones answered.

3.6 Stage Six — Close

Ask a direct question and then stop talking. Most lost deals are lost because the rep never actually asked, or asked and then talked over the answer.

“Would it make sense to put a demo number in your company’s name, so you can hear Adam answer a call like one of your own customers would — no cost, fifteen minutes?”

Then stop. Let the silence sit until they answer.

3.7 Stage Seven — Confirm

Do not hang up without doing all four of these:

- Repeat the day, date, and time out loud.
- Confirm the best number and email.
- Tell them exactly what happens next and who will contact them — including that the demo number and instructions come from Eden OS, and that they can see the published price and the offer for themselves any time at stay-elite.com.
- Thank them by name.

Mapped to the Question-Led Method

The seven stages above are not a rival to the question-led method taught elsewhere in this book — they are its call-floor translation. The question-led method groups a call into five broader phases: an opening phase built entirely around staying calm and neutral so the prospect doesn’t go defensive, a long middle phase where a sequence of question families does almost all of the real work, a short bridge, a tightly scoped presentation, and a closing phase built on direct commitment questions. Line the two up and they fit almost exactly.

Connect and Permission together form the opening phase. Your job in both is identical to what the question-led method asks for at the very start of a call: stay

unhurried, stay slightly detached, and frame the call as small and low-stakes rather than as a pitch arriving uninvited. The three-part opener and the honest sixty-second ask are simply the concrete script for that posture. The tone underneath both stages should be curious, not eager — you’re finding out whether there’s a fit, not chasing a sale.

Discover is the engagement phase in miniature. The four question types in Stage Three — Situation, Problem, Implication, Need-Payoff — are a compressed version of the five question families the question-led method runs in sequence: facts about how things work now, the real problem and what it costs them personally, a picture of life once it’s fixed, the cost of doing nothing, and a final check on how urgent a change actually feels. Need-Payoff in this chapter is doing double duty — it’s asking the prospect to describe the payoff and, in the same breath, gauging how much they actually want it. Your tone should drift as you move through these questions: curious while you’re establishing the situation, turning a shade more concerned once you’re asking about impact, because a flat “has that had an impact on you?” said with genuine concern lands very differently than the same words said briskly.

Position covers both the bridge and the presentation phase. The rule to reference what they actually said is the bridge — you are handing their own words back to them before you say anything about Eden. The rule to say less than you want to is the presentation discipline: speak only to the problems they named, not your whole catalog, and check that it’s landing rather than talking straight through.

Handle sits inside the engagement and commitment phases both, because objections don’t wait politely for a dedicated stage — they surface whenever the prospect’s resistance peaks, which is often right as you’re asking for the close. Acknowledge and Isolate call for a calm, non-defensive tone; Reframe can afford to be a little firmer, especially when you’re reframing around what happens if nothing changes; Re-ask should always land on a downswing — a settled statement, not a hopeful upward lilt begging for a yes.

Close and Confirm are the commitment phase and its aftermath. Ask, stop talking, and let a genuine silence do the work — that discipline is identical across both frameworks. The downswing applies here more than anywhere: your closing question should sound like a calm statement from someone who already knows the demo is worth having, not a question hoping to be let in.

Read this chapter as the seven-beat rhythm you actually run on the phone, and the earlier five-phase breakdown as the reasoning behind why each beat exists.

Chapter 5

The Gatekeeper



A friendly front-desk receptionist takes the call — the professional the rep is asking to become an ally, not an obstacle.



The receptionist as ally: jotting the rep's name, weighing whether the call belongs on the owner's desk.



The person on the other end of every gatekeeper call: a real, busy owner.



Getting the gatekeeper's name is the first real win of the call.



A quick sketch of who actually decides — built one gatekeeper call at a time.

Most of your connected calls will be answered by someone who is not the decision-maker. This is not an obstacle to route around — it is a normal stage of the call with its own techniques.

4.1 The Mindset

The person answering the phone is a professional whose job includes filtering calls to protect the decision-maker's time. They are graded on getting that right — letting the important calls through and blocking the irrelevant ones. Your job is not to sneak past them. It is to make it easy for them to conclude, honestly, that this call belongs on the boss's desk.

You are selling Eden OS — an AI office that answers calls, books jobs, and follows up around the clock, at a published \$25,000/month, with a free demo at stay-elite.com. The receptionist you're talking to right now is doing, by hand, part of the exact job Eden OS does automatically. Treat her with the respect that fact deserves.

4.2 Four Rules

- Be transparent: Full first and last name, plus company, every single time. Reps who withhold this are trying to look like they aren't selling — which is the exact signal that triggers screening.
- Never pitch the gatekeeper: They can't buy. Pitching them turns a neutral person into a screener.
- Be warm, not slick: Please, thank you, and their name if they give it.
- Ask and wait: Ask, then be quiet.

4.3 What We Don't Do

Much of what's taught online is deception — pretending you know the decision-maker, hiding your company name, pressing random extensions, implying a call is expected when it isn't. We don't use those. They burn the account permanently when discovered, and they contradict what we're selling. We're asking businesses to trust us with their operations; that starts on the first call, with the receptionist.

4.4 Ten Openers for the Front Desk

A. The straightforward ask

"Hi, this is [First Last] with [Company]. Could you point me to whoever handles [area] over there?"

B. The help-me-out opener

Disarming, and it casts them as the expert rather than the barrier. "Hi, I'm hoping you can help me out — I'm not even sure who I should be asking for. Who handles [area] at your company?"

C. The honest cold-call opener

Names the elephant in the room before they can. "Full transparency — this is a cold call. [First Last] with [Company]. Thirty seconds to tell you why, and you decide if it's worth passing along?"

D. The role-based ask

“Who would be the best person to talk to about [operations / scheduling / customer follow-up] over there?”

E. The permission opener

“May I share real quick why I’m calling? Then you can tell me if it’s even worth your boss’s time.”

F. The advice opener

“You’d know this better than I would — is that handled by the owner directly, or does someone else run that side?”

G. The warm human opener

Best when they sound relaxed. Be a person for ten seconds before you ask for anything. “Hey, how’s your Monday going over there? ... Good, glad to hear it. This is [First Last] with [Company] — mind if I ask you something quick?”

H. The local-business opener

“We work with [industry] businesses in the area on [outcome]. Who’d be the right person there for a two-minute conversation about that?”

I. The callback-timing opener

Doesn’t ask for a transfer at all — asks for information. Very low resistance. “I don’t want to catch [Name] at a bad time — when’s usually the best window to reach them?”

J. The follow-up opener (only when true)

“I sent [Name] a note earlier this week and told them I’d follow up by phone. Are they around?”

4.5 Questions to Ask the Gatekeeper

A transfer isn't the only win. If you can't get through, this person is the best free intelligence in the building.

Org chart

- Who actually makes the call on something like this — the owner, or an operations manager?
- Is that handled in-house, or do they use an outside company?
- Am I even at the right location for this?

Access

- What's the best time of day to catch them at their desk?
- Do they prefer a call or an email for something like this?
- Is there a direct line or extension I should use instead of the main number?

Qualifying

- Roughly how many people do you all have out in the field?
- Are you handling [process] manually right now, or is there a system?
- Has anyone reached out to you about this before?

Ally-building

- I'm sorry — who am I speaking with? (Then use their name for the rest of the call.)
- If you were me, how would you get five minutes with them?
- Would it be better if I called back, or should I send something over first?

4.6 Gatekeeper Blocks and Responses

“What is this regarding?” — Standard screening question, not hostility. You say: “Fair question — we work with [industry] companies on [one-line outcome]. I'm honestly not sure yet whether it's a fit for you all, which is why I'm calling. Is [Name] the right person for that?”

“Is he expecting your call?” — Testing whether you’ll lie. You say: “No, they’re not — this is the first time I’m reaching out. Would it be better to try them directly, or should I go through you?”

“We’re not interested.” — Reflex, and they may not have authority to say it. You say: “Completely understand. Can I ask — is that a company policy on outside calls, or would that be [Name]’s call to make?”

“Send an email to info@...” — Polite dismissal; that inbox is a graveyard. You say: “Happy to, and I will. So it doesn’t land in the wrong pile — who should I address it to by name?”

“They’re in a meeting.” — Could be true, could be standard. You say: “No problem at all. When’s usually a better window — morning or later in the afternoon?”

