

Demo Script & Objection Handlers

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THE 5-STEP DEMO

Step 1 — The Hook (30 sec)

"Quick question — how many calls does your front desk miss every day? What happens to those patients?"
[pause] "We built something that makes sure that never happens again."

Step 2 — Call the Demo Line (2 min)

"Pull out your phone and call +1 (786) 550-3307 right now. Try it in English, then Spanish. Ask it to book an appointment." [let them call, stay quiet] "That is Sofia. She works for your practice 24 hours a day, 7 days a week, and never calls in sick."

Step 3 — The ROI Number (1 min)

"On average, a medical clinic misses 8 to 12 calls per day. If even 3 of those are new patients, and a new patient is worth \$400 to your practice, that is \$1,200 a day walking out the door. Sofia pays for herself in the first week."

Step 4 — Show the Plan (1 min)

"For a clinic your size I recommend our Growth plan — \$2,495 a month. That covers unlimited English and Spanish calls, appointment booking directly into your system, and outbound follow-up calls for no-shows. First month is \$3,745 because we build and train Sofia specifically for your practice."

Step 5 — Close (30 sec)

"I have the agreement right here on my iPad. We can have Sofia live for your practice within 5 to 7 business days. Should we get started today?"

8 OBJECTION HANDLERS

"We already have a receptionist."

"Sofia does not replace your team — she handles overflow and after-hours so your staff can focus on patients who are already in the office. Think of her as the receptionist who never goes to lunch."

"We tried AI before and it did not work."

"Most AI tools feel robotic. Call our demo line right now — Sofia sounds like a real bilingual assistant. The difference is in the training. We build her specifically for your practice."

"It is too expensive."

"Understood. Can I ask — how many new patients do you miss per week? At 3 missed patients a week and \$400 average value, that is \$4,800 a month walking out the door. Sofia at \$2,495 is actually saving you money in month one."

"I need to think about it."

"Totally fair. What is the one thing holding you back? [listen] Most of my clients said the same thing before they saw Sofia live. Can we at least set up a 15-minute call this week so you can hear her in action?"

"Our patients only speak Spanish."

"Perfect — Sofia is fully bilingual. She auto-detects the language and switches immediately. Call the demo right now and speak to her in Spanish."

"We need to check with our IT department."

"No problem. Sofia runs on your existing phone number — there is nothing to install. Your IT team does not need to do anything. We handle everything on our end."

"What if Sofia makes a mistake?"

"Great question. Sofia books based on exactly what you tell us during setup. Every appointment shows up in your calendar the same way a staff member would enter it. And you can always review calls after."

"I want to see more practices using this."

"I respect that. We are growing fast in Miami. Would it help if I connected you with one of our current clients by phone so you can ask them directly?"