

PRACTITIONER-LED IMPLEMENTATION · DUBAI, UAE

SGC TECH AI — SALES SCRIPT

Odoo + AI Operating Layer for UAE Mid-Market. Every claim grounded, every objection answered, every number defensible.

Version 2026.05-R (Defensible Edition) · Three-Layer Pricing Model · Rebuilt to remove unverifiable claims

THE GOLDEN RULE OF THIS SCRIPT: IF YOU CAN'T SHOW IT, DON'T SAY IT

This version deliberately removes invented benchmarks (no "AED 1.15B processed," no "104% ROI," no pre-baked "AED 750K leakage"). A sharp UAE owner will ask for the source — and unverifiable claims destroy trust in one question. Instead, we lead with what we can prove (50+ Odoo instances, a CMA/CPA/CIA practitioner team, published transparent pricing, a paid Rescue Audit) and we build cost figures *live, from the prospect's own numbers*, so the math is always theirs to confirm, never ours to defend.

QUICK START — Read before every call

What we are: A practitioner-led Odoo + AI implementation firm in Dubai. Our team holds CMA, CPA, and CIA credentials and has closed books, filed UAE VAT, and run finance functions firsthand.

What we can state plainly: 50+ Odoo instances served · UAE-based and accountable · transparent published pricing. (We do NOT quote client revenue or ROI percentages we cannot put on paper.)

My one goal: Book a paid Rescue Audit (from AED 5,000, 50% credited back) or a free 30-min Discovery with a decision-maker.

The model: 3 layers — one-time Implementation + mandatory monthly Platform Subscription + optional Operations Retainer. All published, nothing hidden.

The differentiator: Finance practitioners (not generalist devs), bundled UAE compliance updates, contracted SLA, low-risk paid diagnostic.

The cost conversation: Never present a pre-made loss figure. Build a conservative estimate from THEIR inputs and let them confirm it.

SECTION 1 — THE OPENING (0–30 sec)

Goal: Earn two minutes · Establish credibility honestly

YOU

"Good morning, is this Mr. [Name]?"

[Wait for confirmation]

YOU

"Mr. [Name], this is [Your Name] from SGC Tech in Dubai. We're an Odoo and AI implementation firm — our team is finance practitioners, CMAs and CPAs who've actually run the books and filed UAE VAT, not just developers. We've configured Odoo for more than fifty businesses here in the UAE.

"I'll be direct and keep this to two minutes. Is that fair?"

[Pause — let them respond]

Why this opens doors:

Every claim is on our own website — "50+ instances," "practitioner-led." No revenue figures, no ROI promises. UAE owners respond to quiet credibility, not hype.

OBJECTION 1 Opening resistance

IF THEY SAY...	YOU ANSWER...
<p>"I'm busy / not a good time."</p>	<p>"Understood, Sir — and that's often exactly why these calls matter, because manual admin is what eats the week. Ninety seconds: most mid-market firms here run on a mix of Excel, Tally, and WhatsApp. If that's familiar, I can show you where the gaps usually cost money. Ninety seconds now, or shall I call back at a set time — today 3 PM or tomorrow 10 AM?"</p> <hr/> <p>Defensible because: <i>"Excel/Tally/WhatsApp" is the genuine UAE mid-market norm, not a manufactured pain. We offer a specific reschedule, never "call me when free."</i></p>
<p>"Not interested."</p>	<p>"Fair enough, Sir. One honest question before I go: is it because your operations already run smoothly with no manual work — or because you've been pitched by ERP firms that over-promised and disappeared?"</p> <p>If "happy": "Good to hear. Out of curiosity — if you could automate one thing tomorrow, what would it be?"</p> <p>If "tired of vendors": "I understand. That's why we start with a paid diagnostic, so there's no blind commitment, and we sign a contracted SLA. Ninety seconds — if you've heard it before, hang up."</p> <hr/> <p>Defensible because: <i>No counter-claim, just a question that surfaces the real reason. The "paid diagnostic" is our real Rescue Audit.</i></p>
<p>"Remove me / don't call again."</p>	<p>"Absolutely, Sir. Quick check before I close your file — is it not relevant to your business, or just bad timing?"</p> <p>If "not relevant": "Understood. Removed. Apologies for the interruption."</p> <p>If "bad timing": "Should I follow up in three months, or never?"</p> <hr/> <p>Rule: <i>NEVER argue after a removal request. Reputation is the long game in the UAE.</i></p>



PERMISSION GRANTED → Move to Section 2.