“I’ll take a message.” — Message will likely not be passed. You say: “I appreciate that. Rather than put it on your plate, I’d rather catch them live — what time tomorrow gives me the best shot?”

“We already have a vendor.” — May be true, may be a brush-off. You say: “Good to hear. I’m not calling to replace anybody — most of what we do sits alongside what companies already run. Is that still something [Name] would want to hear, or is it fully locked in?”

“You’re just going to sell them something.” — They’ve been burned by callers who denied it. You say: “You’re right that I’d like their business eventually. Today I just want to find out if we’re even a fit — and if we’re not, I’ll say so and stop calling.”

“How did you get this number?” — Suspicion, sometimes irritation. You say: “Off your website / a public business listing — nothing fancy. Should I be using a different line?”

“Who are you with again?” — Verifying you’re real. You say: “[First Last], with [Company]. Want me to spell it for you?”

“He doesn’t take cold calls.” — Firm policy, stated plainly. You say: “Understood, and I’ll respect that. What’s the way he does prefer to hear about something like this — email, or through someone specific?”

“Put it in the mail.” — Soft no. You say: “I can do that. Who should it be addressed to, and is there anything in particular they’d want to see in it?”

Silence / transfers you without a word — Neutral, you’re through. You say: nothing extra. Wait for the pickup and start your decision-maker opener cleanly.

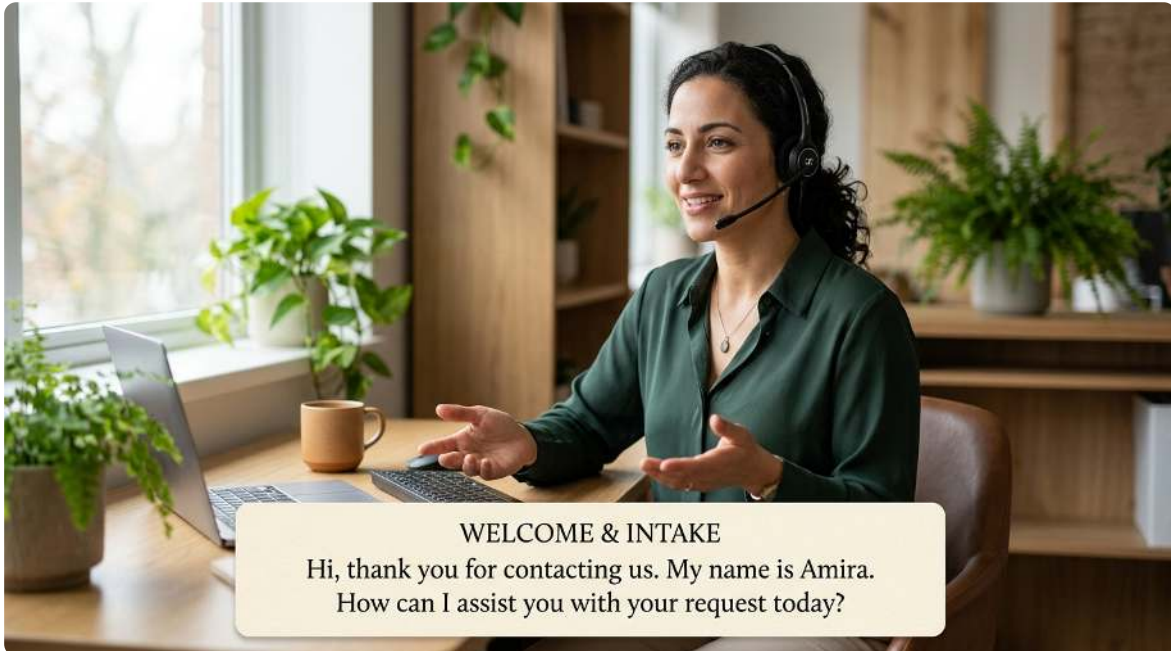
“Let me see if he’s available...” then returns with “he’s not.” — They asked and got a no. You say: “No problem — did they say if there’s a better time, or should I try back later in the week?”

Eden Callout

Objection #10 in the objection library — “Gatekeeper blocking the owner” — is this chapter’s technique compressed into one scripted exchange, and the two should be read together, not as separate skills. Objection #10 opens with the low-key help-me-out line (“I was wondering if you could possibly help me out for a moment?”), which is Opener B from Section 4.4, word for word. When the gatekeeper pushes for a reason, objection #10’s answer — “hidden gaps in how incoming calls get handled when everyone’s out on jobs” — is a live example of Section 4.6’s guidance for “What is this regarding?”: name a one-line outcome, admit you’re not sure it’s a fit, and ask for the transfer anyway.

The one place objection #10 goes further is the recovery line for a gatekeeper who pushes back hard: “Oh, I apologize — I didn’t mean to offend you. You know how the phone rings off the hook while you’re doing four other things? That’s actually the exact problem we fix.” That’s the four rules in Section 4.2 under pressure — warm, transparent, no pitch to the gatekeeper herself, a fast pivot back to the transfer. And its hand-off — “jot down stay-elite.com and leave it on the owner’s desk” — is the callback-timing spirit of Opener I: when the transfer doesn’t happen today, leave something behind instead of pushing harder. Read objection #10 as this chapter’s worked example, not a shortcut around it.

The Objection Encyclopedia



Rep calmly agreeing on a headset while handling the incumbent-software objection (5.7).



Rep stating price with confidence — the money-and-price category (5.3).



Contractor juggling clipboard and phone — reflexive brush-offs and timing stalls (5.2, 5.4).



Medical-office manager moving from skeptical to considering — trust and AI objections (5.6, 5.9).



New scene: staying calm and composed through a hostile call (5.10).

This is the section you will use every day. It covers the things customers actually say, why they say them, and what to say back. Read the “what it usually means” column carefully — responding to the surface words instead of the real concern is the most common mistake new reps make.

5.1 The Universal Formula

Every response in this section follows the same four-step shape. Learn the shape and you can handle objections that aren’t in this book.

Step	What You Do
1. Acknowledge	Repeat it back without arguing. “Fair enough.” “That makes sense.” “I hear that a lot.” Three words is plenty. Never say “but” right after.
2. Isolate	Ask one question that finds the real reason. “Can I ask — is that about the cost, or the timing?” This is the step new reps skip and it’s the most important one.
3. Reframe	

Step	What You Do
	Answer the real concern you just uncovered. Not the surface words. Keep it short.
4. Re-ask	Ask for the exact same small step you asked for before. Never a bigger one. Never a smaller one either — shrinking your ask signals you've given up.

Two categories, two speeds

BLOCKING objections come in the first ten seconds and are reflexes — the customer hasn't heard anything yet, so they're not rejecting your offer, they're rejecting being interrupted. Handle these fast and light with one question. REAL objections come after they've engaged and reflect actual concerns about money, trust, timing, or fit. These get the full four-step treatment. Using a heavy four-step response on a reflex makes you sound like you're arguing.

Eden Fast-Path

This encyclopedia covers 120-plus things a prospect might say. You do not need all of them by heart on day one. Chapter 3's objection library already scripted the 12 highest-frequency Eden objections in full acknowledge-isolate-reframe-reask form, tuned to this exact product, this exact price, and this exact close: "I'm not interested," "I'm too busy — call me later," "Just send me an email," "We already have software for that," "How much is it?" (asked early), "I need to think about it," "I have a receptionist already," "I don't trust AI with my customers," "I need to talk to my wife / husband / business partner," the gatekeeper blocking the owner, "It costs too much," and "We're too small for this."

Memorize those 12 first, word for word, including the hand-off line that sends the prospect to stay-elite.com. They are the calls you will take twenty times a day. Every other entry in this chapter is the same four-step formula applied to a less common wrapper — a different way of saying "I'm not sure," "not now," or "prove it." Once the 12 are automatic, the rest of this chapter stops being new material and becomes pattern-matching: you will recognize which of the 12 shapes a strange new sentence actually is, and reach for the closest scripted answer instead of freezing.

Use this chapter as the reference you flip to between calls, not a script you read from during one. If a customer says something not in Chapter 3's twelve, find it here, isolate the real concern, and reframe it back toward the same fifteen-minute demo close every time.

5.2 Reflexive Brush-Offs — The First Ten Seconds

These are not rejections. They are what people say to any unexpected call before they know what it's about. Stay light, ask one question, and keep your energy level normal — do not get louder or faster.

