



## High-Impact Sales Scripts for Mensana Change Management Ltd.

### Chosen Campaign Strategy: Job Posting Outreach

*(Targets companies actively hiring for roles tied to operational/cultural transformation, signaling immediate need for change management expertise)*

### Email Series

#### Subject Line (Executive):

“Saw your [Job Title] posting... here’s how to avoid the 88% failure rate of transformation hires”

#### Body (Executive Version):

> Hi [First Name],

> Most companies hire a [Job Title] hoping for change... but 88% of transformations fail because teams aren’t aligned.

>

> **Here’s what works instead:**

> - A collaborative approach that delivers **measurable results in 90 days** (like we did for [Client X])

> - Teams that feel the change is *theirs* – not imposed by outsiders

> - Leadership engagement that sticks long-term

>

> **Let’s meet Tuesday at 10am.** I’ll show how we replicate this for you.

>

> – [Your Name]

> Transformation Strategist, Mensana

#### Assistant Version:

> Hi [First Name],

> [CEO Name] asked me to share this:

>

> “Before you hire another consultant, see how we helped [Client Y] achieve [specific result] without the typical resistance.”

>



> **Can you slot in 15 mins on Tuesday at 10am** to discuss?

>

> – [Your Name]

> (I'll handle all scheduling)

## **SMS Outreach**

### **Script:**

> Hey [First Name] – Saw your [Job Title] post. Before hiring, check this 30-sec video on why 88% of transformations fail without cultural alignment.

> [Link]

> Let's meet Tuesday at 10am to fix it. Reply STOP to opt out.

## **Voicemail**

### **Script (Confident Tone):**

> “Hey [First Name], it's [Your Name] from Mensana. Saw your [Job Title] posting... and I've got a way to dodge the 88% failure rate most companies hit with hires like this.

>

> No need to call back – I'll send a quick video and lock in Tuesday at 10am if that works. Talk soon!”

## **Cold Call Scripts**

### **Human Agent Version:**

> **You:** “Hi [First Name], this is [Your Name] from Mensana. Saw your [Job Title] role – are you the one managing this transformation?”

> **Prospect:** “Yes.”

> **You:** “Perfect. This isn't a pitch – I just schedule our Culture Readiness Audits. Before you hire, we show how to align leadership and teams so change actually sticks. Worth 15 mins?”

> **Prospect:** “Maybe.”



> **You:** “Even if you don’t work with us, I’ll share what top companies do differently. How’s Tuesday at 10am?”

**AI Agent Version (Jessie-Inspired):**

> *Warm, slightly playful tone:* “Hey [First Name], [Your Name] here. Saw your job post... and yeah, hiring’s tough when 88% of transformations flop. What if I showed you how to nail alignment first? Tuesday at 10am – want the details?”

## **LinkedIn DM & Connection Request**

**Connection Request:**

> “Saw your post about [Job Title]. Before hiring, I’ve got data on why 88% of transformations fail without cultural prep. Let’s connect?”

**Follow-Up DM:**

> “Quick question: If you could guarantee your next hire succeeds by aligning teams first... would you take 15 mins to see how? Tuesday at 10am works. Let me know!”

## **Video Script (30 Seconds)**

**[On camera, leaning forward]**

> “88% of transformations fail. Not because of bad strategies... but because teams aren’t aligned.

>

> We fix that.

>

> **How?** Collaborative workshops that deliver measurable wins in 90 days *and* build a culture that sustains change.

>

> Let’s meet Tuesday at 10am. I’ll show how.”



## “What to Expect” Video Script

### [Senior Consultant on camera]

- > “In our meeting, I’ll show you:
- > 1. **The 3 gaps** killing most transformations (leadership, process, culture)
- > 2. **Real examples:** How we helped [Client] achieve [result] in [timeframe]
- > 3. **Next steps:** Custom roadmap to align your team *before* scaling
- >
- > **No pressure** – just facts. See you Tuesday at 10am.”

## Input/Output Examples

### Input (Prospect Provides):

- Current transformation challenges (e.g., “Teams resist new processes”)

### Output (They Get):

- 90-day alignment workshop with measurable KPIs
- Leadership playbook for sustaining change
- Post-engagement support to ensure cultural adoption

## Persuasion Techniques Used

- **Cialdini’s Scarcity:** “We only have 2 audit slots left this quarter.”
- **Belfort’s Tonality:** Confident pacing with strategic pauses.
- **Sandler’s Pain Funnel:** “Are you seeing [specific challenge]? How’s that impacting timelines?”
- **Authority:** Reference case studies (e.g., “88% success rate vs industry 12%”).

All scripts avoid consultant-speak, prioritize rapid value delivery, and guide prospects toward a single, urgent CTA.