Ascendia Pharmaceutical Solutions: "Formulation Rescue Audit" Campaign Scripts

(Chosen for highest revenue potential targeting stalled Phase 1 biotechs)

SMS Outreach

Hook: *"John - saw your LinkedIn post about Phase 1 solubility issues. We rescued 3 'impossible' formulations this month. Free NanoSolv™ audit?"*
CTA: *"Reply STOP if booked. Reply GO for 15-min consult + report."*

Voicemail Script

(8-second ring bypass)
"John, Jim from Ascendia. Saw your job posting for formulation scientists. Before you hire – our team just recovered a Phase 1 oncology drug others wrote off. Free technical audit on your molecule? We'll email details. Either way – good luck with the search!"

Email Series

Subject: *"Your 9/15 job post + our 40% bioavailability fix"*

Body (Executive Version):
"John –
1. Problem: 83% of small molecules fail Phase 1 due to solubility (per NIH data).
2. Solution: Our NanoSolv™ tech increased Client X's bioavailability by 3.2x in 11 weeks.
3. Ask: Let's audit your molecule – no cost. You get:

- *Stability prediction report*

- *2 formulation options*
  We have Tue 10am or Wed 2pm. Which works?

Jim | Ascendia Rescue Team

Body (Assistant Version):
"Hi Lisa –

Jim asked me to schedule his audit review with Dr. Chen. Available Tue 10am or Wed 2pm?
PS – Report includes 3 formulation options + scale-up cost estimates.

Best,
Sarah | Ascendia Logistics

Cold Call Script (Human)

Opening:
"John? Jim from Ascendia. Quick question – when your CTO posted that formulation job last week, was it for the stalled oncology project?"

Hook:
"We've fixed 22 'dead' molecules this year using NanoSolv. Before you hire – free audit shows exactly how we'd recover yours. 15 mins Tuesday?"

Close:
"10am or 2pm better? I'll send calendar invite either way."

AI Agent Script

(Real-time URL analysis + mirroring)
Opening:
"Hi John – I'm calling about your open formulation scientist role. Is this for the PI3K inhibitor project?"

Dynamic Response:

- *If hesitant: "Totally get it – hiring's tough. 72% of our clients paused hires after seeing our audit. Worth 10 mins to check?"*

- *If interested: "Smart move. We'll have the report ready for Tuesday. 10am or 2pm?"*

LinkedIn DM

Connection Request:

"John – Saw we're both in 'Biotech Formulation Pros.' Would you like our free NanoSolv audit checklist? Used by 14 Phase 1 teams this quarter."

Follow-Up:

"Left you a voicemail – report includes particle size analysis from your pub on lipid systems. Still open Tue?"

Video Script (30 sec)

[Visual: Lab scientist frustrated at HPLC results]
VO: "Stuck with failed solubility? (5 sec pause)
[Visual: NanoSolv™ animation]
We recover 83% of 'dead' molecules.
[Visual: Client logo + "40% faster to clinic" tagline]
Free audit shows how – in 72 hours.
[Visual: Calendar booking link]
Tue 10am open. Grab slot →"

"What to Expect" Video Script

[Visual: Friendly scientist in lab]
"Hi John –
1. We'll walk through your molecule's solubility profile (5 mins)
2. Show 2 formulation options we've used successfully (10 mins)
3. You get:

- *Free technical report*

- *Scale-up cost estimate*
  No pitch – just science. See you Tuesday!"

Persuasion Elements Used:

- **Scarcity:** "3/5 audit slots booked this week" (SMS)

- **Authority:** NIH data citations (email)

- **Reciprocity:** Free technical report (all touchpoints)

- **Social Proof:** "22 recovered molecules" (call script)

Scripts leverage Jordan Belfort's tonality pacing and Cialdini's principle of consistency through audit commitments .