They Say	What It Usually Means	You Say
"I'm not interested."	Said before hearing anything. Pure reflex.	"Totally fair — most people say that before they know what it's about. Twenty seconds and you can tell me it's a no. Sound okay?"
"I'm busy right now."	Often true. Sometimes a soft exit.	"I figured, that's why I'll be quick. Is there a better time today or tomorrow — or would you rather I just take two minutes now?"
"Just send me an email."	Polite exit. Nine times out of ten it's a graveyard.	"Happy to. So I send something actually useful instead of a brochure — quick question first: [one discovery question]?"
"What are you selling?"	Impatience, and a fair question.	"Straight answer: [one sentence]. Whether it's worth anything to you depends on how you're handling [area] now — how is that running?"
"Is this a sales call?"	Testing whether you'll dodge.	"Yes it is, I won't pretend otherwise. Worth two minutes to find out if it's

They Say	What It Usually Means	You Say
		relevant, or should I let you go?"
"We don't take solicitation calls."	Policy, or a script they've been given.	"Understood, and I'll respect that. Is there a better channel for something like this — email, or someone specific I should go through?"
"Who is this?"	Neutral. They just missed your name.	"Sorry — [First Last] with [Company]. Reason I'm calling is [reason]."
"We're all set."	Reflex, not information.	"Good to hear. Out of curiosity, all set with [specific area], or all set in general?"
"Not right now."	Vague deferral, usually meaningless.	"No problem. When you say not right now — is that today, or is this a next-quarter kind of thing?"
"I'm driving."	Usually true.	"Then I'm not going to keep you. What's a better time — later today, or tomorrow morning?" (Get a specific time. "Call me back" is not a time.)
"I'm with a customer."	True, and a good sign — they're working.	"Say no more. I'll try you back at [specific time] — does that work, or is there a better window?"
"Call me back later."	A brush-off unless you pin it down.	"Absolutely — later today, or later this week? I'd rather catch you at a good moment than keep guessing."
		"Public business listing / your website — nothing

They Say	What It Usually Means	You Say
"How did you get my number?"	Suspicion, sometimes annoyance.	more interesting than that. Should I be using a different line for you?"
"Take me off your list."	A firm no, and a legal instruction.	"Done — I'll take care of that right now, and you won't hear from us again. Sorry to have bothered you." (Then actually do it. Every time. No exceptions, no second attempt.)
"I don't have time for this."	Frustration, possibly at earlier callers.	"Understood — I'll get off. One thing before I do: is [area] even something you deal with, or am I at the wrong company entirely?"
"How long is this going to take?"	Actually a good sign — they're considering it.	"Two minutes. If it's longer than that, it's because you're asking questions."

5.3 Money and Price

Price objections almost never mean "the number is too high." They usually mean "I don't yet see enough value to justify any number." That's why the isolate step matters so much here — you have to find out which one you're dealing with.

They Say	What It Usually Means	You Say
"That's too expensive."	Usually a value gap, not a budget gap.	"I hear that. When you say expensive — is that compared to what you're spending now, or compared to doing nothing at all?"
"We can't afford that."	Could be real cash constraint.	"That's fair, and I'd rather know now. Can I ask — is it that the money isn't there

They Say	What It Usually Means	You Say
		at all right now, or that it's there but spoken for?"
"There's no budget this year."	Common, often means 'not a priority.'	"Understood. Most of what we do comes out of operating cost rather than a capital line — does that change the picture at all, or is it genuinely frozen?"
"What does it cost?" (asked in first 30 seconds)	Trying to disqualify you fast.	"Happy to get you a number — it depends on [variable], so let me ask two quick things and I can give you something real instead of a guess. How many [units/people/locations] are we talking about?"
"Just give me a ballpark."	Fair request, don't dodge it twice.	"Fair enough — companies your size usually land between [X] and [Y]. Where you fall depends on [variable]. Does that range put us in the conversation or out of it?"
"That's more than I expected."	Anchoring, not necessarily a no.	"What were you expecting? I'd rather understand the gap than argue about it."
"Your competitor is cheaper."	Testing you, or true.	"They might be. Do you know what's included in their number versus ours? That's usually where the difference lives — and sometimes they genuinely are the better fit."
"I can get that cheaper online."	Comparing to a different product.	"You probably can find something cheaper. What you generally don't get is

They Say	What It Usually Means	You Say
		[the specific differentiator]. Is that piece important to you, or is this more of a basic need?"
"Can you do any better on price?"	A buying signal, not an objection.	"Possibly — what would need to be true for you to move forward today?" (Never discount without getting something back.)
"Is there a discount?"	Same as above — they're engaged.	"There can be, depending on [term/volume/timing]. If the number worked, is there anything else standing in the way?"
"Business is slow right now."	Often genuine and worth respecting.	"I'm sorry to hear that — a lot of [industry] is saying the same. Does slow make this the wrong time entirely, or is it the kind of thing that could help when things pick back up?"
"We just spent money on something else."	Real constraint, good information.	"Makes sense — what did you invest in? I'd rather know what you just put in place than pitch you something that overlaps with it."
"Am I locked into a contract?"	Fear of being trapped.	"Fair thing to ask up front. [Give the honest answer.] Is contract length the main concern, or is it more about what happens if it doesn't work out?"
"What if it doesn't work — am I stuck?"	Risk aversion, very common.	"That's the right question to ask. Here's exactly what happens if it doesn't work: [honest answer]. Does that

They Say	What It Usually Means	You Say
		take the risk off the table for you?"
"I'd need to see the ROI first."	Legitimate and a strong buying signal.	"You should. Let me ask what you'd measure it against — hours saved, jobs booked, something else? Then I can show you the math on your actual numbers instead of a generic case study."
"We're cutting costs, not adding them."	Budget pressure, real.	"Then I may be calling at the right time or exactly the wrong one. Is [area] one of the places you're trying to cut, or is that off the table?"

5.4 Timing and Stalls

A stall is not a no, but it also isn't a yes, and the worst thing you can do is accept a vague one. Your job is to convert every stall into either a specific date or an honest no. Both are useful. A vague "call me sometime" is worth nothing and will waste your next three weeks.

They Say	What It Usually Means	You Say
"Let me think about it."	Something is unresolved and they're not saying what.	"Of course. Just so I know what to send over — what part are you thinking about? Usually it's price, timing, or whether it'll actually work."
"Call me next quarter."	Soft no, or a real cycle.	"I can do that. Is there something specific happening next quarter that makes it better timing, or is it more that it's not a priority right now?"

They Say	What It Usually Means	You Say
"Now's not a good time."	Could mean today or could mean this year.	"Understood — is that today specifically, or is this just not on the list right now? Either's fine, I just don't want to keep bothering you."
"We're in our busy season."	Usually true, and often the best argument.	"That's exactly when this hurts the most, isn't it? Would it make more sense to look at it now while the pain is obvious, or wait until things calm down?"
"After the holidays."	Classic deferral.	"Makes sense. Should I put something on the calendar for the second week of January, or would you rather I check in first?"
"Send me information and I'll review it."	Usually an exit; occasionally real.	"I will. Realistically, will you get to it — or would a fifteen-minute call be easier than reading a PDF? I'd rather do whichever actually happens."
"I need to sleep on it."	Genuine hesitation or polite exit.	"That's fair. If I called you tomorrow at this time, would you have an answer — or is there something you'd want from me before then?"
"We're doing budget planning right now."	Real cycle. Good information.	"Then this might be perfect timing. When does that process wrap up, and who's involved in it?"
"Let me get back to you."	The most common vague stall there is.	"Sure. So I'm not chasing you — if I don't hear anything by [specific day], is it fine if I check in once,

They Say	What It Usually Means	You Say
		or would you rather I leave it with you?"
"I'll call you."	Almost always means no.	"Happy to leave it with you. Honest question — is that a real maybe, or a polite no? Either answer is fine, I just don't want to be the guy who keeps calling."
"We're in the middle of something big."	True and worth respecting.	"Then I won't add to it. When does that wrap up? I'll make a note and reach out after — nothing before then."
"Maybe next year."	Soft no.	"Fair. Between now and then, is there anything that would move this up the list — or is it genuinely a next-year thing?"
"Check back with me in six months."	Deferral, sometimes real.	"I'll do that. Is something changing in six months, or is that just a comfortable distance?" (Say this warmly — it lands as honest, not sharp.)
"I've got too much going on right now."	Overwhelm — possibly your best opening.	"That's usually the exact reason people end up talking to us. Is the overload in [relevant area], or somewhere else entirely?"