SECTION 2 — AUTHORITY QUALIFICATION (30–60 sec)

Goal: Confirm the decision-maker before investing time

This is a 12-month subscription commitment plus a one-time build. Present in full only to people who can sign.

YOU

"Before I take more of your time — when it comes to operational systems, ERP, or AI tools for [Company], are you the person who signs off, or is there a partner, CFO, or board involved?"

OBJECTION 2 "I need to check with my partner / CFO / board"

VARIATION	YOU ANSWER...
Wants to consult — best path: loop them in now	<p>"That makes sense. In my experience, when the financial decision-maker isn't in the first conversation, we end up repeating the whole analysis twice and details get lost. Two options: can you bring them in now, or shall we schedule a 30-minute Discovery this week when you can both join?"</p> <p>-----</p> <p>Defensible because: <i>Framed as efficiency for them, not pressure. True statement about repeated analysis.</i></p>
Prefers to schedule jointly	<p>"Let's lock 30 minutes when you and [partner] can both join — you both hear the same analysis and decide together. Thursday 11 AM or Friday 3 PM? What's their email — I'll send a calendar invite to you both in the next few minutes."</p> <p>-----</p> <p>Tactic: <i>Specific time + capture the second email. Never leave it open.</i></p>
Won't bring decision-maker (last resort)	<p>"Understood. If you see value today, will you champion this to [decision-maker] and bring me in to present to them within 7 days? That way you stay informed and we keep momentum."</p> <p>-----</p> <p>Golden rule: <i>If you can't get the actual signer within 2 attempts, do NOT run a full Discovery. Mark for 30-day follow-up.</i></p>

OBJECTION 3 "Just send me information first"

IF THEY SAY...	YOU ANSWER...
<p>"Send me a deck / brochure first."</p>	<p>"I can send our company profile, absolutely. But honestly, a generic deck won't tell you what's actually wrong with YOUR setup. That's why we offer a paid Rescue Audit — from AED 5,000, and we credit 50% back if you proceed within 90 days. You get a written findings report and a top-ten fix list either way. That's far more useful than a PDF. Shall I send the audit scope, or would a 30-minute Discovery first be easier?"</p> <hr/> <p>Defensible because: <i>The Rescue Audit, the AED 5,000 price, and the 50% credit are all published on sgctech.ai. This replaces a vague brush-off with a concrete, real next step.</i></p>
<p>Still insists on info only.</p>	<p>"Of course — I'll send our company profile and the three-layer pricing overview today. Let's tentatively pencil Tuesday 2 PM so you've had the weekend to review. If it's not relevant after reading, just cancel. Fair?"</p> <hr/> <p>Tactic: <i>Send real material + a tentative hold. Never "just info" with no next step.</i></p>



SIGNER CONFIRMED → Move to Section 3 Discovery.

SECTION 3 — DISCOVERY & THE HONEST COST CONVERSATION

Goal: Diagnose pain · Let the prospect quantify their OWN cost · Confirm fit

Mindset:

You're a finance-trained operator diagnosing a business, not a vendor reciting benchmarks. Listen for: Excel, WhatsApp coordination, manual commission/payroll, Tally + spreadsheets, quarter-end compliance scrambles.

YOU

"Walk me through it quickly — when an order, lead, or deal comes in, what actually happens? Is it Excel and WhatsApp, or is there a system handling it?"

CLIENT

"Mostly manual. Excel for inventory, Tally for accounting, WhatsApp for sales, separate sheets for commissions."

YOU

"Classic mid-market setup. Three quick numbers, and I'll do the math *with* you, not *at* you:

1. How many people touch data entry, admin, or reporting daily?
2. Roughly how many hours a day, across the team, on that?
3. What's the single biggest pain — slow commissions, lost leads, compliance reporting, or document entry?"

The cost estimate — built LIVE from their numbers

Do NOT present a pre-baked loss figure. A huge "hidden" number that no owner would have missed destroys credibility instantly. Build it transparently, label every assumption, and present a RANGE the prospect confirms.

