

NexorLink

SALES PLAYBOOK & REP TRAINING

Everything you need to sell Sofia and answer any question

Bilingual AI Voice Reception · Miami, FL

How to Use This Playbook

This is your complete field guide. Read it once end to end, then keep it open during prospecting and demos. Parts 1 through 3 make you fluent in the product. Parts 4 and 5 walk the sales process and the live demo. Part 6 arms you for pushback, and Part 7, the Q&A Bank, gives you a ready answer to almost anything a prospect can ask. Parts 8 through 11 cover industry angles, compliance, policies, and how you get paid.

Golden rule: sell the outcome, not the technology. Clients do not buy “AI.” They buy a receptionist that never misses a call, speaks English and Spanish, works around the clock, and costs a fraction of a hire.

Pricing discipline: the six plans and their prices are locked. Never invent numbers, discount on the spot, or promise features that are add-ons. When unsure, say you will confirm and follow up. It is always better than guessing.

Part 1 • The Product

What NexorLink is

NexorLink is a done-for-you AI voice receptionist service for businesses that live and die by their phone. Our virtual receptionist is named Sofia. She answers inbound calls in English and Spanish, greets callers professionally, books appointments straight into the business calendar, transfers live calls to on-duty staff when needed, and follows up automatically with reminders, no-show calls, waitlist offers, and post-visit surveys.

Under the hood Sofia runs on enterprise voice AI and telephony, but the client never touches any of that. We configure everything, they get a phone number that always answers and a simple dashboard.

What Sofia does, in plain terms

- Answers every call, 24/7, in English or Spanish, with no hold music and no voicemail.
- Books, reschedules, and cancels appointments directly on the business calendar.
- Transfers the caller to a live team member when the situation calls for a human.
- Sends appointment confirmations and 24-hour and 2-hour reminders automatically.
- Calls no-shows back to rebook them, so revenue is not lost.
- Fills last-minute openings from a waitlist when someone cancels.
- Runs post-visit satisfaction surveys and captures new leads after hours.

Who it is for

Medical clinics, dental offices, HMO and Medicare practices, law firms, hotels, auto shops, real estate and insurance agencies, and restaurants. Our highest-value target is the MSO, a management services organization that runs several practices at once, because one relationship can cover many locations.

Part 2 • Why Clients Buy

Every strong pitch ties back to one of five pains. Find the one that is bleeding the prospect and press on it.

1. Missed calls are missed money. A missed call is often a missed customer, patient, case, or booking. Sofia answers 100% of calls, so nothing leaks to voicemail or a competitor.

2. Bilingual, instantly. In many markets half the callers prefer Spanish. Sofia switches seamlessly, no bilingual hire required.

3. Cheaper and steadier than staff. A front desk hire costs far more once you add benefits, turnover, sick days, and lunch breaks. Sofia never calls out and never quits.

4. After-hours and overflow capture. Calls at 9 PM, during lunch, or when the line is jammed still get answered and booked. That is pure found revenue.

5. Fewer no-shows. Automatic reminders and no-show callbacks protect the schedule that the business already worked to fill.

The one-sentence pitch

"Sofia is a bilingual AI receptionist that answers every call day or night, books appointments, and follows up with your customers, for less than the cost of a part-time hire."

Part 3 • Plans & Pricing

Six plans, priced by monthly included minutes. The first month is higher because it includes one-time onboarding and setup. Usage beyond the plan is billed per minute at the plan's overage rate.

Plan	Monthly	First Month	Minutes/mo	Overage/min
Starter Lite	\$395	\$795	500	\$0.65
Starter	\$895	\$1,495	1,250	\$0.60
Growth	\$2,495	\$3,295	3,000	\$0.55
Pro	\$5,495	\$6,995	7,500	\$0.50
Enterprise	\$12,495	\$14,995	17,500	\$0.48
HMO Premium	\$18,995	\$21,995	Custom	\$0.45

How to position minutes: translate minutes into calls. A typical call runs 3 to 6 minutes, so Growth's 3,000 minutes is roughly 500 to 1,000 calls a month. Frame the included envelope as “more than you'll use” and point to the ROI calculator.

First month: always explain that month one includes onboarding, so it is a one-time higher amount, then it drops to the monthly rate.

Overages: usage above the plan is billed per minute at the rate shown. Overages are covered by the 30-day audit for the first month (see Part 10).

Never discount on the spot: if price is the sticker, sell value or step down a plan tier. Do not invent a lower number.

