

Cold-visit script

Visit goal: get the owner onto the **waitlist** (have them scan the QR) and leave us their **WhatsApp**. Win or not, **always leave the flyer**.

THE SCRIPT (60 SECONDS)

- 1 Greet and ask for who's in charge**
"Good morning — is the owner or whoever runs the register in?"
- 2 The hook — the cash**
"Quick question: do you know right now how much cash you have left to buy gold tomorrow, counting all your shops?"
- 3 What it is, in one line**
"AI4Oro is software made for gold buy-and-sell shops. It brings your whole business into one place — buying, selling, pawn, cash, investors, inventory, compliance, accounting and reports — and shows your cash in real time."
- 4 Why believe you**
 Built with real gold shops. Replaces the old program and paper without changing how you work. Keeps your usual words: contract, renewal, cash. We set it up for you and onboard you in person. Runs on the phone.
- 5 The ask (close)**
"Let me put you on the waitlist. It's free for the first shops. Shall we scan the code together, or can you give me your WhatsApp?"
 Hand over the flyer and, if you can, scan the QR with them.

GOLDEN RULES

- Do:** speak plainly and briefly. Use their words (cash, renewal).
- Do:** leave the flyer and take the WhatsApp, every time.
- Do:** tell the truth — "free for the first shops, limited spots."
- Don't:** promise "guaranteed compliance" or anything about the DIAN (tax authority).
- Don't:** quote future prices or invent features.

IF THEY SAY...

- "I already have a program / system."**
 "Great. AI4Oro replaces the desktop one and the paper, without changing how you work. Does yours tell you how much cash you have for tomorrow, across every shop, right now?"
- "I'm not good with technology, it's complicated."**
 "It runs on your phone, with the words you already use. We set it up for you and onboard you in person."
- "How much does it cost?"**
 "For the first shops it's free — it's our pilot. If there's a paid plan later, we tell you first — never a surprise charge."
- "I don't have time right now."**
 "No problem. Scan this code or leave me your WhatsApp; we'll write when it suits you."
- "Is this from the DIAN? Will they audit me?"**
 "No. AI4Oro is yours. It puts your records and supporting docs (RUCOM, UIAF) in order so you present them with your advisor. We don't share anything with anyone."
- "What about my data? Is it safe?"**
 "Your data is yours and travels encrypted. We don't sell it or share it. You control your information."
- "Who's behind this?"**
 "AI4N, led by Paul Amador. We work with a few shops at a time, in person. Here's the flyer with everything."

VISIT DETAILS

Business: _____

Owner / contact: _____

WhatsApp: _____

City: _____ **On waitlist? Y / N**

Notes: _____

Honesty first: AI4Oro keeps careful records by design (RUCOM, UIAF, withholding, supporting documents); the business reviews and files them with its advisor — this is not compliance advice. "The only one that brings the nine together" means buying, selling, pawn, cash, investors, inventory, compliance, accounting and reports in one place for a gold buy-and-sell shop. Free early access for the first businesses; limited spots.