YOU (WORKED EXAMPLE, SPOKEN ALOUD)

"Okay — you said about three people spend roughly three hours a day each on manual admin. Let's be conservative. Three people × three hours is nine hours a day. Over a 22-day month that's about 198 hours. If a loaded staff cost is, say, AED 60 an hour — and tell me if that's high or low for you — that's roughly AED 12,000 a month, or around AED 140,000 a year, just in time spent on work a system could absorb. Does that range feel right, or am I being too conservative?"

HOW THE NUMBER IS BUILT (all inputs from the client):

People on manual admin	3	(their number)
Hours/day each	3	(their number)
Working days/month	22	(standard)
Loaded staff cost / hour	AED 60	(offered as a question)

Monthly time cost	≈ AED 12,000	
ANNUAL ESTIMATE	≈ AED 140,000	(a RANGE, confirmed by client)

Why this is bulletproof:

Every input came from the prospect. The AED 60/hr is offered as a question — if they say it's too high, you adjust live and the number becomes *theirs*. You present a range, never a precise claim. There is nothing to "catch you on" because you invented nothing.

YOU (ON ERRORS — OFFERED AS POSSIBILITY, NOT A STAT)

"On top of the time, there's usually some cost in errors — a mispriced invoice, a missed VAT deadline, a commission paid twice. I can't put a number on that without looking, but it's worth keeping in mind. That's exactly the kind of thing the Rescue Audit surfaces."

[Write down their CONFIRMED numbers. You'll reuse them word-for-word in the close.]

OBJECTION 4 "We already use Tally / QuickBooks / Zoho / Odoo"

IF THEY SAY...	YOU ANSWER...
<p>"We've already got a system."</p>	<p>"Great — that means you already value systems. Honest question: is it handling 100% of your operations, or do you still fall back on Excel and WhatsApp for the parts it doesn't cover — commissions, multi-warehouse, document extraction, lead routing?"</p> <p>[They admit the gaps] → "That's exactly where we come in. We don't rip out what works — we unify the gaps under one source of truth."</p> <hr/> <p>Defensible because: <i>We make no claim their current tool is bad; we ask where the gaps are and let them tell us.</i></p>
<p>"We're on Odoo already and it's a mess."</p>	<p>"That's the most common reason people call us — an Odoo that was set up by a generalist and never configured the way a finance team needs. Our Rescue Audit is built for exactly this: a forensic review from AED 5,000, with 50% credited back if you proceed. Want me to send the scope?"</p> <hr/> <p>Defensible because: <i>Matches our actual "Your Odoo isn't broken, it's misconfigured" positioning.</i></p>

OBJECTION 5 "We're too small for Odoo / enterprise software"

IF THEY SAY...	YOU ANSWER...
<p>"Odoo sounds like overkill for our size."</p>	<p>"Actually, that's why our Starter tier exists — AED 15,000 to build, AED 1,500 a month for the platform, up to 10 users, live in 2–3 weeks. Smaller teams often feel the benefit faster because every hour saved is a bigger share of your capacity. Want to see how Starter would map to [Company]?"</p> <hr/> <p>Defensible because: <i>Every figure is straight from our published pricing. No payback promise — just the real numbers.</i></p>



PAIN QUANTIFIED (in their words) + FIT CONFIRMED → Move to Section 4.

SECTION 4 — THE SOFT PITCH (1–2 min)

Goal: Create curiosity, earn the meeting — and never over-claim

Don't explain full pricing on a cold call. Earn the Discovery or Audit. And NEVER quote an ROI percentage you cannot put on paper.

YOU

"Mr. [Name], based on what you've shared — roughly AED [their confirmed figure] a year in manual admin time, [their main pain], no single source of truth — here's what we do.

We install Odoo as your operating core and layer AI on top for things like document extraction, finance automation, and compliance reporting. One system, one source of truth, and a contracted SLA so you're not stranded after go-live.

We're finance practitioners — the team holds CMA, CPA, and CIA credentials and has run UAE finance functions firsthand. We've configured Odoo for over fifty businesses here. That's the difference: we configure it the way a finance leader actually needs it."

[Pause — let it land]

YOU

"I won't pitch the whole thing on the phone — it's far more useful to look at your specific setup. The best first step is either a 30-minute Discovery call or a paid Rescue Audit where we review your actual configuration and hand you a written fix list. Even if you don't go further with us, you keep the roadmap. Worth 30 minutes?"