5.5 Authority — Who Actually Decides

Sometimes this is real. Sometimes it's the easiest exit available to someone who doesn't want to say no directly. Either way, your goal is the same: find out who

really decides and get in front of them, ideally with your current contact's help rather than around them.

They Say	What It Usually Means	You Say
"I need to talk to my partner."	Often true in small businesses.	"Absolutely, that's how it should work. What do you think they'll want to know? I'd rather help you answer that than have you go in cold."
"I have to run it by my boss."	True, or a shield.	"Makes sense. Would it be easier if I were on that call to answer the technical questions, or would you rather bring it to them yourself?"
"That's not my department."	Genuine — and they can point you.	"No problem, sorry to have grabbed you. Who does own that over there?"
"The owner handles all that."	Common in small business.	"Understood. What's the best way to get five minutes with them — and what's their name?"
"We decide as a committee."	Longer cycle, still real.	"That's normal for something like this. Who else sits on that, and what usually matters most to them?"
"I'd need board approval."	Long cycle, real constraint.	"Understood. What does the board usually want to see before they approve something like this? I can build it to that."
"My son handles the tech stuff."	Very common in owner-operated business.	"Got it — is he there, or should I coordinate with him directly? What's the best way to reach him?"

They Say	What It Usually Means	You Say
"Our IT guy handles that."	Real or a deflection.	"Makes sense. Is he in-house or outside? I'd want him on the call either way — he'll ask better questions than I can answer in a voicemail."
"I'd have to check with corporate."	Franchise or multi-location.	"Understood — is this decided at the corporate level for every location, or can individual locations choose?"
"I'm just the manager here."	Downplaying their own influence.	"Sure — but you're the one living with how it works day to day. If you thought it made sense, would the owner listen to you on it?"

5.6 Trust and Skepticism

This category is where offshore and unknown-brand callers get hit hardest. The answer is never defensiveness. Over-disclose. Every piece of information you volunteer without being asked reduces suspicion, because scammers volunteer nothing.

They Say	What It Usually Means	You Say
"I've never heard of you."	Fair — not an insult.	"You wouldn't have — we're not a household name. Here's who we are in one sentence: [one sentence]. Our site is [site] if you want to look while we talk."
"How do I know you're legit?"	Reasonable caution.	"Good instinct, honestly. [Company], [website], I'm [First Last]. Look us up

They Say	What It Usually Means	You Say
		right now while I'm on the line — I'll wait."
"This sounds like a scam."	They've been targeted before.	"I understand why you'd say that — there's a lot of it. I'm not going to ask you for a payment, a card number, or any account information on this call. If I ever do, hang up on me."
"Are you overseas?"	Sometimes curiosity, sometimes hostility.	"I'm based in [location], working with [Company] in [company location]. Happy to answer either way — what matters more is whether what we do is useful to you. Can I ask you one question about [area]?" (Answer plainly, don't apologize, move forward.)
"Do you have references?"	Strong buying signal.	"Yes — I can put you in touch with [similar business type]. Want me to send two or three you can call directly?"
"Show me proof it works."	Engaged, wants evidence.	"That's fair. What would count as proof for you — numbers from a business like yours, or seeing it work live?"
"Sounds too good to be true."	Healthy skepticism.	"I'd rather undersell it. Here's what it does NOT do: [honest limitation]. Does that make it more believable?"
"I've been burned before."		"I'm sorry, that's frustrating. What

They Say	What It Usually Means	You Say
	Real history — the most important one to slow down on.	happened? I'd genuinely rather hear it than pretend it didn't." (Then listen. Do not pitch over this.)
"Everyone promises that."	Cynicism from repeated pitches.	"They probably do. So let's not do promises — what would you need to actually see before you believed it?"
"What's the catch?"	Guarded, but listening.	"The honest catch is [real limitation — setup time, minimum term, what it doesn't cover]. That's it. Does that kill it for you?"
"Are you recording this?"	Privacy concern.	"[Answer honestly per your compliance rules.] Happy to answer any questions about that." (Never lie about this. Ever.)
"I want it in writing."	Buying signal.	"You should have it in writing. What's the best email, and is there anything specific you want spelled out in there?"
"How long have you been in business?"	Establishing credibility.	"[Honest answer.] Fair question — anything else you'd want to know about us before we go further?"
"Who else in my industry uses you?"	Wants social proof.	"[Honest answer.] If we haven't worked with your exact industry, I'll say so — I'd rather tell you that than make something up."

5.7 The Incumbent — “We Already Have Someone”

Never attack the current provider. The moment you criticize their choice, you’re telling them they were stupid, and people defend their decisions harder than they defend their vendors. Ask questions about the relationship instead — the gaps will surface on their own.

They Say	What It Usually Means	You Say
“We already have someone.”	Might be true, might be a shield.	“Good — that tells me you take it seriously. What’s working well with them? And is there anything you wish were different?”
“We’re happy with who we have.”	Could be genuine.	“That’s great, honestly. I’m not asking you to switch. Can I ask what they do particularly well? If you’re covered, I’ll say so and leave you alone.”
“We’re under contract.”	Real constraint with a date attached.	“Understood. When’s it up for renewal? I’d rather talk to you two months before that than bother you now.”
“We just signed with someone.”	Real, and recent.	“Then my timing is terrible. How long is the term? I’ll make a note and check back before renewal — nothing in between.”
“My brother-in-law does that for us.”	Relationship-based, hard to displace.	“Then I’m probably not going to win that one, and I wouldn’t try. Is there any part of this he doesn’t cover?”
“We do it in-house.”	Common, and worth exploring.	“Makes sense. How many people does that take? And is that what you’d want them spending their time on?”

They Say	What It Usually Means	You Say
"We tried something like this before and it didn't work."	The most important one to slow down on.	"That's really useful to know. What went wrong? I'd rather understand that than walk you into the same thing twice."
"[Competitor] told us [claim]."	Testing you against a rival.	"I won't speak for what they do — I'd probably get it wrong. Here's how we handle that specifically: [honest answer]. Does that match what you're after?"
"Why should I switch?"	A real question and a buying signal.	"You shouldn't, unless there's something you're not getting today. That's actually what I'm trying to figure out — what's the one thing you'd fix about how it works now?"
"Switching is too much hassle."	Inertia — very common and very real.	"That's usually the real reason people stay put. What would the hassle actually be for you — downtime, retraining, moving data? Let's talk about the one that worries you most."
"We've used them for fifteen years."	Loyalty, and it deserves respect.	"That says something good about them. I'm not trying to undo fifteen years. Is there anything that's come up recently that they haven't been able to handle?"

5.8 No Need — The Status Quo

“We don’t need it” is the hardest category, because the customer isn’t wrong from where they’re standing. You cannot argue someone into needing something. You can only ask questions until they notice the gap themselves — or accept that there isn’t one and move on. Both are fine outcomes.

They Say	What It Usually Means	You Say
“We don’t need that.”	They don’t see the problem yet.	“You might not — plenty of companies don’t. Can I ask one question and then I’ll know for sure? [Specific discovery question.]”
“We’re doing fine the way we are.”	Status quo bias, possibly accurate.	“That’s good to hear. If you could wave a wand and fix one thing about how [area] runs, what would it be? If the answer’s nothing, I’ll believe you.”
“We’re too small for that.”	Assumption about who you serve.	“A lot of our customers say that first. How many [units/people/jobs] are you running? Sometimes small is exactly where this matters most, sometimes it isn’t — let’s find out.”
“We’re too big / too complex for that.”	Doubts you can handle them.	“Fair concern. What’s the part of your operation you think would break it? I’d rather stress-test it now than waste your time later.”
“That won’t work in our industry.”	Sometimes right, usually not.	“You know your industry better than I do. What’s the thing about [industry] that you think makes it different?”
“We’re not tech people.”	Fear of complexity.	

