

Caller Cheat Sheet • UAE AI & Tech Adoption Index

Keep this next to the phone. One page. SGC TECH AI • Fieldwork Jun–Dec 2026.

THE 12-SECOND OPENER

"Good morning, [First Name] — this is [Your Name] from **SGC TECH AI** in Dubai. I'm one of the researchers on the **UAE AI & Tech Adoption Index**, publishing Q1 2027 in conversation with the Ministry of AI, DIFC and Hub71. Your name came up in our [Sector] sample. Have I caught you at a reasonable moment for ninety seconds, or should I find you later in the week?"

THE FRAME (IF THEY SAY "GO AHEAD")

"Short version: most reporting on AI in the Gulf measures announcements. We measure what changed after — workflows, budgets, headcount. 300 interviews across 14 sectors; in [Sector] we need 15 operators and [X] slots remain. Twelve minutes, confidential, and participants receive the full Index under a one-week embargo before public release. Calendar together now, or one-pager first?"

TOP 5 OBJECTIONS — FIELD-READY

"Is this a sales call?"

"Fair question. No — this is the research arm, walled off from product. Output is a published report. You won't be passed to sales."

"Just email me the questions."

"The value is in the follow-ups, which is why it's not a survey. If twelve minutes is impossible this month, I can hold a September slot — easier?"

"Send me something first."

"Of course. Sector closes [date] — I'd rather pencil a tentative slot you can cancel than risk the cohort filling. Tuesday or Thursday?"

"We don't share AI info."

"Confidential, no firm is named, you choose what you answer. The Index reports patterns across sectors, never individual firms."

"I'm not the right person."

"Thank you for being direct. Who in the business sits closest to AI procurement decisions? I'll mention you suggested I reach out."

"I don't have twelve minutes."

"Most operators say the same — and book 7:30am or right after Maghrib when the calendar is quiet. Would either work better?"

CLOSES

A — Booked "Excellent. Calendar invite in ten minutes for [day/time], twelve minutes, dial-in included. Brandon Greaves runs the call personally. One-page brief in advance."

B — Warm "I'll send the one-pager and methodology now. I'll follow up Thursday with two slot options. Reply 'pass' anytime and I close the file."

C — Exit "Won't take more of your time. If a colleague closer to AI decisions comes to mind, I'd be grateful for the name. Thank you for the courtesy."

SILENT SCORING (LOG AFTER THE CALL)

Dimension	3	2	1
Authority	Signs off	Influences	Neither
Maturity	Production	Pilot	Evaluation
Sector fit	Core	Adjacent	No
FY26 reporting	Yes, line item	Informally	No
Willingness	Booked	Warm	Cold

≥12 A-tier → CC Brandon • 8–11 B-tier → 48h follow-up • ≤7 C-tier → ask referral, close file 90d

LANGUAGE RULES

SAY: Index · study · operator · cohort · sector cut · confidential · embargoed · twelve minutes · in conversation with

DON'T SAY: survey · questionnaire · quick questions · free · partnered with · hope you're well · just checking in · clients

UAE TIMING

Best windows: Sun–Thu, 09:30–11:30 · 15:30–17:00 | **Avoid:** 12:30–14:00 (prayer-adjacent) | **Ramadan:** 10:00–13:00 only, offer post-Iftar | **Tiers:** DIFC/ADGM/Hub71 → Growth · Mainland LLC/PJSC → Enterprise

"We are not asking for their time. We are offering them a place in the record."