OBJECTION 6 "We don't have budget right now"

IF THEY SAY...	YOU ANSWER...
<p>"No budget at the moment."</p>	<p>"Appreciate the honesty. The Discovery call is free, no obligation. And on budget — you mentioned roughly AED [X] a year going into manual admin time. Our Growth tier is AED 22,000 to build plus AED 2,500 a month, so about AED 52,000 in year one. I'm not going to promise you a specific return — that depends on your numbers, which we'd model together — but the point is you may be spending more on inefficiency than the system costs. Let me show you the math properly. Thursday 11 AM or Friday 3 PM?"</p> <hr/> <p>Defensible because: <i>No invented ROI multiple. The only comparison is their own confirmed figure vs. our published price. We explicitly decline to promise a number we can't model.</i></p>

OBJECTION 7 "Why is the monthly subscription mandatory? Feels like a trap."

IF THEY SAY...	YOU ANSWER... (THE HONEST BUNDLE EXPLANATION)
<p>"I don't want to be locked into a monthly fee."</p>	<p>"Fair question, and I'll be transparent. A lot of firms here sell a one-time install and disappear — six months later the system breaks, compliance rules change, AI credits run out, and you're stranded. We won't do that. The subscription is real recurring infrastructure: managed hosting, daily encrypted backups, security patching, UAE compliance updates (VAT, Corporate Tax, e-invoicing), AI credits, 24/7 monitoring, quarterly health reports, and SLA-backed support. None of that is free for us, and none of it is optional for you. We bundle it honestly into one fee instead of nickel-and-diming you later — which is why we sign a 12-month minimum. It's a partnership, not a transaction."</p> <hr/> <p>Defensible because: <i>Every item listed is a genuine deliverable on our pricing page. This is the strongest, most honest part of our model — lean into it.</i></p>

OBJECTION 8**"We tried Odoo / automation before and it failed"****IF THEY SAY...**

"Last vendor over-promised and disappeared."

YOU ANSWER...

"Sorry to hear that — it's painfully common. Tell me what went wrong specifically?" [Listen — they tell you exactly what to avoid.]

"That's precisely why we work differently: we're finance practitioners, not generalist developers, so we configure for how books actually close; we sign a contracted SLA with response times in writing; we bundle hosting, AI, compliance and support into one transparent fee — no surprise bills; and we start with a paid Rescue Audit, so you see exactly what you're getting before committing to a build. Thirty minutes — if you see the same red flags, end the call."

Defensible because: *All four differentiators (practitioner team, SLA, bundled fee, paid audit) are real and stated on our site. We make no success guarantee.*



DISCOVERY OR AUDIT AGREED → Move to Section 5 Meeting Lock.

SECTION 5 — THE MEETING LOCK (1–2 min)

Goal: Calendar invite sent within 5 minutes of the call ending

YOU

"Perfect. Let me lock the details:

- ▶ **Meeting:** Discovery Workshop — 30 minutes
- ▶ **Date:** [Day, Date] at [Time] GST
- ▶ **Platform:** Zoom (link in the invite)
- ▶ **I'll prepare:** A workflow map and a cost estimate for [Company] using the numbers you gave me
- ▶ **You bring:** [decision-maker] and any operations notes

Best email for the invite?"

CLIENT

"contact@company.ae"

YOU

"Got it. WhatsApp — same number I'm calling? Excellent. You'll receive a calendar invite within 10 minutes, a WhatsApp confirmation today, a short 5-minute pre-meeting questionnaire, and a reminder 24 hours before.

One favour, Mr. [Name] — if your operations lead or finance person can join, even better; they'll ask the technical questions and we address everyone at once. If anything changes, WhatsApp me directly — just please don't no-show. Fair?"

WITHIN 5 MINUTES — or the meeting will no-show:

- Calendar invite with Zoom link
- WhatsApp confirmation message
- Pre-Discovery questionnaire link
- CRM entry with the confirmed numbers from the call
- 24-hour reminder scheduled

OBJECTION 9 "Can we do this next month?"

