

The Monday script

30 SECONDS — PROPERTY MANAGER

"We're a facilities services company for commercial properties here in Washington County. One contract, one invoice, one phone number that always answers — janitorial, grounds, maintenance, and the 2 a.m. calls, through vetted local crews we manage and insure. I'm not asking you to change anything today. I'd like to do a free 30-minute audit of your vendor spend and insurance certificates. Worst case, you keep a memo that makes your current vendors sharper."

ONE MINUTE — WHEN THEY LEAN IN

"Every building here is serviced by great small crews and terrible coordination. The national aggregators solved this for Walmart, but nobody built it for this market — so managers spend a third of their week chasing vendors while the county's best crews sit underloaded because they can't sell. We sit in the middle: we originate and manage, they perform. The software we run on is what lets a local firm coordinate like a national one."

10 SECONDS — TRADE OWNER

"You do the work, I fill the calendar, and I pay you in 15 days no matter when the client pays me. Rate card and a COI and you're on the bench."

Objection counters

- **"We're happy with our vendors."** → "That's exactly why I'd love to benchmark you — 30 minutes, you keep the memo, and it makes your good vendors sharper."
- **"What do you charge?"** → "We match your current blended spend at takeover. Our margin comes from wholesale crew rates, not a premium on you."
- **"Who actually does the work?"** → "Local crews — some you already know. We vet, insure, schedule, and back every trade two-deep, so a no-show is my problem, not yours."
- **"We've been burned before."** → "That's why the pilot is 90 days, cancel anytime, with response times in writing and credits when we miss. We keep accounts by performing."

Rules for the day

- Never pitch rates. Ask how vendor management works for them today.
- Every conversation ends with an audit invitation or a rate-card request.
- Collect vendor names they love AND hate — both lists are recruiting targets.
- Wear the builder hat: "I'm building something for this market and doing my homework."
- Voice-memo notes after every stop; text the raw notes to Fable for same-day follow-up drafts.

The ask ladder

- Minimum: name of who runs vendor decisions.
- Good: vendor list handed over for the audit.
- Great: pilot property named out loud.