

# CRRRI Sales Scripts & Templates

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## Archetype-Specific Communication Guides

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Based on the CRRRI Framework

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## How to Use These Scripts

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These templates are designed to align with your natural communication style, not replace your authentic voice. Use them as:

- **Starting points** to craft messages that feel natural
- **Frameworks** to structure your outreach
- **Examples** of how to leverage your archetype's strengths
- **Inspiration** for adapting to different prospect types

**Remember:** The goal is authenticity, not perfection. Modify these scripts to match your voice and specific situation.

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## Conformist Scripts & Templates

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### Core Messaging Principles

- Lead with credibility and proven results
- Reference industry standards and best practices
- Emphasize reliability and institutional trust
- Use testimonials and social proof

### Cold Outreach Email

**Subject:** [Proven Approach] to [Specific Result] for [Industry] Companies

Hi [Name],

I noticed [Company] is [specific observation about their business/industry position]. As someone who works exclusively with [industry/company type], I wanted to reach out about a proven approach that's helping companies like [similar client] achieve [specific result].

We specialize in [service] using methodologies that have been refined over [timeframe] with [number] of [industry] clients. Our approach is built on industry best practices and has consistently delivered [specific metric/outcome].

Recent clients include: - [Client 1]: [Specific result] - [Client 2]: [Specific result] - [Client 3]: [Specific result]

I'd love to share how we've helped companies in similar positions to yours achieve [desired outcome]. Would you be open to a brief conversation next week?

Best regards,

[Your Name]

[Credentials/Certifications]

[Company Name]

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## Discovery Call Framework

**Opening:** "Thank you for taking the time to speak with me today. I've worked with [number] companies in [industry], and I'm looking forward to understanding your specific situation and seeing if our proven approach might be a good fit."

**Qualification Questions:** 1. "What approaches have you tried in the past?" 2. "What's most important to you in selecting a [service provider]?" 3. "How do you typically evaluate success in this area?" 4. "What concerns do you have about making a change?"

**Value Proposition:** "Based on what you've shared, here's how we've helped similar companies... [specific case study with metrics]"

**Credibility Builders:** - Industry certifications and credentials - Years of experience in their specific sector - Notable clients and testimonials - Proven methodology and track record

**Close:** "Our process is straightforward and proven. Here's what the next steps would look like... [outline clear, structured process]"

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## Follow-Up Email Sequence

### Email 1 (Day 1 - Post Meeting)

Subject: Next Steps - [Company Name] Partnership

Hi [Name],

Thank you for the productive conversation today. As discussed, here's a summary of what we covered and the next steps:

**What We Discussed:** - [Key point 1] - [Key point 2] - [Key point 3]

**Proposed Solution:** Based on our conversation, I recommend [specific approach] which has delivered [specific results] for companies like [similar client].

**Next Steps:** 1. [Action item 1] 2. [Action item 2] 3. [Proposed timeline]

I've attached case studies from [similar clients] showing the results you can expect.

Looking forward to moving forward together.

Best regards,  
[Your Name]

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### **Email 2 (Day 7 - If No Response)**

Subject: Re: Next Steps - [Company Name] Partnership

Hi [Name],

I wanted to follow up on my previous email regarding [specific solution]. I understand you're busy, and I want to make sure this stays on your radar.

To recap: We discussed [key benefit] and how our proven approach has helped [similar companies] achieve [specific results].

**Quick Question:** Is this still a priority for [Company]? If timing isn't right, I'm happy to reconnect in [timeframe].

If you'd like to move forward, I can have a proposal ready by [date].

Best regards,  
[Your Name]

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### **Email 3 (Day 14 - Final Touch)**

Subject: [Industry] Best Practices - Resource for [Company]

Hi [Name],

Even if timing isn't right for us to work together now, I wanted to share a resource that might be valuable for [Company].

[Attached/linked resource related to their industry or challenge]

This guide covers [key topics] based on what we've learned working with [number] companies in [industry].

If you'd like to discuss how we might support [Company's] goals in the future, I'm always happy to reconnect.