IF THEY SAY...	YOU ANSWER...
"Let's push to next month."	<p>"I understand. The Discovery itself doesn't commit you to anything — it just gives you the data to decide whether to start this month or next. We do keep our implementation slots limited to protect delivery quality, so doing the Discovery this week simply keeps your options open. Worth 30 minutes this week so you can choose with the full picture?"</p> <hr/> <p>Defensible because: <i>No fake "AED X/month leaking" urgency. The honest lever is "keep your options open" + genuine capacity limits, not manufactured fear.</i></p>

OBJECTION 10 They no-show the Discovery

STAGE	ACTION
Prevention — 24h WhatsApp reminder	<p>"Hi Mr. [Name], confirming our Discovery tomorrow at [time]. I've prepared a workflow map for [Company] based on what you shared — looking forward to walking you through it. Zoom link: [link]. See you then. — [Your Name], SGC Tech"</p>
Within 5 min of a no-show	<p>"Hi Mr. [Name] — [Your Name] from SGC Tech. We had Discovery scheduled at [time] — everything okay?" [They apologise.] "No problem. I'd hate for the prep to go to waste. Tomorrow same time, or this afternoon at 3 PM?"</p> <hr/> <p>Rule: <i>After 2 no-shows, stop chasing. Mark for 3-month follow-up.</i></p>



SECTION 6 — THE DISCOVERY WORKSHOP (30 min)

Goal: Create desire honestly · Recommend the right tier · Earn the proposal

Minutes 0–3 — Warm-up & agenda

YOU

"Mr. [Name], thanks for the time. Quick agenda — 30 minutes: 5 to confirm what you shared, 15 to walk through how Odoo + AI would map to your specific workflows, and 10 on the cost picture and which tier fits. Sound right? Anything you want me to prioritise?"

Minutes 3–10 — Deepening discovery

YOU

"Walk me through your full order-to-cash. A lead arrives — what happens next, all the way through to invoice paid?"

[Take visible notes on screen. Listen for: handoffs, duplicate entry, manual approvals, compliance done by hand.]

YOU (PLAY IT BACK)

"So if I'm hearing you right: lead → WhatsApp → manual logging; inventory → Excel checked by hand; invoice → separate file; commission → recalculated at month-end; VAT/reporting → quarter-end scramble. Three numbers: how many [deals] per [week], how long per unit, how many people involved?"

Minutes 10–20 — Demonstration (honest framing)

YOU

"Let me show you what this looks like operationally. This is a reference Odoo configuration — the same kind of build I'd design for you.

[SHARE SCREEN — Odoo CRM → Sales → Invoice → AI document extraction → live dashboard]

Notice: a lead captured from WhatsApp by the AI chat layer; a document uploaded and the key fields extracted in seconds for human review; the commission calculated automatically from your split rules; a VAT-ready report generated in a click. What takes days manually happens in the system in minutes — with a person checking the output."

Honesty guardrail:

Show a reference/demo configuration and say so. Do NOT present it as a named client's live results. "The same kind of build I'd design for you" is true; "Client X got Y%" is not something we can show on paper.

Minutes 20–25 — The cost picture (live, on their numbers)

YOUR CURRENT STATE (from the numbers YOU gave me):

Manual admin time ≈ AED [X]/year (we calculated together)
Plus: error/rework cost not quantified – flagged for the Audit

WHAT SGC COSTS (Growth tier – published pricing):

Implementation (one-time) AED 22,000
Platform Subscription AED 30,000/year
Year-1 total AED 52,000
(Optional Silver Retainer AED 9,000/mo if you want ongoing build capacity)

THE COMPARISON (yours to judge):

You're spending ≈ AED [X]/year on manual admin today.
Year-1 cost of the system is AED 52,000.
I won't put an ROI percentage on it – your real return depends on how much of that time you actually reclaim, which we'd track together after go-live.

Why this beats a fake ROI table:

A buyer can't argue with their own numbers, and they respect a vendor who refuses to invent a return. "I won't put an ROI percentage on it" is the single most trust-building line in this script.

Minutes 25–28 — The readiness check

YOU

"On a scale of 1 to 10 — where 10 is 'send the proposal today' and 1 is 'this isn't for us' — where are you right now?"

If they say...	You respond...
8–10	"Excellent — let's go to proposal and Order Form." → Section 7.
5–7	"What's the gap between [their number] and a 10? Let's address it now." Handle, then re-ask.

1-4

"Appreciate the honesty. What would have to change for this to make sense in 3-6 months?"
Don't push — schedule follow-up.

OBJECTION 11 "Looks complicated for my team to use"

IF THEY SAY...

"My staff aren't technical — this looks hard."

