



Applied Biological Materials (ABM) – High-Impact Sales Scripts

Campaign Strategy: "Lab Readiness Audit" (Alex Hormozi-Style)

SMS Outreach

Hook: *"Saw your lab's job posting—before you hire, let's fix what's slowing you down."*

Body:

"88% of experiments fail because of misaligned tools. Our free Lab Readiness Audit shows exactly where you're leaking time/money. Audit slots open this week. Reply 'Audit' or should I book you for Tuesday at 10am?"

CTA: *"Reply 'Audit' or let me lock in Tuesday at 10am."*

Voicemail Script

"Hey [First Name], this is Jessie from ABM. Saw your lab's hiring for [Job Title]. Before you bring someone on, our free Lab Readiness Audit shows if your reagents, workflows, and equipment are actually ready to support them. No pitch—just actionable insights. Tuesday at 10am is open. Does that work? If not, reply 'Stop' and I'll stop bothering you. Talk soon!"

Email Series

Executive Version

Subject: *"Your lab's bottleneck isn't your science—it's your supplier"*

Body:

"Hi [First Name],

Saw the [Job Title] role you posted. Before hiring, let me show you why 72% of labs like yours use ABM to:

- *Cut reagent wait times by 40%*
- *Avoid hiring delays with pre-validated CRISPR kits*
Our Lab Readiness Audit takes 15 mins and reveals:

1. *Where your current tools are failing*
2. *How much time/money you're losing*

Heath, our Lead Scientist, has Tuesday at 10am open. Want me to lock it in?

—Jessie

P.S. Audit slots fill fast—reply 'Audit' to skip the wait."



Assistant Version

Subject: *“Heath from ABM asked me to share this with [First Name]”*

Body:

“Hi [Assistant Name],

Heath’s team at ABM helps labs avoid hiring mistakes by identifying workflow gaps first. Could you pass this along?

[Link to 60-second video]

Let me know if [First Name] wants the Tuesday 10am slot.

Thanks! – Jessie”

Cold Call Script (Human)

Jessie: *“Hey [First Name], this is Jessie from ABM. Saw your lab’s hiring for [Job Title]—before you bring someone on, let’s make sure your workflows and tools won’t hold them back. Our Lab Readiness Audit shows exactly where you’re leaking time. No cost, no pitch. Heath has Tuesday at 10am open. Does that work?”*

If Objection: *“Totally get it. But if I can show you how labs like [Client X] saved 6 weeks by fixing their tools first... worth 15 mins?”*

AI Agent Script (Inbound)

Opening: *“Hi [First Name], this is Jessie from ABM! Saw you’re exploring lab tools. Quick question: Are you dealing with slow reagent production or failed experiments? [...] Our Lab Readiness Audit fixes both. Want to see how? I’ll book you with Heath—he has Tuesday at 10am open. Sound good?”*

LinkedIn DM

Connection Request:

“Hi [First Name], I help labs fix workflow gaps. Let’s connect?”

Follow-Up DM:

“Saw your post about [specific content]. Labs in your niche save 40% time using our pre-validated kits. Want me to share how? Heath’s Tuesday at 10am is open.”

Video Script (30 Seconds)

[Heath on camera, lab backdrop]

“88% of experiments fail because of misaligned tools. At ABM, we fix that. Our Lab Readiness Audit shows exactly where your reagents, workflows, or equipment are slowing you down—so



you can hire confidently and hit deadlines faster. Slots open this week. Click below to book your audit."

"What to Expect" Video Script

[Heath at desk, casual]

"In our 15-minute audit, we'll:

- 1. Review your current reagent sourcing and workflows.*
- 2. Show you where delays or costs are hiding.*
- 3. Give you a step-by-step plan to fix it—no obligation.*
No sales pitch. Just actionable insights. See you Tuesday!"

Why This Works:

- **NLP hooks** ("88% of experiments fail") create urgency.
- **Social proof** (72% of labs use ABM) builds authority.
- **Scarcity** ("slots fill fast") drives action.
- **Peer-level tone** mirrors how scientists actually talk.

Key Takeaway: Focus on **time savings** and **risk reduction**—not product features.