They Say	What It Usually Means	You Say
		"Honestly, most of our customers aren't. What's your current setup — are you mostly on paper, spreadsheets, or something else?"
"If it ain't broke, don't fix it."	Reasonable philosophy.	"I agree with that as a rule. Is there any part of it that IS a little broke — or is it genuinely running clean?"
"Our customers wouldn't like that."	Protecting the customer relationship — respect it.	"That's the right thing to worry about. What is it you think they'd react badly to? If it's [X], that's a real concern and I'd tell you."
"We tried automating before and it was a mess."	Real scar tissue.	"What happened? I want to hear it — that's more useful to me than anything I could pitch you."
"I'm retiring in a couple years."	Real, and often disqualifying.	"Congratulations, seriously. Does that mean you're holding everything steady until then, or are you trying to make the business easier to hand off?"
"We're selling the business."	Usually disqualifying — but not always.	"Understood — then this is probably the wrong time. Unless it helps the valuation, in which case say the word. Otherwise I'll leave you to it."
"We only work with local companies."	Preference, sometimes firm.	"I understand that, a lot of businesses feel that way. Is that a hard rule, or is it more about wanting someone responsive when something goes wrong?"

5.9 Technology and AI Objections

These come up constantly when what you're selling involves automation or AI. The core fear is almost always one of three things: losing control, losing the human touch with their customers, or looking foolish for trusting something they don't understand. Address the fear, not the technology.

They Say	What It Usually Means	You Say
"I don't trust AI."	Broad, usually about control.	"That's fair, and I'd rather you be skeptical than not. What specifically worries you — accuracy, or the idea of something running without you watching it?"
"It'll replace my people."	Loyalty to staff — a good instinct.	"That's a real concern and I respect it. Most of our customers use it to stop their people doing the tedious parts, not to cut headcount. What's the piece of the day your team hates most?"
"My customers want to talk to a real person."	Protecting the relationship.	"They do, and they should. The question is usually what happens at 9pm when nobody's there to pick up. How do you handle those right now?"
"AI gets things wrong."	Accurate, and worth taking seriously.	"It does. So does a person at the end of a double shift. The real question is what happens when it's unsure — does it guess, or does it hand off to a human? Ours [honest answer]."
"Is this one of those robot callers?"	Suspicion, often hostile.	"No — I'm a person, you can hear me thinking."

They Say	What It Usually Means	You Say
		[Small human aside.] What we build is [one sentence].”
“We’re old school here and it works.”	Pride, and it’s earned.	“Nothing wrong with that, and old school built the business. Can I ask what the old school way costs you in hours a week? If it’s not much, this isn’t for you.”
“My staff will never learn it.”	Change management fear, very real.	“That’s the thing that kills most rollouts, honestly. How much of your team is comfortable with a smartphone? That’s usually the real bar.”
“What about our data and privacy?”	Serious, legitimate question.	“Good question and you should ask it of everyone. [Honest, specific answer.] Want me to send the details in writing so you can have someone look at it?”
“What happens when it breaks?”	Risk management — a buying-stage question.	“When, not if — that’s the right way to think about it. Here’s exactly what happens: [honest answer]. Does that cover it?”
“AI is a fad.”	Skepticism, sometimes a test.	“Could be. I’d say the same about a lot of it. The narrow question is whether it saves you time on [specific task] — if it doesn’t, the label doesn’t matter.”
“I don’t want to look stupid to my customers.”	The real fear underneath many others.	“That’s the most honest objection I’ve heard all

They Say	What It Usually Means	You Say
		day, and it's the right one to have. What would 'looking stupid' look like — something going out wrong under your name?"
"We'd have to change everything we do."	Overwhelm.	"You wouldn't, and I'd tell you if you would. What's the one process you'd least want touched? Let's start by leaving that alone."

5.10 Hostile and Difficult Calls

You will get these. Not often, but you will. The rules below are not about winning the call — that call is already over. They are about protecting your composure so the next one is clean, and protecting yourself.

The four rules of a hostile call

1. Do not match their energy. Lower your volume slightly instead of raising it.
2. Do not defend yourself, your company, or where you're calling from — there is no winning that exchange.
3. Give them a clean exit and take it.
4. You are always allowed to end a call. Nobody at this company will ever criticize you for hanging up on abuse.

They Say	What It Usually Means	You Say
Yelling or cursing at you	Displaced frustration, rarely about you.	"I can hear I've caught you at a bad time. I'm going to let you go — sorry to have bothered you." Then end the call. Do not argue back, do not apologize repeatedly.
"Stop calling me!" (angry)	May have been called repeatedly.	"You've got it — I'm removing you right now and you won't hear from us

They Say	What It Usually Means	You Say
		again. Sorry about that.” Then actually remove them.
“You people are all scammers.”	Been victimized or nearly so.	“I understand why you’d think that. I’m not going to try to talk you out of it. Have a good one.” Exit.
Mocking your accent or where you’re from	Prejudice. Not a sales objection.	Do not engage, do not apologize for who you are. “I’ll let you go. Have a good day.” End the call, log it, tell your supervisor. You do not have to absorb this to keep your job.
Sarcasm and needling	Testing you, sometimes bored.	Stay level and don’t play along. “Fair enough. One question and then I’ll get out of your hair: [question].” If it continues, exit politely.
Dead silence after your opener	Could be thinking, could be a bad line.	Wait three full seconds. Then: “Are you still with me?” If nothing: “Sounds like I lost you — I’ll try back another time.”
“You’re wasting my time.”	Impatience.	“Then I’ll stop. One question and I’ll know whether to ever call again: [single discovery question].”
“I’m going to report you.”	Usually anger, occasionally serious.	“That’s your right, and here’s my full name and company so you have it: [name, company]. I’m also removing your number right now.” Log it. Tell your supervisor same day.

They Say	What It Usually Means	You Say
Threatening legal action	Escalation.	Give your name and company, do not argue, end the call, and report it to a supervisor immediately. Never promise anything or admit fault on the call.
Hangs up mid-sentence	Standard. Happens constantly.	Nothing to do. Mark the disposition, take one breath, dial the next one. Do not replay it.
Baiting you into an argument	Some people are bored and want a fight.	You cannot win and there's no prize. "I don't think I'm your guy on this one. Have a good day."
Inappropriate or personal comments	Harassment.	End the call immediately without explanation. Report it. This is not something to push through.

5.11 The Hard-to-Read Customer

Some calls give you nothing to work with. No hostility, no interest, no information. These are more dangerous than angry calls because they eat your time and leave you with a pipeline full of maybes that never close.

They Say	What It Usually Means	You Say
One-word answers to everything	Guarded, busy, or genuinely uninterested.	Ask something they can't answer in one word: "Walk me through how that works now, start to finish." If still one-word, ask directly: "Am I catching you at a bad time, or is this just not relevant?"

They Say	What It Usually Means	You Say
"Uh huh" to every single thing	Not listening. Multitasking.	Stop talking mid-thought and ask a question. If they can't answer, they weren't listening: "Sounds like you've got something else going — want me to try you later?"
Agrees with everything, commits to nothing	Conflict-avoidant. Will never say no.	Force a real answer gently: "You've been agreeable about all of this — so let me ask straight: is this something you'd actually do, or are you being polite?"
Answers your questions with questions	Testing you, or evasive.	Answer briefly, then return the question: "Good question — [short answer]. Now back to mine: how are you handling that today?"
"Sure, sounds good" with no energy	Soft no dressed as a yes.	"I'll take that as a maybe rather than a yes. What's the part you're not sold on?"
Clearly distracted, doing three things	Bad timing, nothing more.	"I can tell it's a busy moment. Rather than half a conversation — what's a time I could get your full two minutes?"
"Maybe."	Means no unless you pin it down.	"Maybe usually means no in my experience — is it a real maybe? Either way is fine."
Extremely chatty, never gets to business	Lonely, friendly, or avoiding the ask.	Enjoy it briefly, then steer: "I could talk about this all day — let me ask you the

They Say	What It Usually Means	You Say
		one thing I called about, then I'll let you go."
Asks lots of questions, won't commit	Information gathering, possibly for a competitor.	"You're asking all the right questions. Where's your head at on actually doing something — are you comparing options, or is this more research for later?"
Goes quiet after you give the price	Processing. Do not panic.	Say nothing. Count to five silently. Whoever speaks first loses this one. Let them respond.

5.12 Buying Signals — When It's Going Well

New reps miss these constantly. They keep pitching past the moment the customer was ready, and talk themselves back out of a sale. Learn to recognize these and stop selling the second you hear one.

The single most expensive mistake in phone sales

Continuing to sell after the customer has already decided to buy. When you hear a buying signal, stop talking about your product and start talking about logistics. Ask for the business.

They Say	What It Usually Means	You Say
"How does it actually work?"	Moved from whether to how.	Answer briefly — then close: "Easiest way to see it is [next step]. Does [day] or [day] work better?"
"How long does setup take?"	Picturing themselves using it.	"[Honest answer.] Should we get that started, or do you have other questions first?"