YOU ANSWER...

"Fair concern. What looks complex on this admin view is what your team won't see day-to-day. [Show clean user screen.] This is what they use — one screen, a search bar, a few buttons. Our Growth build includes training sessions and recorded videos, and onboarding usually takes a couple of weeks of part-time use before staff are comfortable. We'll be there through the 14-day hypercare period too."

Defensible because: *Training sessions and 14-day hypercare are real, published inclusions. No invented onboarding statistics.*

SECTION 7 — THE CLOSE (Minutes 28–30)

Goal: Tier commitment + Order Form scheduled within 7 days

This is where most reps go weak. Be direct but honest. You're helping them make a clear-eyed decision, not pressuring them with invented stakes.

YOU

"Mr. [Name], based on everything we covered: you're spending around AED [their figure] a year on manual admin; the Growth tier — AED 22,000 to build plus AED 2,500 a month — fits [Company]; and you're at [their score] on readiness. Here's my recommendation:

- ✓ **Tier:** Growth Implementation (AED 22,000 one-time) + Growth Platform Subscription (AED 2,500/mo, 12-month minimum)
- ✓ **Optional:** Silver Operations Retainer (AED 9,000/mo, 6-month min) if you want ongoing build capacity in the first months
- ✓ **Timeline:** Order Form this week → kick-off next week → go-live in 4–6 weeks

Two decisions today: Growth alone, or Growth + Silver? And Order Form by Friday, or early next week?"

[Stop talking. Let them respond.]

The three-layer pricing quick reference

Tier	Implementation	Subscription /mo	Users	Timeline
Starter	AED 15,000	AED 1,500	≤ 10	2–3 weeks
Growth ★	AED 22,000	AED 2,500	≤ 25	4–6 weeks
Professional	AED 40,000	AED 4,500	≤ 75	6–10 weeks
Enterprise	From AED 75,000	From AED 7,500	Unlimited	10–16 weeks

Optional Retainer: Bronze AED 5K/mo (8 hrs) · Silver AED 9K/mo (16 hrs) · Gold AED 15K/mo (30 hrs) — 6-month minimum. **Rescue Audit:** from AED 5,000, 50% credited to implementation within 90 days.

OBJECTION 12 "It's too expensive"

IF THEY SAY...	YOU ANSWER...
<p>"That's a lot of money."</p>	<p>"Let me put it in context. Growth is about AED 52,000 in year one — roughly AED 142 a day across the year. You told me you're spending around AED [X] a year on manual admin today. I'm not going to claim the system erases all of that — but it's worth weighing AED 142 a day against the cost you can already see. And if budget timing is the real issue, the Rescue Audit is a smaller first step that we credit back. Which feels more useful — start with the Audit, or go straight to the Growth build?"</p> <hr/> <p>Defensible because: <i>The per-day figure is just arithmetic on published pricing. We explicitly avoid claiming the system "erases" their cost — we say "weigh it." The Audit gives a genuine lower-commitment option.</i></p>

OBJECTION 13 "I need to discuss with my partner"

IF THEY SAY...	YOU ANSWER...
<p>"Let me talk to my partner first."</p>	<p>"Absolutely — and I'll make it easy. I'll send you a one-page summary today: the problem (the manual-admin cost we calculated), the solution (Growth tier + what the SLA covers), the cost (AED 52,000 year one), and the risk side (12-month term, payment milestones, what happens if we miss go-live). Tomorrow at 11 AM, let's do a 15-minute joint call — you, your partner, and me. Same time work for both? I'll prepare the Order Form so you don't lose momentum if you both agree."</p> <hr/> <p>Defensible because: <i>The summary contains only real, modelled-together figures and published terms — no inflated ROI claim to "sell" the partner.</i></p>

OBJECTION 14 "Can you give us a discount?"