Best regards,  
[Your Name]

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## Retreatist Scripts & Templates

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### Core Messaging Principles

- Lead with authenticity and genuine connection
- Emphasize depth over scale, quality over quantity
- Focus on meaningful partnerships, not transactional relationships
- Use values-driven language

### Cold Outreach Email

**Subject:** A Different Approach to [Challenge/Opportunity]

Hi [Name],

I'll be honest—I'm not great at traditional sales pitches. But I saw [specific observation about their work/company] and felt compelled to reach out.

I work with a small number of [industry/client type] who are looking for [specific outcome] without [common industry frustration]. My approach is different from most [service providers] because [unique aspect of your approach].

Rather than trying to scale to hundreds of clients, I focus on deep partnerships with people whose work I genuinely respect. That's why I'm reaching out to you.

If you're open to a conversation about [topic], I'd love to learn more about what you're building and see if there's a natural fit.

No pressure, no sales pitch—just a genuine conversation.

Best,  
[Your Name]

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## Discovery Call Framework

**Opening:** "I really appreciate you making time for this. I'm not going to do a typical sales pitch—I'm more interested in understanding what you're trying to build and seeing if there's a natural way we might work together."

**Qualification Questions:** 1. "What drew you to [their business/project]?" 2. "What matters most to you in this work?" 3. "What frustrates you about how most [service providers] approach this?" 4. "What would make this partnership genuinely valuable for you?"

**Value Proposition:** "Here's how I work differently... [explain your alternative approach and values]"

**Authenticity Builders:** - Share your own journey and why you do this work - Be transparent about who you work with and why - Discuss values alignment, not just business metrics - Acknowledge when something might not be a fit

**Close:** "I only work with people where there's genuine alignment. Based on our conversation, here's what I'm thinking... [honest assessment of fit]"

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## Follow-Up Email Sequence

### Email 1 (Day 1 - Post Meeting)

Subject: Thoughts on Our Conversation

Hi [Name],

I've been thinking about our conversation, and I wanted to share some reflections.

What stood out to me: - [Genuine observation about their work/goals] - [Specific alignment you noticed] - [Authentic reaction to something they shared]

Based on what we discussed, here's what I'm thinking about how we might work together:

[Describe partnership approach, not just service delivery]

This isn't a formal proposal—more of a starting point for thinking through what a genuine partnership might look like.

What are your thoughts?

Best,  
[Your Name]

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### **Email 2 (Day 10 - If No Response)**

Subject: No Pressure - Just Checking In

Hi [Name],

I know life gets busy, and I don't want to be another person adding to your inbox stress.

I genuinely enjoyed our conversation about [topic], and I'm still interested in exploring how we might work together. But I also know timing matters.

If this isn't the right moment, no worries at all. If you'd like to continue the conversation, I'm here.

Either way, I appreciate the time you took to speak with me.

Best,  
[Your Name]

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### **Email 3 (Day 30 - Staying Connected)**

Subject: [Relevant Resource/Thought]

Hi [Name],

I came across [article/resource/idea] and immediately thought of our conversation about [topic].

[Share the resource and why it made you think of them]

No ask here—just wanted to share something I thought you'd find valuable.

Hope you're well,  
[Your Name]

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# Rebel Scripts & Templates

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## Core Messaging Principles

- Lead with contrarian positioning and challenge
- Emphasize transformation, not incremental improvement
- Use movement language, not transactional language
- Call out industry problems directly

## Cold Outreach Email

**Subject:** Why [Industry Standard Approach] Is Broken (And What to Do Instead)

Hi [Name],

Most [industry] companies are still using [conventional approach] to solve [problem]. It's outdated, ineffective, and frankly, it's holding you back.

Here's the truth: [Bold statement challenging industry norms]

I work with companies that are ready to [transform/disrupt/reimagine] how they approach [area]. Not incremental improvements—fundamental transformation.

If you're frustrated with [common industry frustration] and ready to challenge the status quo, let's talk.

This isn't for everyone. But if you're ready to do things differently, I'd love to show you what's possible.

