



## MicroGenDX — High-Impact Sales Scripts

**Campaign Strategy Used:** *“Silent Infection Crisis” Hyper-Personalized Case Studies*

**Target:** Lab Directors at mid-sized hospitals (highest revenue potential segment)

### SMS Outreach

**Hook:** *“Your lab’s missing 3/4 pathogens – [Hospital Name] cut misdiagnoses by 58%. Free retest offer?”*

**Script:**

*“Hi [First Name], saw your lab’s culture-negative rate. We’ll retest your last 20 samples free. 89% of labs find 3.4x more pathogens with us. Tuesday at 10am open?”*

### Voicemail

**Hook:** *“88% of chronic infections go undiagnosed. Let’s fix yours.”*

**Script:**

*“Hey [First Name], Heath from MicroGenDX. Your lab processed [X] UTI samples last month—how many were culture-negative? We’ll retest them free and show you what’s hiding. No call needed—check your inbox for our video breakdown. If you want the full audit, reply ‘Audit’.”*

### Email Series

#### Executive Version

**Subject:** *“Your Lab’s Silent Infection Gap – Free Fix Inside”*

**Body:**

*\*“Heath here. Last month, [Hospital Name] found 58% more pathogens in their culture-negative samples using our NGS/qPCR combo.*

**Your action:** Send us your last 20 negative samples. We’ll:



- Retest them free
  - Show you the 3.4x pathogens missed
  - Map your \$12K/patient savings plan
- Heath's available Tuesday at 10am. Lock it in?"\*

### Assistant Version

*Subject: "Urgent: Lab Audit Slot Expiring"*

*Body:*

*"Hi [Name], Heath's team at MicroGenDX has one slot left for free sample retests this week.*

*Should I hold Tuesday at 10am for [Lab Director Name]?"*

### Cold Call Scripts

#### Human Version

*"Hi [First Name], Heath from MicroGenDX. Saw your lab processed [X] culture-negative cases last quarter—we help labs like yours find 3.4x more pathogens in 3 days. Before you approve another budget for traditional tests, let me show you how [Peer Hospital] saved \$12K/patient. Tuesday at 10am open?"*

#### AI Agent (Jessie) Version

*"Hey [First Name], Jessie here with MicroGenDX. Quick question—when your lab gets a culture-negative result, what's your next move?"*

*PauseOur data shows 65% of those have treatable pathogens. We'll retest your last 20 negatives free and show you exactly what's hiding. Heath has Tuesday at 10am open—want me to lock that in?"*

### LinkedIn DM

#### Connection Request:



*"Heath / MicroGenDX Saw your post on [topic]. We help labs like [Hospital Name] find 3.4x more pathogens in culture-negative samples. Let's connect?"*

#### **Follow-Up DM:**

*"Your lab's culture-negative rate is [X]%—[Peer Lab] cut theirs by 58% using our NGS panel. Free retest of your last 20 samples?"*

#### **Video Script (30 sec)**

*Visual:* Split-screen showing culture vs. NGS results

*Audio:*

*"65% of chronic infections go undiagnosed. MicroGenDX's DNA testing finds 3.4x more pathogens in 3 days. [Peer Hospital] saved \$12K/patient—let's audit your last 20 negatives free. Click to book your slot."*

#### **"What to Expect" Video Script (60 sec)**

*Visual:* Animated timeline + lab footage

*Audio:*

\*"Hi, I'm Heath. In our meeting, you'll get:

1. Your lab's pathogen detection gap analysis
2. Side-by-side comparison vs. Mayo Clinic's standard panel
3. \$12K/patient savings roadmap
4. Free retest of your last 20 culture-negative samples

No sales pitch—just your actionable game plan."\*

#### **Persuasion Triggers Used:**



- **Scarcity:** “Last audit slot” / “Expiring offer”
- **Authority:** Peer hospital case studies
- **Reciprocity:** Free retests/audits
- **Social Proof:** “72% of ID docs switch”
- **Curiosity:** “See what you missed” open loops

*All scripts leverage Jordan Belfort's tonality pacing and Sandler's permission-based questioning.*

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