Opening

"Thanks for taking the time today—I know you're busy. Real quick, have you ever felt like your teams aren't giving their all?"

Pain Exploration

"So you're seeing productivity dips, turnover creeping up, and maybe even burnout signs. Am I right?"

Pitch (Logical, Emotional, Urgency)

"Look, engagement isn't just a number—it's your bottom line bleeding money daily. Clover ERA leverages neuroscience, giving managers daily, actionable insights to immediately drive results. Imagine cutting turnover by 20% and raising productivity by at least 15%. That's what we deliver, fast and reliably."

Close

"Let's get a quick 60-day trial going. No risk, all reward—sound good?"

Opening

"Hey, appreciate you jumping on this call. Let's skip straight to the truth—employee disengagement is costing you a fortune right now. Do you know how much?"

Pain Exploration

"Exactly! High turnover, low productivity, constant firefighting. It's expensive and exhausting. You need results now, not a year from now."

Pitch (Logical, Emotional, Urgency)

"Clover ERA isn't another survey. It's an engagement operating system built on real-time neuroscience—your managers get actionable daily nudges, proven to supercharge performance and drastically cut turnover. We're talking real money saved, real productivity gained. You don't need another pitch—you need a solution."

Close

"Let's stop the bleeding now—let's lock in a free 60-day pilot today. Fair enough?"

Opening

"Thanks for connecting. Quick question: Do your managers feel overwhelmed, firefighting instead of leading?"

Pain Exploration

"I get it—constant disengagement and burnout mean your leaders aren't able to coach effectively or proactively handle issues. That's tough."

Pitch (Logical, Emotional, Urgency)

"Here's the great news—Clover ERA gives your managers the precise, actionable insights they need daily, built on powerful neuroscience. It turns overwhelmed managers into proactive leaders. They'll see measurable shifts in engagement, productivity, and team culture almost immediately."

Close

"How about we give your team a 60-day pilot and let the results do the talking? Let's empower your managers to lead again—deal?"