They Say	What It Usually Means	You Say
"What would that cost?" (asked late)	Serious — different from the early version.	Give a real number confidently and then be quiet. Do not soften it or over-explain it.
"Do you work with anyone like us?"	Looking for permission to say yes.	"[Honest answer.] Want me to connect you with one of them, or would you rather just get started?"
"Can I see it?"	Strong signal.	"Absolutely. I've got [day] at [time] or [day] at [time] — which is better?"
"When could you start?"	Very strong.	"We could have you going by [date]. Should I hold that?"
"What do you need from me?"	Mentally already a customer.	"Almost nothing — [short list]. Want to knock that out now while we're on the phone?"
"My partner would want to hear this."	Selling it internally for you.	"Let's get them on. Are they around now, or should we find fifteen minutes when you're both free?"
Asking about support or what happens later	Thinking about life after purchase.	Answer, then close. "That's the part people worry about most and it's fair. So — want to get started?"
Goes quiet, then "okay..." in a thinking tone	Deciding right now.	Say nothing. Let them get there. Do not fill the silence with more features.
Starts telling you about their business unprompted	Trust has flipped.	Listen. Take notes. Then: "Sounds like [summary of their problem] is the real issue. That's exactly what I'd want to fix first."

They Say	What It Usually Means	You Say
"Send me the paperwork."	Closed, if you don't fumble it.	"Doing it right now. Best email? And let's put fifteen minutes on the calendar [day] to walk through it together so it doesn't sit."

Closer's Rules for This Chapter

Everything above is the acknowledge-isolate-reframe-reask formula applied 120-plus different ways. The formula finds the real objection. It does not, by itself, book anything. Closing is the fifth step nobody wrote into 5.1, and it's the one that turns a well-handled objection into revenue.

Here's how to add it. The moment your reframe lands — the prospect stops pushing back, goes quiet, or asks a practical question like "how does it work" — stop reframing and start assuming. Don't re-ask with a yes-or-no question ("Would you like to see a demo?"). Re-ask with two times, both of which already have them saying yes: "Does Thursday afternoon work better, or tomorrow morning?" Every re-ask line in this chapter upgrades this way in one move — trade the open question for the two-option close.

When the reframe doesn't land the first time, that isn't the end of the sequence. Run it again: acknowledge the pushback, isolate the new layer underneath it, reframe once more, and offer the same two times again — never a smaller ask. Most people who eventually say yes needed to hear the offer more than once; most reps quit after the first no. The difference between an average closer and a good one is almost entirely this: the good one goes back through the loop instead of walking away from it.

Late in a stall, when you've reframed twice and the prospect still won't commit, flush it directly: "If everything about this were right — price, timing, fit — would you take fifteen minutes to look at it?" A yes means the real objection hasn't been said out loud yet, so isolate again. A no tells you the same thing faster, and you can let the call go with your time protected.

Treat every "maybe" or "call me later" as unfinished business, not an answer. Pin an exact date to the follow-up rather than a vague one. A prospect who never gets a real yes or a real no isn't undecided — they're a lead you haven't finished closing. The demo is free and takes fifteen minutes; almost no "not right now"

survives being asked, calmly and more than once, what's actually stopping them from taking a look.

Chapter 7

Reading People



The Bulldozer: fast decisions, no small talk, appreciates a direct ask.



The Analyst: wants exact figures, uncomfortable with vagueness.



The Relater: friendly, story-driven, avoids saying no directly.



The Skeptic: challenges claims, assumes a catch, responds to honesty.



The Ghost: agreeable and non-committal, needs a forced real answer.



The Veteran: has heard every pitch, responds best to deference.

Every one of these types will pick up the phone somewhere on your call list this week — the roofer, the salon owner, the plumber, the medical-office manager. You cannot see any of them, so you have to classify them by sound. Within about fifteen seconds you should know which of these you're dealing with, because each

one needs a different version of you, whether you're opening the call, handling an objection, or walking them toward the free Eden OS demo.

6.1 A Note on How We Categorize

We do not train reps to script differently based on whether a man or a woman answers the phone. It isn't a reliable predictor of anything, and it produces worse calls because it has you responding to a category instead of a person. What actually predicts what works is mood and communication style — and unlike anything else, you can read both in the first few seconds of hearing someone's voice.

6.2 The Six Moods

Rushed — clipped words, background noise. Match their pace exactly. Cut all pleasantries. One question, get your answer, get off. They will respect you for it and often take your callback.

Flat — tired, going through the motions. Slow down. Be warm without being chirpy — forced cheerfulness against a flat voice is grating. "Sounds like it's been a long one. I'll be quick."

Irritated — short, sharp with you. Lower your volume. Do not speed up, do not get defensive. Offer an exit: "Sounds like bad timing — when should I try back?" Often they'll actually tell you.

Friendly — chatty, relaxed, joking. Take the extra thirty seconds. Get their name. Let them talk. This is where the best conversations happen — but don't forget to eventually ask.

Guarded — suspicious, interrogating you. Over-disclose everything. Full name, company, website, exactly why you called. Suspicion comes from callers who hide things; be the one who doesn't.

Engaged — asking questions, leaning in. Stop pitching. Start asking. They're doing the work for you — get out of the way and let them talk themselves into it.

6.3 The Six Customer Types

Mood is temporary. Type is how a person is wired, and it holds across the whole relationship.

The Bulldozer

- Sounds like: interrupts, decides fast, hates small talk, may seem rude but usually isn't.
- Do: get to the point in one sentence. Be direct. Give numbers, not adjectives. Let them lead.
- Don't: warm up slowly, hedge, over-explain, or ask permission repeatedly.
- Close them with: a direct ask. "So do you want to do this or not?" They appreciate it.

The Analyst

- Sounds like: precise, asks detailed questions, wants specifics, uncomfortable with vagueness.
- Do: give exact figures. Admit what you don't know and offer to find out. Send documentation.
- Don't: exaggerate, guess at numbers, or use hype language. One bluff and you're finished.
- Close them with: a next step involving information. "Let me send the specifics and we'll talk Thursday."

The Relater

- Sounds like: friendly, asks about you, tells stories, avoids conflict.
- Do: invest in the conversation. Use their name. Remember details and bring them up next call.
- Don't: rush them, or mistake friendliness for commitment — this type will never tell you no directly.
- Close them with: a soft but explicit ask. "I've enjoyed this — be straight with me, is this something you'd actually want to do?"

The Skeptic

- Sounds like: challenges claims, asks how you got their number, assumes a catch.

- Do: agree with their skepticism. Volunteer limitations before they find them. Be boringly honest.
- Don't: get defensive, oversell, or push back hard — it confirms everything they suspect.
- Close them with: proof and a low-risk step. "Don't take my word for it — talk to one of our customers first."

The Ghost

- Sounds like: agreeable, non-committal, "sure, sounds good," then never responds again.
- Do: force a real answer on the call. Make it easy to say no. Get a specific date, not "sometime."
- Don't: leave the call feeling good about a vague yes. That call was a loss and you just don't know it yet.
- Close them with: "I'd rather have a real no than a maybe — which is it?"

The Veteran

- Sounds like: been in business thirty years, has heard every pitch, mildly amused by you.
- Do: respect the experience out loud. Ask them about the business — they'll tell you, and it's usually useful.
- Don't: try to teach them their industry, or use jargon to sound impressive.
- Close them with: deference. "You know this better than I do — is there anything here worth your time, or am I off base?"

6.4 Good Client, Bad Client

Not every prospect is worth pursuing. Learning to disqualify quickly is as valuable as learning to close, because a pipeline full of bad prospects is worse than an empty one — it feels like work while producing nothing.

Green Flags — Pursue

- Describes a specific problem without you prompting
- Asks about timeline, setup, or what's required
- Puts you in touch with someone else internally
- Gives you a real, specific callback time
- Pushes back with real, detailed objections

- Tells you what went wrong with a previous vendor
- Has budget authority or clear access to it
- Answers your discovery questions in full sentences

Red Flags — Disqualify or Deprioritize

- Cannot name a single thing they'd want improved
- Asks only about price and nothing else
- Won't tell you who decides
- Vague deferrals every time: "call me sometime"
- Agrees with everything, commits to nothing
- Badmouths every vendor they've ever had
- Repeatedly can't get you to the decision-maker
- One-word answers after multiple attempts

Disqualifying is not failing. A fast, clean no is worth more than a slow maybe. It frees your hours for someone who might actually buy. When you're sure it's not a fit, say so and move on — and be honest about why. That's the call they remember when their situation changes.