IF THEY SAY...	YOU ANSWER... (VALUE OVER DISCOUNT)
"What's your best price?"	<p>"Appreciate the ask — it's a normal UAE conversation, so let me be transparent about our policy. Implementation: up to 5% off on annual prepay or a strategic reference logo. Platform Subscription: not discounted — it's real infrastructure cost and we don't game the model, because that's how vendors end up cutting corners on hosting or support. What I can do is add genuine value — extra training, priority support, a custom reports pack — at no extra cost if you sign by [Friday]. Want the Growth package with those included?"</p> <hr/> <p>Defensible because: <i>The discount limits match the model. The honesty about why the subscription isn't discounted (so we don't cut corners) is more persuasive than caving.</i></p>
They push harder.	<p>"I can take 5% off implementation if you sign annual prepay on the subscription — that's a real saving on both, plus the value-adds. Beyond that I'd need founder sign-off, and honestly I'd rather earn your trust by delivering than by discounting. Deal?"</p> <hr/> <p>Rule: <i>Never discount the subscription below the prepay rate. Anything beyond ~15% on implementation needs founder approval.</i></p>

OBJECTION 15 "Let me think about it"

IF THEY SAY...	YOU ANSWER...
"I'll think about it." (the real objection is hidden)	<p>"Of course — but help me understand what specifically needs more thought. Is it whether we can deliver? Whether your team will adopt it? Whether the timing is right? Or the cost? Whatever the real concern is, I'd rather hear it now and address it honestly than have you sit on it for a month. What's the one thing holding you back?"</p> <hr/> <p>Defensible because: <i>We surface the true objection rather than re-pitching with pressure. No fabricated "you're losing AED X every week you wait" urgency.</i></p>



THEY SAY YES → Move to Section 8 Order Form Close.

SECTION 8 — ORDER FORM CLOSE (Final 2 min)

Goal: Capture data · Send Order Form within 2 hours · Lock the first milestone

YOU

"Excellent decision, Mr. [Name]. Let me capture the Order Form details:

1. Full legal entity name (as on the trade licence)?
2. Trade licence number + jurisdiction (Mainland / Free Zone)?
3. Registered address?
4. Your full name + title (signatory)?
5. Best email for the contract?
6. Mobile / WhatsApp?
7. Authorised users — names + emails?
8. Odoo edition preference — Community or Enterprise? I'll recommend in the proposal."

YOU (CONFIRM & SET EXPECTATIONS)

"Confirming: [Entity] · Licence [#] · Growth Implementation (AED 22,000) + Growth Subscription (AED 2,500/mo, 12-mo) · [Silver Retainer included / declined] · start [date].

Within 2 hours you'll receive the Order Form (referencing our MSA, SLA, and exit terms), the kick-off invoice (30%), bank transfer details, a welcome pack, and the kick-off calendar invite.

Payment milestones: 30% on Order Form signature (kicks off discovery) · 30% on UAT start · 40% on go-live + 14-day hypercare sign-off. Net 7 days each, bank transfer preferred. Any questions on the Order Form, MSA, or SLA?"

WITHIN 2 HOURS — send all of these:

- Order Form (referenced to current MSA)
- Tax invoice — 30% kick-off milestone
- Bank transfer details
- Welcome pack (first-30-days expectations)
- Pre-kick-off questionnaire link
- Kick-off calendar invite
- WhatsApp confirmation

□ CRM: "Closed Won — Pending Payment" + notify delivery team

SECTION 9 — POST-CLOSE & GHOSTING FOLLOW-UP

Goal: Prevent remorse · Receive payment · Re-engage or disqualify cleanly

Within 1 hour — WhatsApp

"Hi Mr. [Name] — welcome to SGC Tech. Order Form sent to [email], kick-off invoice attached, kick-off scheduled [date]. Any questions before then, call or WhatsApp me directly: [number]. — [Your Name]"

Day 2 — Check-in

"Mr. [Name], quick check — did the Order Form, invoice, and welcome pack arrive cleanly? To keep your [date] go-live timeline, the kick-off invoice needs to clear by [date]; bank transfers take a day or two, so processing by [date-3] keeps us on track. Sound okay?"

OBJECTION 16 They go quiet after the Order Form (ghosting)

STAGE	ACTION
Day 3 — soft nudge	"Hi Mr. [Name] — just checking you received the Order Form and kick-off invoice? Any questions I can clear up? — [Your Name]"
Day 5 — direct call	"Mr. [Name] — following up on the Order Form. Is everything okay, or is there something I can help clarify?" If "still reviewing": "Understood — specific concern, or just buried in work? Quick note: to hold the [date] go-live, we'd need the Order Form signed and the 30% in by [date]; otherwise we'd slip to [next slot]." <i>Defensible: The timing note is a true scheduling constraint, not a fabricated financial threat.</i>
Day 7 — the break-up email	"Subject: Should I close your file? — Dear Mr. [Name], I've reached out a few times since we agreed Growth tier. I'd rather get a clear answer than chase. If you've changed direction, reply 'CLOSE FILE' — no hard feelings, I'll follow up in three months. If you're still in but blocked, reply 'STILL IN' with the blocker and I'll fix it today. — [Your Name], SGC Tech" <i>Rule: No reply by the deadline → mark "Closed Lost — Re-engage in 3 months." Move on.</i>