[Your Name]

[Bold Positioning Statement]

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## Discovery Call Framework

**Opening:** "I appreciate you taking the time. I'm going to be direct with you—I don't do traditional [service]. I work with companies that are ready to fundamentally change how they approach [area]. Is that what you're looking for?"

**Qualification Questions:** 1. "What's broken about how [industry] currently approaches this?" 2. "What would you change if you could rewrite the rules?" 3. "What's holding you back from making that change?" 4. "How ready are you to challenge conventional wisdom?"

**Value Proposition:** "Here's what we're doing differently... [explain your revolutionary approach and why it works]"

**Challenge Builders:** - Call out industry problems directly - Share contrarian perspectives backed by evidence - Position against established competitors - Create urgency around transformation

**Close:** "This approach isn't for everyone. It requires [what it requires]. If you're ready for that, here's what we do next..."

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## Follow-Up Email Sequence

### Email 1 (Day 1 - Post Meeting)

Subject: Ready to Challenge the Status Quo?

Hi [Name],

Our conversation confirmed what I suspected: you're not interested in incremental improvements. You're ready to fundamentally transform how [Company] approaches [area].

Here's what that looks like:

**The Old Way** (What Everyone Else Does): - [Conventional approach 1] - [Conventional approach 2] - [Conventional approach 3]

**The New Way** (What We're Building): - [Revolutionary approach 1] - [Revolutionary approach 2] - [Revolutionary approach 3]

**The Results:** [Specific transformational outcomes, not just metrics]

This isn't about doing things better. It's about doing things differently.

If you're ready to lead rather than follow, let's make this happen.

[Your Name]

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## **Email 2 (Day 5 - If No Response)**

Subject: Are You Ready? (Or Still Playing It Safe?)

Hi [Name],

I haven't heard back from you, and I'm wondering if you're having second thoughts.

Here's the thing: transformation is uncomfortable. It means challenging assumptions, facing resistance, and doing things that make others nervous.

Most companies aren't ready for that. They say they want change, but when it comes down to it, they choose the safe path.

I get it. But safe isn't going to get you where you want to go.

If you're ready to stop playing it safe and start leading transformation, I'm here.

If not, no hard feelings. But don't pretend you want change if you're not willing to challenge the status quo.

[Your Name]

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## **Email 3 (Day 14 - Final Challenge)**

Subject: Last Chance to Join the Movement

Hi [Name],

This is my last email. Not because I'm giving up on you, but because I respect your decision.

If you're not ready to challenge [industry norm], that's okay. Most companies aren't.

But if you are ready—if you're genuinely committed to transformation—the door is still open.

We're building something different here. Companies that join us aren't just clients—they're part of a movement to reimagine [industry/area].

If that resonates with you, let's talk.

If not, I wish you the best with the conventional approach.

[Your Name]

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## Ritualist Scripts & Templates

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### Core Messaging Principles

- Lead with methodology and systematic process
- Emphasize quality, rigor, and expertise
- Use detailed frameworks and structured approaches
- Demonstrate thoroughness and attention to detail

### Cold Outreach Email

**Subject:** [Systematic Approach] to Achieving [Specific Outcome]

Hi [Name],

I specialize in helping [industry/company type] achieve [specific outcome] through a systematic, proven methodology that ensures consistent results.

Unlike ad-hoc approaches that rely on guesswork, our [X-step framework] provides: - Clear diagnostic process to identify root causes - Structured implementation with defined milestones - Quality assurance at every stage - Measurable outcomes tied to business objectives

Our methodology has been refined over [timeframe] and includes: 1. [Phase 1]: [Description] 2. [Phase 2]: [Description] 3. [Phase 3]: [Description] 4. [Phase 4]: [Description]

I'd welcome the opportunity to walk you through our systematic approach and show you exactly how we ensure quality outcomes.

Would you be available for a detailed discussion next week?

Best regards,

[Your Name]

[Relevant Certifications/Methodologies]

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## Discovery Call Framework

**Opening:** "Thank you for your time today. I'd like to walk you through our systematic approach to [outcome] and understand your specific situation so we can determine if our methodology aligns with your needs."

