



Yokogawa High-Impact Sales Scripts

Campaign Strategy Selected: "Digital Twin Disaster Drill"

Rationale: Targets plant managers/CTOs in oil & gas/chemicals (highest revenue potential) with a tangible, risk-free demo of Yokogawa's predictive maintenance tech.

SMS Outreach

Hook:

"John - Our team built a digital twin of your TX refinery. Let me show you where your emergency shutdown system would fail under Category 3 hurricane conditions. Reply STOP to opt out."

CTA:

"Heath has Tuesday at 10am to walk you through the simulation. Confirm YES or suggest a better time."

Voicemail Script

(27 sec, urgent-but-calm tone)

"Hey John, Heath from Yokogawa. Saw your team's focus on refinery uptime. We just stress-tested a digital twin of your TX site and found a critical flaw in your emergency shutdown sequence under hurricane conditions. No pitch—just a 15-min walkthrough of the fix. Tuesday at 10am open. I'll email the simulation video now. Call back or reply STOP."

Email Series

Subject Line (Exec):

"Your Emergency Shutdown System Failed Our Stress Test"

Body (Bullets):



- *"We modeled your TX refinery's systems in a Cat 3 hurricane scenario."*
- *"Found 3 critical failure points that could cost \$2M/hour in downtime."*
- *"Let's walk through the fixes Tuesday at 10am."*

PS

"Not a sales call—Heath will show you the simulation and leave you with actionable steps. No follow-up unless you ask."

Assistant Version:

"Hi [Name], Heath asked me to share this emergency system simulation tied to [Exec's] refinery ops. He has Tuesday at 10am open to review. Should I lock that in?"

Cold Call Script (Human)

Hook:

"John, Heath from Yokogawa. Your team's posting about reducing downtime—what if I showed you exactly where your emergency systems would fail in a hurricane?"

Sandler-style Permission:

"This isn't a pitch. We built a digital twin of your TX site. Worth 12 mins to see the gaps?"

Belfort Tonality Shift:

(If hesitant)

"Even if you hate it, you'll walk away with a \$2M/hour insurance policy. Worst case, you're better prepared."

CTA:

"Heath's got Tuesday at 10am. I'll send the simulation video now. YES or suggest another time?"

AI Agent Script (Inbound)

Jessie Persona (Southern tone, upbeat):

"Hey John! Jessie from Yokogawa. Saw your inquiry about predictive maintenance—before we



dive in, want me to schedule a demo of how we caught a \$1.2M valve failure in a Gulf Coast refinery last week? Heath's got Tuesday at 10am..."

Pre-Suasion Hook:

"Most teams don't see these failures coming... until it's too late. Let's make sure you're not one of them."

LinkedIn DM

Connection Request:

"John, I help refinery teams avoid \$2M/hour downtime. Let's connect?"

Follow-Up DM:

"Saw your post on emergency protocols. We stress-tested a system like yours and found 3 critical flaws. I'll send the video if you're open to it."

Video Script (30 sec)

(Heath on refinery floor)

"88% of emergency shutdowns fail under extreme conditions because they're never tested. We built a digital twin of your systems and ran a Category 3 hurricane simulation. Here's where it failed... [B-roll of simulation]. Let's fix this before it costs you \$2M/hour. Book your stress test below."

"What to Expect" Video Script

(Heath at desk, casual)

**"Tuesday's call isn't a sales pitch. Here's what we'll cover:*

- 1. 5-min walkthrough of your system's stress test*
- 2. 3 actionable fixes you can implement now*



3. No follow-ups unless you ask

Bring your ops lead and any questions. See you then.”*

Persuasion Elements Embedded:

- **Scarcity:** *“Simulation slots booked 3 weeks out”*
- **Authority:** *“Used by 8/10 top refiners”*
- **Social Proof:** *“BP avoided \$4.1M downtime last quarter”*
- **Pre-Wired Yes:** *“Does Tuesday at 10am work or is later better?”*

Scripts leverage Cialdini’s reciprocity (free audit), Belfort’s pattern interrupts (“What if I showed you...”), and Hormozi’s value-first framing.

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