



Dan Martell - High-Impact Sales Scripts

Campaign Chosen: “Founder Burnout Buster” Challenge

Target Segment: SaaS/AI Founders & Startup CEOs (highest revenue potential, urgent pain, proven engagement)

1. SMS Outreach

- Hey [First Name], quick one—what if you could cut your workweek in half *and* double your growth?
- I've helped founders like you escape burnout and scale faster—want to see how?
- Got 10am Tuesday for a quick chat?

2. Voicemail

- Hi [First Name], this is [Your Name] with Dan Martell's team.
- I noticed you're leading a fast-growing SaaS, and I've got a shortcut to help you reclaim your time and boost growth—without hiring more sales reps.
- Let's talk Tuesday at 10am? If that works, just text me back “yes” and I'll send the invite.

3. Email Series

Executive Version

Subject: Double Your Growth—Without Doubling Your Hours

- Hi [First Name],
- Ever feel like you're working harder but not scaling faster?
- Most founders I talk to are stuck in the weeds—hiring, training, and managing sales reps that don't deliver.



- What if you could systemize your sales, reclaim your time, and see real growth—without the hiring headaches?
- I've helped SaaS founders cut their workweek in half and double ARR in 12 months.
- Are you open to a quick call Tuesday at 10am to see how this could work for you?
- Just reply “yes” and I'll send the invite.

Assistant Version

Subject: Quick Call Request for [Executive Name]

- Hi [Assistant Name],
- I'm reaching out to connect with [Executive Name] about a proven way to help founders scale faster and reclaim their time—without the pain of hiring more sales reps.
- Would Tuesday at 10am work for a brief intro call?
- Thank you for your help!

4. Cold Call Scripts

Human Version

- Hi [First Name], this is [Your Name] with Dan Martell's team—did I catch you at a bad time?
- (If no)
- I work with SaaS founders who are tired of endless hiring and still not seeing the growth they want.
- What if you could cut your hours and double your results—without adding more people?
- We've got a proven system that's helped founders like you reclaim their time and scale up.
- I have a spot Tuesday at 10am—should I pencil you in?

AI Agent Version



- Hi [First Name], I'm Jessie, Dan Martell's virtual assistant.
- I noticed you're leading a SaaS company—are you open to a quick chat about a way to scale faster and work less, without hiring more sales reps?
- We have a few times open, including Tuesday at 10am. Would that work for you?

5. AI Agent Opening Statement (Inbound)

- Hey there! You've reached Dan Martell's team.
- If you're a founder looking to scale your SaaS and reclaim your time—without the pain of hiring and managing more sales reps—you're in the right place.
- Want to see how our system works? Let's book a quick call. Is Tuesday at 10am good for you?

6. LinkedIn DM & Connection Request

Connection Request:

- Hi [First Name], I help SaaS founders cut their workweek in half and double their growth—would love to connect!

DM After Acceptance:

- Thanks for connecting, [First Name]!
- Quick question: If you could scale your SaaS without hiring more sales reps, would you want to know how?
- I've got a proven shortcut—open to a quick call Tuesday at 10am?

7. Video Script (30–60 Seconds)

- [Smiling, direct to camera]
- “Hey [First Name], I'm [Your Name] from Dan Martell's team.
- If you're a SaaS founder working 60+ hours a week and still not seeing the growth you want, you're not alone.



- Most founders think hiring more sales reps is the answer—but it's expensive, slow, and rarely delivers.
- We've helped founders like you cut their hours in half and double their ARR—without adding headcount.
- Want to see how? Let's chat Tuesday at 10am. Just reply 'yes' and I'll send the invite."

8. "What to Expect in the Meeting" Video Script

- "Here's what you can expect in our call:
 - You'll share your biggest growth challenges and goals.
 - We'll show you the exact system that's helped SaaS founders reclaim their time and scale up—without hiring more sales reps.
 - You'll leave with a clear, actionable plan—no pressure, just real value.
- Bring your questions, and let's see if this shortcut is a fit for you!"

Practical Input/Output Example

- **Input:** You share your current sales process, team structure, and growth goals.
- **Output:** You get a step-by-step plan to systemize your sales, reduce your workload, and accelerate growth—without hiring more reps.

All scripts are designed to:

- Hook attention in the first line (NLP pattern interrupts, open loops)
- Address the pain of hiring sales reps vs. using Dan Martell's proven system
- Use persuasive, peer-level language and clear CTAs ("Tuesday at 10am—does that work?")
- Leverage authority, social proof, and scarcity (limited call slots, proven results)^[1]

Ready to help founders win—faster, easier, and with more freedom.



1. <https://www.danmartell.com>