Add-ons (offer after trust is built, usually around 60 days)

- Premium Voice, the most natural, human-like voice, billed per minute on top of the plan. Recommended for senior and Medicare practices.
- Signature Voice, a custom cloned voice, one-time setup plus a per-minute rate.
- WhatsApp messaging, medication reminders, extra languages, and CRM integrations.
- HEDIS gap closure and medication adherence for HMO and Medicare clients. These are enterprise add-ons that require a compliance consultation first, never sold off the shelf.

Part 4 • The Sales Process

Step 1 — Prospect. Target the verticals in Part 1. Local businesses, offices, and MSOs. Lead with the missed-call and bilingual angles.

Step 2 — Qualify. Confirm they take meaningful volume by phone, have a front-desk pain (missed calls, no bilingual coverage, after-hours gaps, no-shows), and can make or influence the decision.

Step 3 — Discover. Ask what happens to a call at lunch or after 6 PM, how many callers prefer Spanish, and what a missed new customer or client is worth. Let them say the number. Let the prospect anchor first.

Step 4 — Demo. Call the live demo line together, or have them call it. Hearing Sofia is the moment that sells (see Part 5).

Step 5 — Recommend a plan. Match volume to a tier. When in doubt, start one tier down and let the 30-day audit right-size it.

Step 6 — Handle objections. See Part 6. Most objections are price, trust in AI, or “I already have someone.”

Step 7 — Close. Send the digital signing link. Month-to-month, 30-day cancellation, and the 60-day guarantee make yes easy.

Step 8 — Onboard. We configure Sofia. You stay the relationship owner and check in at day 35 when the plan review happens.

Part 5 • Running the Demo

The demo is your single most powerful tool. Skeptics turn into buyers the second they hear Sofia handle a call as well as a great receptionist.

How to run it

- Set it up: “I’m going to have you talk to Sofia yourself. Treat her like you’re a customer calling in.”
- Have them call the demo line and try to book an appointment, ask a question, or ask for a human.
- Prompt them to switch to Spanish mid-call if they speak it. The seamless switch lands hard.
- Debrief immediately: “That’s exactly what every one of your callers gets, every time, day or night.”

What to highlight after

- She never put you on hold and never sent you to voicemail.
- She booked the appointment right into the calendar.
- She switched languages without missing a beat.
- She can hand off to your team the moment a human is needed.

Part 6 • Objection Handling

Acknowledge, reframe, then redirect to value or the demo. Never argue. Below are the objections you will hear most and the strongest responses.

“It’s too expensive.”

Compare it to the real cost of a front-desk hire with benefits, turnover, and breaks, then to the revenue of a single missed new customer a week. Sofia usually pays for herself on missed calls alone. If budget is truly tight, step down a tier rather than discount.

“I already have a receptionist.”

Great, Sofia isn’t here to replace a great front desk, she backs them up. She catches the calls they miss at lunch, after hours, and when the line is jammed, and handles the overflow so your team isn’t drowning.

“AI can’t handle my callers / it’ll sound robotic.”

Totally fair, that’s why I want you to hear her yourself. Call the demo line right now. Most people can’t tell, and she hands off to a human the instant it’s needed.

“What if it makes a mistake on a call?”

Sofia is built to transfer to your team whenever a call needs a human, and every call is logged so nothing disappears. She’s handling the routine booking and reminders so your people focus on the calls that matter.

“Is my patient data safe? We’re HIPAA.”

Yes. For healthcare clients we sign a Business Associate Agreement before any protected information is involved, and patient data stays inside HIPAA-covered systems. (See Part 9.)

“We’re not that busy / we don’t get many calls.”

Then Sofia is inexpensive insurance, on the smaller plan, so the calls you do get, especially after hours, never slip away. And she scales with you as you grow.

“I need to think about it / talk to my partner.”

Makes sense. Since it’s month-to-month with a 30-day out and a 60-day guarantee, there’s almost no risk in starting and seeing the results firsthand. What would you want to see in the first month to feel great about it?

“Can I just try it free?”

We don’t do free trials, but the 60-day performance guarantee is better, you run it live with your real calls, and if Sofia isn’t performing you’re covered. (See Part 10.)

“What about long or complicated calls?”

Sofia handles the high-volume routine, booking, reminders, common questions, and transfers the complex ones to your team. That’s the point, she frees your people for the calls that actually need them.

“Can I keep my current phone number?”

Yes, we work with your existing number so callers dial exactly what they always have.

Part 7 • The Q&A Bank

Ready answers to the questions prospects and clients ask most. Keep these accurate. If a question falls outside this bank, say you'll confirm and follow up rather than guess.

Product & capabilities

Q: What exactly does Sofia do?

A: She answers inbound calls in English and Spanish, books, reschedules, and cancels appointments on your calendar, transfers to your staff when needed, and runs automatic reminders, no-show callbacks, waitlist offers, and post-visit surveys.