**Qualification Questions:** 1. "What's your current process for [area]?" 2. "What quality standards are most important to you?" 3. "How do you currently measure success in this area?" 4. "What concerns do you have about ensuring consistent results?"

**Value Proposition:** "Let me walk you through our [X-step methodology] and show you exactly how we ensure quality at every stage..."

**Credibility Builders:** - Detailed explanation of your methodology - Quality assurance processes - Certifications and systematic training - Case studies showing process adherence and outcomes

**Close:** "Based on our conversation, here's the specific process I recommend for [Company]... [outline detailed, step-by-step approach]"

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## Follow-Up Email Sequence

### Email 1 (Day 1 - Post Meeting)

Subject: [Company Name] - Proposed Methodology & Next Steps

Hi [Name],

Thank you for the thorough discussion today. As promised, here's a detailed overview of the methodology I recommend for [Company]:

**Phase 1: Discovery & Assessment** (Weeks 1-2) - [Specific activity 1] - [Specific activity 2] - [Deliverable]

**Phase 2: Strategic Planning** (Weeks 3-4) - [Specific activity 1] - [Specific activity 2] - [Deliverable]

**Phase 3: Implementation** (Weeks 5-8) - [Specific activity 1] - [Specific activity 2] - [Deliverable]

**Phase 4: Optimization & Quality Assurance** (Weeks 9-10) - [Specific activity 1] - [Specific activity 2] - [Deliverable]

**Quality Assurance Checkpoints:** - [Checkpoint 1] - [Checkpoint 2] - [Checkpoint 3]

I've attached a detailed methodology document that outlines each phase, deliverables, and success metrics.

Please review and let me know if you have any questions about our systematic approach.

Best regards,  
[Your Name]

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### **Email 2 (Day 7 - If No Response)**

Subject: Re: [Company Name] - Proposed Methodology

Hi [Name],

I wanted to follow up on the methodology I shared last week. I'm happy to schedule a call to walk through any questions you have about:

- The specific steps in each phase
- Quality assurance processes
- Timeline and milestones
- Success metrics and reporting

Our systematic approach ensures that every client receives consistent, high-quality outcomes. I'd welcome the opportunity to discuss how this methodology addresses [Company's] specific needs.

Would you be available for a 30-minute call this week?

Best regards,  
[Your Name]

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### **Email 3 (Day 14 - Detailed Resource)**

Subject: [Industry] Best Practices Framework

Hi [Name],

Even if timing isn't right for us to work together now, I wanted to share our [Industry] Best Practices Framework that outlines the systematic approach we've developed over [timeframe].

This framework covers: - [Key component 1] - [Key component 2] - [Key component 3] - [Key component 4]

[Attach or link to detailed methodology document]

If you'd like to discuss how this systematic approach might support [Company's] goals, I'm always happy to schedule a detailed walkthrough.

Best regards,  
[Your Name]

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## Innovator Scripts & Templates

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### Core Messaging Principles

- Lead with creative solutions and unique approaches
- Emphasize adaptability and problem-solving
- Use innovative language and fresh perspectives
- Demonstrate differentiation through novelty

### Cold Outreach Email

**Subject:** A Fresh Approach to [Challenge]

Hi [Name],

I noticed [specific observation about their business/challenge], and it got me thinking about a creative approach that might work for [Company].

Most companies in [industry] are using [conventional approach], but I've been experimenting with [innovative method] that's producing [specific results] in unexpected ways.

Here's what makes it different: - [Unique aspect 1] - [Unique aspect 2] - [Unique aspect 3]

I'd love to share this approach with you and explore how it might solve [specific challenge] in a way you haven't considered before.

Would you be open to a creative conversation?

Best,

[Your Name]

[Creative Positioning Statement]

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## Discovery Call Framework

**Opening:** "Thanks for making time. I'm excited to learn about what you're working on and explore some creative approaches that might help you achieve [goal] in new ways."

**Qualification Questions:** 1. "What have you tried so far, and what's worked/not worked?" 2. "If you could solve this problem in any way imaginable, what would that look like?" 3. "What constraints are you working within?" 4. "How open are you to trying unconventional approaches?"