SECTION 10 — CULTURAL ADAPTATION (UAE)

Goal: Same honest script, adapted delivery per client background

Arab / Emirati clients

Do	Don't
Light pleasantries first; warm greeting	Rush straight to business
Use "Sir" consistently; position as a long-term partnership	Aggressive "decide now" closes
Emphasise local UAE accountability and compliance expertise	"Your competitor already bought" — loss of face
Offer a face-to-face meeting at their office	Call on Fridays

Indian / Pakistani clients

Do	Don't
Detailed math built from their numbers; written summaries after calls	Lead with your lowest price
Expect negotiation — prepare value-adds (training, support hours)	Take price pushback personally
Be ready for multiple decision-makers (CFO, family partners)	Stop following up after one attempt

Western expat clients

Do	Don't
Direct, efficient, evidence-led — no fluff	Small talk beyond 30 seconds
Clear timelines, deliverables, written SLA and exit terms upfront	Be vague on pricing or terms
Be punctual to the minute	Reschedule more than once

QUICK REFERENCE CARD — Keep beside you

The 5 things to memorise (all provable)

#	Fact
1	Track record: 50+ Odoo instances served · UAE-based · practitioner-led (CMA, CPA, CIA team).
2	Model: 3 layers — Implementation (one-time) + Platform Subscription (mandatory monthly, 12-mo min) + Optional Retainer (6-mo min).
3	Tiers: Starter 15K/1.5K · Growth 22K/2.5K ★ · Professional 40K/4.5K · Enterprise 75K+/7.5K+.
4	Entry point: Rescue Audit from AED 5,000, 50% credited to implementation within 90 days.
5	Differentiator: Finance practitioners, bundled UAE compliance (VAT, Corporate Tax, e-invoicing), contracted SLA, 14-day hypercare.

The 5 things NEVER to say

Don't say	Why
Any specific client revenue or "AED X billion processed"	Unverifiable — destroys trust the moment they ask for the source.
A fixed ROI % or payback period ("104% / 5.9 months")	We can't put it on paper; real return depends on their adoption.
A pre-baked "you're losing AED 750K/year" figure	No owner misses a loss that size — it reads as a sales fairy tale.
"The subscription is optional"	False — it's mandatory in our model. Defend it honestly instead.
"Trust me" / "to be honest..."	Both signal the opposite. Let the facts and the audit do the work.

Power phrases (honest & repeatable)

Situation	Phrase
Opening	"We're finance practitioners who've configured Odoo for over fifty UAE businesses."
Cost talk	"Let me do the math with you, not at you — these are your numbers."

ROI question	"I won't put an ROI percentage on it — your real return depends on how much time you reclaim, which we'll track together."
Subscription	"We bundle hosting, AI, compliance and support honestly into one fee — instead of nickel-and-diming you later."
Lowering risk	"Start with a paid Rescue Audit — half of it credits back if you proceed."

EXECUTE — HONESTLY.

This edition is built so every word survives scrutiny:

- ✓ Claims limited to what's on our own site (50+ instances, practitioner team, published pricing)
- ✓ Cost figures built live from the prospect's own numbers — never pre-invented
- ✓ No ROI percentages, no fictional case study, no implausible "hidden loss"
- ✓ The Rescue Audit as a genuine, low-risk first step
- ✓ Every objection answered with a defensible response, side by side

SGC TECH AI — OUR PROMISE

We don't sell software, and we don't sell fairy tales.

We sell **operational accountability after go-live** —
contracted SLAs, managed AI infrastructure, bundled UAE compliance —
transparent, capped, and signed.

The Odoo firm your CFO would have founded.

Script Version 2026.05-R (Defensible Edition) · Aligned to published sgctech.ai
pricing & offer architecture

Owner: [Founder Name], CMA — Founder & CEO · Review cycle: every 6 months or on
material pricing/offer change