Q: Does she really speak Spanish?

A: Yes, fully bilingual, and she switches between English and Spanish within the same call based on the caller.

Q: Is she available 24/7?

A: Yes, around the clock, including nights, weekends, and holidays.

Q: Can she transfer to a live person?

A: Yes, she routes the call to your on-duty team member whenever a human is needed.

Q: Does she book right into our calendar?

A: Yes, appointments are created directly on your business calendar in real time.

Q: What happens on a call she can't handle?

A: She transfers it to your team, and every call is logged so you have a full record.

Q: Can she call customers back?

A: Yes, she sends confirmations and reminders and calls no-shows to rebook them, and can fill openings from a waitlist.

Setup & onboarding

Q: How long does setup take?

A: We handle onboarding for you in the first month, configuring her greeting, your business information, call routing, and languages.

Q: What do you need from us?

A: Accurate business details, your hours, how you want calls routed, and your calendar. We do the rest.

Q: Can we keep our phone number?

A: Yes, we work with your existing number.

Q: Do we have to install anything?

A: No, there's nothing to install. You get a number that always answers and a simple dashboard.

Pricing & billing

Q: How much does it cost?

A: Six plans from \$395 to \$18,995 a month, priced by included minutes. The first month is higher because it includes one-time onboarding. I'll recommend the right tier for your volume.

Q: Why is the first month more?

A: It includes a one-time onboarding and setup fee. After month one you pay the standard monthly rate.

Q: What happens if we go over our minutes?

A: Usage above your plan is billed per minute at your plan's overage rate, and the first 30 days are cushioned by our usage audit so you're not penalized while your usage settles.

Q: Is there a contract or can we cancel?

A: It's month-to-month. Cancel any time with 30 days' written notice.

Q: How do we pay?

A: Billed monthly to your card or ACH through our secure processor.

Q: Do you offer discounts?

A: Pricing is set, but I'll make sure you're on the plan that fits your volume so you're not overpaying.

Trust, compliance & data

Q: Are you HIPAA compliant?

A: For healthcare clients we sign a Business Associate Agreement before any protected health information is involved, and we keep patient data inside HIPAA-covered systems. We never call ourselves "HIPAA certified," because that isn't a real certification, we operate as a compliant Business Associate.

Q: Are calls recorded?

A: Calls may be recorded and handled by an automated system, and Sofia discloses that. Florida is a two-party consent state, so callers are informed, which keeps you compliant.

Q: What about text messages and privacy?

A: Reminder and confirmation texts are kept free of sensitive medical detail, and we follow the applicable rules for outbound contact, including identity disclosure and opt-out.

Q: Is this legal for outbound calls?

A: Yes, outbound reminders include AI-identity disclosure and opt-out handling and run within permitted calling hours under TCPA rules.

Q: Who owns our data?

A: You do. We own the platform, you own your business data, and you can export your call data on request.

Guarantee & getting started

Q: What if it doesn't work for us?

A: On the Starter Lite through Pro plans there's a 60-day performance guarantee, run it live, and if Sofia isn't performing you're covered per the terms.

Q: Can we try it before committing?

A: No free trial, but the 60-day guarantee lets you prove it with your real calls, which is stronger than a trial.

Q: How soon can we go live?

A: After onboarding in your first month. We move quickly once we have your details.

Q: How do we sign up?

A: I'll send you a simple digital signing link, you review and sign, and we start onboarding.

Part 8 • Industry Playbooks

Sofia fits any business that runs on its phone, not just medical. Below is the angle for each vertical: the pain to press and how to frame Sofia. Lead with whatever is bleeding your prospect.

Medical clinics. Missed new-patient calls are lost revenue and lost care, and lunch, after-hours, and bilingual gaps all leak calls. Sofia answers 24/7 in English and Spanish, books into the calendar, and cuts no-shows with reminders and recovery. For healthcare you sign a BAA.

Dental offices. Empty chairs are expensive, so recall and reminders are everything. Lean hard on reminders, no-show recovery, and waitlist fill to keep the schedule packed, plus bilingual coverage for the front desk.

HMO & Medicare. Bilingual member services and after-hours overflow are the front-door pitch, and Premium Voice suits senior members. HEDIS and medication adherence are phase-two add-ons gated by a compliance consultation, never led with. CMS and TPMO rules apply to member calls.

Law firms. A missed call is often a missed case worth thousands, and a caller who doesn't reach you simply dials the next firm. Sofia answers every call 24/7, captures intake details, screens, and books consultations, so no lead is lost after hours or while you're in court.

"In your world, the firm that answers first usually gets the case. Sofia makes sure you answer first, every time, day or night, and captures the intake so nothing slips."