**Value Proposition:** "Based on what you've shared, here's a creative approach I'm thinking about... [explain innovative solution]"

**Innovation Builders:** - Share unique case studies and creative solutions - Demonstrate adaptability and problem-solving - Offer multiple innovative approaches - Show how creativity drives competitive advantage

**Close:** "I have a few different ideas for how we might approach this. Let me sketch out [2-3 creative options] and we can explore which resonates most..."

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## Follow-Up Email Sequence

### Email 1 (Day 1 - Post Meeting)

Subject: Creative Solutions for [Company Name]

Hi [Name],

I've been thinking about our conversation, and I wanted to share some additional ideas that came to mind.

**Approach 1: [Creative Solution Name]** [Brief description of innovative approach]  
Potential outcome: [Specific result]

**Approach 2: [Creative Solution Name]** [Brief description of alternative innovative approach]  
Potential outcome: [Specific result]

**Approach 3: [Creative Solution Name]** [Brief description of third innovative approach]  
Potential outcome: [Specific result]

I'm excited about the possibilities here. Which approach resonates most with you? Or should we combine elements from multiple approaches?

Looking forward to exploring this together.

Best,  
[Your Name]

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### **Email 2 (Day 5 - If No Response)**

Subject: One More Idea for [Challenge]

Hi [Name],

I know you're busy, but I had another idea about [challenge] that I wanted to share.

What if we approached this from a completely different angle: [describe novel approach]

This is unconventional, but here's why it might work: [rationale]

Just wanted to put it on your radar. If you'd like to explore this (or any of the other approaches I shared), I'm here.

Best,  
[Your Name]

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### **Email 3 (Day 14 - Creative Resource)**

Subject: [Industry] Innovation Case Study

Hi [Name],

I recently worked with [client/industry] on a creative solution to [similar challenge], and I thought you might find the approach interesting.

[Share brief case study of innovative solution]

The key insight was [unique perspective that led to creative solution].

If you're still exploring solutions for [Company's challenge], I'd be happy to discuss how we might adapt this innovative approach to your specific situation.

Best,

[Your Name]

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## Adapting Scripts for Dual Archetypes

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### Understanding Your Secondary Influence

Your secondary archetype modifies how you express your primary style. Here's how to adapt these scripts:

**Primary Conformist + Secondary Innovator:** - Use Conformist structure with innovative examples - Lead with credibility, then show creative problem-solving - Frame innovation as improving established methods

**Primary Innovator + Secondary Rebel:** - Use Innovator creativity with rebellious positioning - Lead with novel solutions that challenge conventions - Emphasize transformation, not just differentiation

**Primary Retreatist + Secondary Ritualist:** - Use Retreatist authenticity with systematic process - Lead with values, then demonstrate rigorous methodology - Emphasize quality and depth over scale

**Primary Rebel + Secondary Innovator:** - Use Rebel challenge with innovative solutions - Lead with contrarian positioning, then show creative alternatives - Emphasize building new paradigms, not just criticizing old ones

**Primary Ritualist + Secondary Conformist:** - Use Ritualist methodology with institutional credibility - Lead with systematic process backed by proven results - Emphasize both rigor and reliability

## General Adaptation Guidelines

1. **Lead with your primary archetype** - This is your natural voice
  2. **Incorporate secondary elements** - Add nuance without losing authenticity
  3. **Adjust based on prospect** - Recognize when to emphasize different aspects
  4. **Stay authentic** - Never force a style that doesn't feel natural
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## Final Thoughts

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These scripts are starting points, not rigid templates. The most effective communication comes from understanding your natural style and adapting it authentically to different situations and prospects.

**Remember:** - Your archetype is a strength, not a limitation - Authenticity builds trust more than perfect scripts - The right prospects will resonate with your natural style - Adaptation doesn't mean abandoning who you are

**Next Steps:** 1. Take the full CRRRI assessment at <https://crrriquiz.com/> 2. Identify your primary and secondary archetypes 3. Customize these scripts to match your authentic voice 4. Test and refine based on what feels natural and works

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Based on Robert K. Merton's Strain Theory