

Cold Call Transcript

Outbound prospecting call — cleaned and structured for review

Date	1 August 2026, 20:15
Caller	Bran — SGC Tech AI
Prospect	Mr. Rashid — Real Estate Brokerage (18 agents)
Call type	Cold outbound call
Objective	Book a five-minute discovery demonstration
Outcome	Prospect agreed to the meeting; contact details requested

1 · OPENING

BRAN

Hello, Mr. Rashid. This is Bran from SGC Tech AI. I have been looking into your business, and I believe you already have a strong profile in the real estate industry. You have around 18 agents, you generated approximately AED240 million, and you have multiple listings across several portals. I am calling because there is one complaint in your Google reviews that I believe genuinely deserves your attention.

BRAN

Hello, Mr. Rashid. This is Bran from SGC Tech AI. How are you doing, sir?

MR. RASHID

Sorry — there are too many people here. This is rather unusual, Bran. I am a busy man, and I have very little patience for this sort of thing.

2 · EARNING PERMISSION

BRAN

I have good news and bad news for you, sir. Which would you like first? The bad news is that this is a cold call. The good news is that I have been researching your company, and I believe what I am about to say in the next thirty seconds is highly relevant to you. Do you have thirty seconds, sir?

3 · RESEARCH & QUALIFICATION

BRAN

As I mentioned, I have researched your company. I saw multiple listings for your properties across different portals, most of them posted by your agents — eighteen agents, from what I could count. I also saw the very strong revenue you generated last year, in the region of AED240 million. Is that correct, sir?

MR. RASHID *(surprised)*

You know my revenue? That is a big business figure — but no, that is not correct.

4 · SURFACING THE PAIN

BRAN

I appreciate the correction, sir. Now, alongside all of these impressive achievements, I also came across a very negative review concerning your payment processing. Is that something that concerns you? My sense is that the issue sits in your back office, and that the process is still being handled manually. Is that accurate? I am working on an assumption here — that the work is still done by hand.

MR. RASHID

That is a very good question to ask.

BRAN

What I did was research the company thoroughly, and my sources and references gave me the impression that you genuinely need help in this area. I believe you are losing thousands of dirhams every month, and I imagine it troubles you, because manual compliance work is slow

and it places a burden on your agents. There is a real risk that some of them may leave. So I take it you would like this problem solved — is that right?

MR. RASHID *(slightly flustered, still wary)*

You really have done your research. And yes, you are right. It is costing us a great deal of money and it is affecting morale. I do not want to lose my best agents over this. I want it fixed, but we have not found a good solution yet. Do you have one in mind?

5 · PAINTING THE FUTURE STATE

BRAN

This is precisely why I am glad I came across your company and have the opportunity to speak with you. Our solution is not only very strong for real estate; it also removes this manual work entirely. Your agents will be satisfied, compliance will be handled, and you will have nothing to worry about — you can focus on growing your group.

Is that what you want, sir? Over the next six months, would you like that kind of freedom? How do you feel about it — is that genuinely what you want to happen?

6 · CREDIBILITY & PROOF

BRAN

Thank you for asking that, sir. I would very much like to show it to you. This has not been implemented by just one or two real estate companies; it has been rolled out with a number of satisfied clients in real estate and in other industries as well.

Right now, though, I want you to experience it and see it with your own eyes, so that you are the one who decides. I will not push you. Simply look at the solution, and then let us see what we can do together.

7 · THE CLOSE

BRAN

Price is not the issue. The price will reflect our commitment to resolving a problem that is costing you millions of dirhams. Let us sit down for five minutes this coming Tuesday — either at 4:00 PM, or in the morning at 10:00 AM. Which time would you like me to send the invitation for?

BRAN

Excellent, sir. I will send you the link and the calendar invitation within five minutes. I just need your email address and your WhatsApp number, so that I can also text you in case the email does not arrive immediately. May I take your details, sir?

I ask for both your email and WhatsApp because I hold myself to very high standards. There is nothing for you to worry about. Give me five minutes and I will show you how to take back your money, take back your time, regain your freedom, and put this headache behind you. Is that agreeable to you, sir? Thank you very much.

MR. RASHID *(skeptical but open)*

All right — you have my attention, and I will give you those five minutes.

8 · CONFIRMATION**BRAN**

That is very good, sir, and it works well for me. Both sides will gain real value from this, and I do not want you to be disappointed — everything I will present is already relevant to your business and to how things can work for you. Thank you very much, sir.

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