Hotels & hospitality. Guests call around the clock to book, change, or ask questions, and a busy line or voicemail hands the reservation to an online travel site or a competitor. Sofia handles reservations and guest questions 24/7 in both languages, so you never miss a booking or a busy-hour call.

Auto shops. The phone rings while your techs are under a hood and the counter is slammed, and every missed call is a missed service job. Sofia books service appointments, answers hours, status, and pricing questions, and captures every call so no job drives off.

Real estate. Speed to lead is everything, a buyer or seller who doesn't get a fast callback moves on to the next agent. Sofia answers instantly, captures the lead, and books showings or callbacks day or night, so leads never go cold while you're showing a property.

Insurance agencies. Quote requests, claims questions, and renewals flood the line, and missed calls are missed policies. Sofia answers, captures the lead, routes urgent claims to your team, and books callbacks, bilingual and around the clock.

Restaurants. Reservations and questions pour in during the dinner rush when nobody can grab the phone, and every missed call is a lost table. Sofia takes reservations and answers common questions every time, even at peak.

MSOs, your priority target. One relationship can cover many locations at once: standardized bilingual coverage, consistent booking and follow-up, and centralized visibility across the whole group. Land the MSO and you land all its sites, so this is the biggest deal in your pipeline. Lead with consistency and scale across locations.

Part 9 • Compliance Talking Points

Compliance is a selling point, not a footnote. It signals we are serious and protects the client. Know these cold.

HIPAA / BAA: for any healthcare client, we sign a Business Associate Agreement before any protected health information is involved, and patient data stays in HIPAA-covered systems. Never say “HIPAA certified company,” we are a compliant Business Associate.

Call recording, Florida two-party consent: Florida requires all-party consent to record. Sofia discloses recording and AI handling, which keeps the client compliant.

TCPA (outbound): outbound reminders include AI-identity disclosure and opt-out, and run only within permitted calling hours.

Text messages: reminder and confirmation texts stay free of protected health detail.

CMS / TPMO (Medicare): any Medicare Advantage member calls fall under CMS and TPMO rules, which is why HEDIS and adherence work is gated behind a compliance consultation.

When in doubt: if a prospect pushes into a compliance gray area, say you’ll confirm the specifics and follow up. Never improvise a compliance promise.

Part 10 • Policies You Must Know

The 30-Day Usage Audit

For the first 30 days we absorb overages up to 150% of the plan's minutes at no extra charge, so a new client's usage can settle without a surprise bill. Around day 35 we review actual usage and, if a different plan fits better, we recommend the change. After the audit window, usage above the plan is billed at the overage rate.

"For your first month, don't worry about going a bit over, we cushion overages up to 150% while your usage settles, then we'll right-size your plan together around day 35."

The 60-Day Performance Guarantee

On Starter Lite, Starter, Growth, and Pro, if a client isn't satisfied with Sofia's performance within the first 60 days, they can cancel and receive a refund of the monthly subscription paid, less the value of minutes used at the overage rate, excluding onboarding, provided they raised at least one written concern and gave us a chance to fix it. Enterprise and HMO Premium have custom terms and are not covered by this guarantee.

Term & Cancellation

Month-to-month, cancel any time with 30 days' written notice. No refunds for the current billing period, and onboarding fees are non-refundable. This low-risk structure is one of your best closing tools.

Part 11 • How You Get Paid

Your compensation rewards closing and, just as much, keeping clients happy so they stay.

Close bonus — 40%. Paid at signing when your client comes on board.

Training retro — 20%. Paid at the client's month 2, once they're established.

Retention bonus — 40%. Paid at month 6 when the client is still active. Retention is where the money is, stay close to your accounts.

Residuals. 10% base starting the client's month 2, rising to 15% once you've closed 15+ deals in a calendar month, 20% at 20+, and a 25% Elite tier for the top monthly producer company-wide. The tiers reset each month based on deals closed that month.

The takeaway: close well, then own the relationship. A happy client that renews pays you three times and keeps paying residuals.

Part 12 • Bringing It Home

You now have the product cold, the pitch, the demo, every major objection, a deep Q&A bank, industry angles, compliance, policies, and your comp plan. The pattern that wins is simple and repeatable:

- Find the pain, missed calls, no bilingual coverage, after-hours gaps, or no-shows.
- Let Sofia sell herself on the demo line.
- Recommend the right plan and make yes low-risk with month-to-month and the 60-day guarantee.
- Close, then keep the client thrilled so they renew and you earn on every tier.

When a question stumps you, be honest, say you'll confirm and follow up. Trust closes more deals than a perfect answer.

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