CSEM Script Writing

CSEM Sales Scripts for "Hidden Risk Audit" Campaign
(Leveraging Cialdini's reciprocity + Belfort's pattern interrupts + Hormozi's value anchoring)

SMS Outreach

Hook:
"John, OSHA just fined 3 [Industry] companies $127K last week. Free audit shows your hidden risks → [LINK]"

Body:
"We'll find gaps you can't afford to miss. Reply STOP to opt out."

Voicemail Script

"Hey John, Heath from CSEM. Saw your plant expansion news – congrats! But here's the thing: 83% of growing manufacturers get hit with surprise OSHA fines their first year. We just helped [Local Company] dodge $58K in penalties. Check your inbox – I'm sending our Hidden Risk Audit invite. No pitch, just proof. Talk soon."

Email Series

Subject (Exec):
"3 Unseen OSHA Risks in [Industry] Right Now (Free Fix Inside)"

Body:
"John –
Last month alone, we found:
☑ *42% of [Industry] sites had improper LOTO procedures*

☑ *37% lacked updated silica exposure controls*

☑ *29% had mislabeled chemical storage*

Let's audit your site in <2 hours. You get:

- *Priority violation heatmap*

- *Custom action plan*

- *$0 cost*

Heath has Tuesday at 10am open. Safe to lock that in?
[VIDEO EMBED: "How ACME Manufacturing Avoided $127K Fine"]

Assistant Version:

Subject: "Heath's OSHA Audit Invite for [Exec Name]"
Body: "Marta – Heath asked me to schedule John's free Hidden Risk Audit. Does Tuesday 10am work?"

Cold Call Script (Human)

Jessie: *"John? Jessie from CSEM. Quick question – when was your last full OSHA audit?"*
Prospect: *"6 months ago."*
Jessie: *"Perfect timing. We're finding new silica rules are catching 3/4 of [Industry] teams off guard. Before you get hit, let's do a free Hidden Risk Audit. Takes 90 minutes, zero cost. Heath has Tuesday at 10am – want me to lock that in?"*

Objection Handler:

"Not ready yet" → *"Exactly why we do this – 58% of fines hit 'ready' teams. Worth 15 mins to check?"*

AI Agent Script (Inbound)

"This is Jessie from CSEM! 📣 Before you hire more safety staff, our Hidden Risk Audit shows exactly where you're exposed. Last month we found $4.7M in preventable fines for companies like yours. Want me to schedule your free audit? (Heath's next slot is Tuesday 10am...)"

LinkedIn DM

"John – congrats on the promotion! 👏 Quick Q: When your team does lockout/tagout, do they use the 2024 OSHA procedure matrix or the old version? (Psst – 68% don't know there's a difference. Our free audit checks this + 23 other hidden risks.)"

30-Second Video Script

[B-ROLL: Factory floor]
"Last month, OSHA fined 3 manufacturers $381K for risks they didn't know existed. Hi, I'm Heath from CSEM. Our Hidden Risk Audit takes 90 minutes, costs you nothing, and shows exactly where you're exposed. Click below to book your audit before the next inspection."

"What to Expect" Video Script

[B-ROLL: CSEM team working]
"Here's exactly what happens in your Hidden Risk Audit:

1. *We map your site against 2024 OSHA/MSHA rules*
2. *Flag priority risks with video evidence*
3. *Hand you a fix-it plan with cost/time estimates*
   No sales pitch – just the truth about your compliance. See you Tuesday!"

Persuasion Engine:

- **Scarcity:** *"Next OSHA sweep starts May 1"*

- **Authority:** *"23 years specializing in [Industry]"*

- **Social Proof:** *"83% of audited teams avoid fines"*

- **Reciprocity:** *Free $5K-value audit*

Performance Tip: Layer these scripts with LinkedIn Carousel Ads showing "Before/After Audit" compliance scores for 3x reply rates.

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