Chapter 8

Closing



The close: a booked calendar invite appears on both the rep's screen and the prospect's phone at the same moment.



The one rule: ask the direct question, then sit in the silence.



Confirming the day, date, and time — out loud, back to the prospect.



A trial close: reading the room before asking for the business.



Taking a clear no gracefully — logging it and moving to the next dial.

The close is not a trick at the end. It's the natural result of having done discovery properly. If you did the work in stage three, this part is short.

7.1 The One Rule

Ask a direct question. Then stop talking. Completely.

New reps ask for the business and then, terrified of the silence, immediately keep talking — and talk the customer out of the yes they were about to give. The silence after a close feels like a minute to you. It is four seconds to them. Sit in it.

7.2 Six Ways to Close

A. The direct ask

Best with Bulldozers and anyone who's been engaged. Confidence carries it. "Based on everything we've talked about, let's get you set up. Sound good?"

B. Alternative choice

Removes the yes/no decision entirely — both options end in a close. "Would Tuesday morning or Thursday afternoon work better?"

C. Assumptive

Move straight into logistics as if it's decided. Requires real momentum — used too early it's obnoxious. "Great — I'll get that scheduled. What's the best number to confirm on?"

D. Summary close

Stack their own words back at them, then ask. Very effective with Analysts. "So — you said [their words about the problem], you're trying to [their goal], and the piece that matters most is [their priority]. That's exactly what this handles. Let's move forward — does that work?"

E. Urgency (only when it's real)

If the urgency is manufactured and they catch it, you lose everything. Only use a real deadline. "I can hold [terms] through Friday. After that it changes. Want me to lock it in?"

F. The trial close

For when a full close isn't ready. A small commitment keeps the deal alive instead of losing it. "Let's not commit to anything today — can I get fifteen minutes on your calendar to walk through it properly?"

Eden Callout — Six Closes, One Demo Slot

Every one of these six closes lands on the same target on an Eden OS call: booking the free fifteen-minute demo, never the \$25,000/month purchase itself. That single substitution is what makes a cold-call close honest — you are never talking anyone into the big number, only into a look.

Map them straight across. The **direct ask** is the Momentum Close in the objection library: state the offer clean — "fifteen-minute live demo, no charge, Thursday at two" — then go silent. The **alternative choice** is the Delivery Close: never "if," always "this afternoon or tomorrow morning at eleven." The **assumptive** close is the Paperwork Close: "Who should be on the demo — just you, or your office manager too?" treats the demo as already booked. The **summary close** is the library's Summary Close, word for word — stack every value point (Adam answers 24/7, books jobs, chases leads, costs nothing to see)

before asking. **Urgency** only works when it's real, so use it the same way: a genuine hold on terms, never a manufactured countdown — an invented deadline a prospect catches costs you the whole call. And the **trial close** is your fallback on every stall in the objection library — “let's not commit to anything, just fifteen minutes to look” — the demo itself, dressed as a small ask instead of a decision.

Underneath all six sits one belief worth carrying onto every call: a prospect who already buys trucks, software, and insurance is a proven yes-sayer, not a wall to get past. Acknowledge every objection instead of arguing it, ask again when the first no isn't a real no, and treat the close as logic stacked on top of a relationship you already built — never pressure applied to a stranger.

7.3 Trial Closes — Testing the Water

Use these mid-call to find out where you stand before you make the real ask. They're low-risk and they save you from closing too early.

- “How does that sound so far?”
- “Does that solve the problem you described?”
- “Is there anything about that you don't like?”
- “If we could handle [their concern], would you want to move forward?”
- “On a scale of one to ten, where are you on this?” (Then: “What would make it a nine?”)

7.4 After They Say Yes

The sale is not done when they agree. It's done when the details are locked. Every one of these, out loud, before you hang up:

- Confirm the specifics: Repeat the day, date, and time. Make them confirm it back.
- Get the contact details: Best phone number and email, spelled back to them.
- Set expectations: Who contacts them, when, and what they need to have ready.
- Ask if anything's unclear: “Anything else you want to know before we get going?”
- Thank them: By name. Then get off the phone — do not keep selling after the yes.

7.5 When They Say No

How you handle a no determines whether you ever get a second chance. Most deals that eventually close were a no at some point.

- Accept it gracefully the first time. Arguing after a clear no destroys any future opportunity.
- Ask one honest question: “Just so I learn something — what made it a no?” Many people will tell you, and it’s the most valuable feedback you’ll get all week.
- Ask if the door is closed permanently or just for now. “Is this a never, or a not-right-now?”
- Thank them for their time. Genuinely. Then log it accurately and move on.

After the Call



The voicemail hand-off: a prospect who never called back can still find stay-elite.com on their own.



The notes that make the second call ten times warmer than the first.



Under twenty seconds, said slowly, twice — the standard voicemail.



The notes written down every time — what makes the next call warmer.



The callback system: a specific date, not a vague someday.

8.1 Voicemail

Most voicemails are deleted before they finish. A good one is under twenty seconds and gives them a reason to call back. Leave your number twice — once early, once at the end — slowly.

The standard voicemail

“[Name], this is [First Last] with [Company], [phone number]. I’m calling about [one specific thing relevant to them]. If that’s not something you’re dealing with, no need to call back. If it is, I’m at [phone number]. Thanks.”

Voicemail rules

- Under twenty seconds. Time yourself.
- Never pitch. Give a reason to call back, not the whole story.
- Say your number slowly, twice. Nobody rewinds a voicemail twice.
- Give them permission not to call back — it makes you sound like a person, not a machine.
- Don’t leave more than two or three over a campaign. After that you’re a nuisance.

Eden Callout — the Eden OS voicemail line

Use the standard voicemail structure above, filled in for Eden OS. Keep it under twenty seconds and never mention price in the message.

“[Name], this is [First Last] with Eden OS, [phone number]. I’m calling because we’ve got an AI office assistant named Adam who answers and books your calls for you, and I think it could save you some headaches. If that’s not something you’re dealing with, no need to call back. If it is, check us out at stay-elite dot com, or call me back at [phone number]. Thanks.”

Two things make this Eden-specific and neither one costs you time. First, stay-elite.com gives them somewhere to go even if they never call back — a warm prospect can self-serve their way to the demo booking page without you. Say it slowly, like the phone number: “stay-elite, all one word, dot com.” Second, never say “free demo” in a voicemail — save that phrase for a live conversation, where you can hand it off properly and answer the “what’s the catch” question in real time. The voicemail’s only job is to earn the callback or the website visit. Everything else — the price, Adam versus Eve, the demo itself — happens after they’re talking to a person.

8.2 The Callback System

The reps who hit their numbers are almost never the ones with the best pitch. They are the ones who follow up when they said they would.

Situation	What You Do
They gave you a specific time	Call at that exact time. Not ten minutes late. This alone puts you ahead of most callers.
They said ‘next quarter’	Log the date. Call the first week of it. Reference the previous conversation by name and detail.
They said ‘after the holidays’	Second week of January, not the first — everyone calls the first week.
Contract renewal date	Call sixty days before renewal, not after. After is too late.

Situation	What You Do
No answer, no voicemail	Try a different time of day. Morning person, afternoon person — rotate before you give up.
Clear no	Remove from active list. Do not keep calling. It costs you nothing to respect it and everything not to.

8.3 Notes — Write These Down Every Time

Your memory will not survive eighty calls a day. Log these immediately after hanging up, while it's fresh:

- Their name, and the gatekeeper's name
- Exactly what they said the problem was — in their words, not your summary
- Any objection they raised and how they raised it
- The specific next step and date agreed
- One personal detail if they offered one — it makes the second call ten times warmer

Compliance and Self-Protection



New reps sign off on the eight Eden OS floor rules before headsets go on.



Ending an abusive call is the correct response, not a failure.



Honoring a removal request immediately — no exceptions, no re-dials.



Recording disclosure, said plainly, every time it's required.

These are not suggestions. Breaking them can create legal exposure for Stay Elite and Eden OS, and it can cost you your position. If you are ever unsure about any of this, stop and ask your supervisor before the next dial — nobody will be annoyed with you for asking.

9.1 Absolute Rules

Honor removal requests instantly. The moment someone asks to be removed, they are removed. Not after one more try. Not “let me just tell you one thing.” Immediately, and permanently.

Never lie about recording. If asked whether the call is recorded, answer truthfully. If you’re required to disclose it, disclose it at the start. Never mislead anyone about this.

Never misrepresent who you are. Give your real full name and say you’re calling from Stay Elite about Eden OS. Not a fake American name, not a vague company reference, and never a claim that you are Adam, Eve, or any part of the Eden OS system yourself — you are the human rep who called to book the demo.

Never collect sensitive information on a cold call. Do not take payment card numbers, bank details, or account passwords on a prospecting call. If a customer offers, redirect them to the proper process.

Never promise what you can’t deliver. If you don’t know, say “I don’t know, let me find out.” A made-up answer that surfaces later destroys the deal and the company’s reputation. This includes Eden OS itself: only claim what Eden actually does — digital office work, answering and booking through Adam and Eve — never physical work, never a guaranteed revenue number, never an invented customer count.

Respect calling hours and frequency limits. Calling and hanging up repeatedly, or calling at unreasonable hours, is harassment regardless of intent.

When in doubt, stop. Rules on calling hours, consent, recording, and do-not-call lists vary by country and by state, and they change. This manual is training material, not legal guidance. Follow the specific written rules your compliance lead gives you for each campaign — and if a situation isn’t covered by them, stop and ask rather than guess.

9.2 Eden OS Floor Rules

These eight rules are specific to selling Eden OS. They sit on top of the Absolute Rules above, not instead of them. Every rep signs off on all eight, and every certification includes a spot-quiz on them before headsets go on.

1. **Tell the truth about AI.** You are a human caller; say so. Eden's agents disclose they are AI whenever asked — you never claim otherwise, and you never present the demo line as human.
2. **Honor every do-not-call request instantly.** One "take me off your list" ends the call politely and gets logged the same minute. No re-dials, ever.
3. **Disclose recording where required.** If the call is recorded, say so per the rules of the state you are dialing; when in doubt, disclose.
4. **No fake claims.** Only claims from the approved sheet. Eden does digital office work — never physical work, never guaranteed revenue, never invented customer counts.
5. **The price does not move.** Never discount, never hint at flexibility, never quote onboarding as a fixed number — it is quoted per company. Eden OS is published at \$25,000/month; state it plainly and move on.
6. **Stay lighter than the prospect.** Whatever their tone, yours stays calm, positive, and unhurried. Anger is never answered with anger; you hang up polite or not at all.
7. **Respect calling hours and the person.** Dial only within legal calling windows for the prospect's time zone; a busy owner gets a scheduled callback, not a steamroll.
8. **Log every call before the next dial.** Outcome, objection, callback commitment. An unlogged call did not happen, and a promised callback missed is a broken promise from the whole company.

9.3 Protecting Yourself

This matters as much as anything else in this manual. The company's position on all of the following is unambiguous.

You may end any call where you are being abused, harassed, or insulted. You do not need permission and you will not be questioned for it.

Nobody has the right to demean you for your accent, your name, or where you are calling from. Ending that call is the correct response, not a failure.

Report every abusive call to your supervisor the same day. Not because you're in trouble — because patterns need to be tracked and numbers may need to be flagged.

If someone threatens you personally, end the call, log it, and tell a supervisor immediately.

Take your breaks. Rejection compounds, and a rep who doesn't step away starts sounding bitter around call forty.

Practice Drills and Quick Reference



Certification day: reps who put in the drill reps get the win wall.

Eden OS Telemarketer Academy

Book the Demo

The quick reference card, printed and pinned by the phone.



Practicing a cold call across the desk before going live.



Scoring a practice call against the rubric before going live.



The printed quick reference card — kept in view while dialing.

Do these with a partner before you go live, and revisit them monthly. Reading this manual will not make you good on the phone. Saying the words out loud, badly, forty times, is what makes you good on the phone.

Drill 1 — The Opener, Cold

Stand up. Say your opener out loud twenty times without looking at anything. Have your partner interrupt you at random points with “What is this about?” Keep going. The goal is for the words to survive being interrupted.

Drill 2 — Gatekeeper Gauntlet

Your partner plays the front desk and uses a different block from Part Four each time. You have to get to a named decision-maker or a specific callback time. Run all fourteen blocks.

Drill 3 — Discovery Only

Ten-minute conversation where you are forbidden from describing your product at all. You may only ask questions. Most reps find this genuinely hard, which is the point — it reveals how much you’ve been leaning on talking.

Drill 4 — Objection Rapid-Fire

Partner reads objections from Part Five in random order. You respond within three seconds each. Do not aim for perfect wording — aim for not freezing. Twenty in a row.

Drill 5 — The Silence Drill

Ask for the business, then stay completely silent for ten seconds. Have your partner time it. Most new reps physically cannot do this at first. Practice until you can.

Drill 6 — The Hostile Call

Partner is rude, dismissive, and interrupts. Your only job is to exit gracefully within thirty seconds without arguing and without apologizing more than once. Then immediately “dial” the next call with normal energy — that reset is the actual skill being trained.

Drill 7 — Recording Review

Record yourself on a real call, with any required disclosure. Listen to it the next day. Count: how many seconds did you talk versus them? If you talked more than they did, that's the single thing to fix before anything else.

Eden-Specific Drills

These six drills run on the certification day and drop straight onto the Eden OS script — the Cold Open, gatekeepers, the question ladder, the objection set, the price flinch, and the five-asks close. Run them after Drills 1–7, not instead of them.

1. **The Cold Open.** *Setup:* rep has 12 seconds from “hello.” *Roles:* instructor = distracted plumbing owner between jobs. *Pass:* rep is calm and detached, lands the status frame, and earns question one — no pitch, no rush.
2. **Gatekeeper Gate.** *Setup:* office manager answers; owner “is on a roof.” *Roles:* peer = protective gatekeeper. *Pass:* rep stays low-key, never lies about who they are, and gets a name plus a real callback window logged.
3. **Question Ladder.** *Setup:* owner admits “we miss some calls after hours.” *Roles:* peer = owner who answers only what is asked. *Pass:* five questions deep to consequence (“what happens if nothing changes?”) before any Eden statement; downswing on the key questions.
4. **The Software Wall.** *Setup:* owner says “we already have ServiceTitan.” *Roles:* instructor = proud software owner. *Pass:* rep agrees first, then asks who sits at the screen at 9 p.m., and re-closes on the demo without bashing the competitor.
5. **The Price Flinch.** *Setup:* owner heard the price somewhere: “twenty-five grand a month?!” *Roles:* peer = sticker-shocked owner. *Pass:* rep states the price plainly, does not discount or apologize, reframes against the loaded cost of a desk that sleeps, and asks for the demo — the demo costs nothing to hear.
6. **Five Asks Gauntlet.** *Setup:* polite serial refuser; every answer is a soft no. *Roles:* instructor = “not right now” owner. *Pass:* five distinct closes, agreement before every one, tone lighter than the prospect's, no repetition, no arguing.

Quick Reference Card

Print this page. Keep it where you can see it while you dial.

The Seven Stages

Connect → Permission → Discover → Position → Handle → Close → Confirm

The Objection Formula

Acknowledge → Isolate → Reframe → Re-ask the same small thing

The Four Discovery Questions

- How are you handling [area] right now?
- What's the most frustrating part of that?
- What does that end up costing you?
- If that were fixed, what would it be worth?

Universal Escape Hatches

- "Can I ask — is that about [X], or more about [Y]?"
- "Fair enough. One question and then I'll let you go."
- "Is that a never, or a not-right-now?"
- "I'd rather have a real no than a maybe."

The Five Things You Cannot Do

- Lie about who you are or who you work for
- Ignore a removal request
- Keep selling after a clear no
- Promise something you can't deliver
- Absorb abuse to keep a call alive

Most of your calls will end in nothing. That is the job, not a verdict on you. Dial the next one.

Eden Quick Facts

- Price: \$25,000/month, published, non-negotiable. Never discount it, never apologize for it.
- The tagline: “Eve picks up. Adam follows up.” One schedule, one customer history — both always disclose they are AI when asked.
- The close is the demo, not the \$25,000: “Hear your phones answered” — a demo number goes live in their company name, and they call it like a customer would.
- The website: stay-elite.com. Hand it off after the demo is booked, not before.