whosystems

A FREE PLAYBOOK FROM RJ JONES

The SITE Script

How to sell AI websites to local businesses

By **RJ Jones**, founder of WhoSystems

I've spent my career in sales, in roofing, cars, finance, and telecom, and I've trained sales teams and managers nationally. If you want to sell AI-powered websites to local businesses, this is the path I want you to run.

Keep it simple. Find owners whose sites are losing them jobs. Show them the problem. Then show them the fix before you ask for anything.

You don't start by talking about AI. You start by making it easier for a busy owner to get more customers, save time, and stop leaking leads. That's the offer.

STEP 01

Pick 10 local businesses with weak sites

Open Google Maps on your phone and search for local service businesses near you. Think shops people call when they need help today: boat repair, lawn care, HVAC, dentists, auto shops, cleaners, salons, gyms, plumbers, and the like.

Open each business site on your phone, the same way a customer would. Put them on your list of 10 if you spot two or more of these:

- [ ] **The phone number is not tappable.** You have to copy it or leave the page just to call.
- [ ] **There's no way to book or request service in one tap.** A busy customer has to hunt, or they leave.
- [ ] **The site is broken or cramped on mobile.** You have to pinch, scroll sideways, or hunt for the basics.
- [ ] **Reviews are not shown.** They may have good Google reviews, but a new customer never sees them on the site.
- [ ] **Lead reply is slow.** You fill out a form or send a message, and nothing comes back in a reasonable time.

Write the business name, the owner's name if you can find it, the phone number, and the two or three problems you saw. That's your working list. Ten is enough. Don't make a list of a hundred. Go talk to these ten.

STEP 02

The 5-minute free audit

Do this on your phone, standing still, before you walk in or text them.

1. Open the site on your phone. Notice if it feels slow or messy in the first few seconds.
2. Try to tap the phone number. Does it start a call, or do you have to copy it?
3. Look for a way to book or request service. If you can't find it quickly, a customer won't either.
4. Scroll the homepage. Note tiny text, broken layout, or anything that fights a phone screen.
5. Look for reviews on the site, not just on Google.
6. If they have a form or a text line, send a simple question as a customer and note how long it takes to get a reply. Be polite. You're checking whether anyone is catching leads.
7. Write down 3 specific problems and 1 recommended fix.

EXAMPLE CLOSE ON THE AUDIT

"Your number isn't tappable, there's no booking button, and your reviews aren't on the site. I'd start with a mobile homepage that makes it easy to call, book, and see proof."

That's the audit. You can walk in with it. You're not guessing. You're showing them what a customer already ran into.

STEP 03

The walk-in script

Go in during a slower part of the day. Ask for the owner. If they're busy, don't pitch the employee. Leave your name and say you'll come back or text.

When you get the owner:

SAY THIS

"Hey, I'm *[Your Name]*. I was looking at your site on my phone the way a customer would, and I found a few things that are probably costing you jobs. I put together a quick audit. Have you got two minutes?"

If they say yes, show the 3 problems. Keep it calm and specific. Don't trash their current site. Then:

THEN THIS

"I'm not here to sell you a big project today. I can build you a free concept homepage that fixes these, so you can see it on your phone before you decide anything. If you like it, we can talk about making it live. If you don't, you still get the audit."

If they say they're busy:

IF THEY'RE BUSY

"No problem. What's a better time, or can I text this to you?"

Get a name, a cell number, and permission to text. Then leave. Don't linger.

STEP 04

The text or DM opener

Use this when you can't walk in, or as a follow-up the same day.

SAY THIS

"Hey *[Name]*, this is *[Your Name]*. I was looking at *[Business]* on my phone and noticed *[one specific problem, like your number isn't tappable, or there's no booking button, or the site looks broken on mobile]*. I put together a short audit and I can build you a free concept homepage so you can see the fix. No charge for the concept. Want me to send it over?"

Keep it to a few sentences. One problem, one offer, one question. If they reply yes, send the audit notes and tell them when the concept link will be ready. Then actually build it.

STEP 05

The phone script

Call, and ask for the owner by name if you have it.

SAY THIS

"Hi, is *[Owner]* in? ... Hey *[Owner]*, this is *[Your Name]*. I'll be brief. I looked at your site the way a customer would, on a phone, and I found a few things that make it harder for people to call or book. I can send you a short audit, and I'll build a free concept homepage so you can see a cleaner version before you spend anything. Is now a bad time, or can I tell you the three things I found?"

If they give you the time, share the 3 problems, then ask:

THE ASK

"If I send you a link later today, will you take a look on your phone and tell me what you think?"

If you get voicemail, keep it even shorter. Leave your name, the business you looked at, one specific problem, and a callback number. Don't try to sell the whole offer on a voicemail.

STEP 06

The show, don't tell move

This is the part most people skip, and it's the part that wins the meeting.

Before you ask them to buy anything, build a free concept homepage. Put their name on it. Make the phone number tappable. Write a clear offer. Add a way to book or call. Show reviews if they have them. Make it look good on a phone.

Then send the link.

Now you're not selling an idea. You're showing them their business done right.

I just did this for a mobile boat repair company. I didn't walk in talking about AI. I sent a concept they could open on their phone and see themselves in. That's the standard. One homepage is enough. Don't build a 10-page site as a free sample. Show the homepage, get the conversation, then do the rest after they say yes.

Keep the concept honest

- Use their real business name and what they actually do.
- Don't invent reviews, prices, or claims.
- Make it obvious this is a concept, and that you can make it live if they want it.

WHEN YOU SEND THE LINK

"Here's the concept homepage I mentioned. Open it on your phone and tell me what you'd change."

STEP 07

Three objection handlers

Don't argue. Answer it, then return to the concept or the audit.

1. "I don't have the money."

SAY THIS

"I get it. That's why I don't start with a big build. We start small, just the homepage that makes it easy to call and book, and we add the rest when it's working for you. The concept is already done, so you can see exactly what you're getting before you spend a dollar."

2. "I already have a guy."

SAY THIS

"Good. I'm not asking you to fire anyone. I'm asking you to look at this concept and tell me if your current site is doing this job. If it is, we're good. If it's not, you've got a second set of eyes, and you can keep your person for the rest."

3. "I'm not interested."

SAY THIS

"Fair. I'll leave the audit with you. If a week goes by and the phone is still quieter than you want, text me and I'll send the concept anyway. No pressure."

Then actually leave it, and follow up once. Don't try to talk people into a yes.

STEP 08

Close a small first deal, then follow up

When they like the concept, don't jump to a huge rebuild. Close a small first deal.

THE CLOSE

"If you like this, I can make it live and keep it working for you. We start with the homepage, get your number tappable, add booking, and make sure new leads don't sit. We can add more pages and follow-up after that. Want to start there?"

If they say yes, agree on what "live" includes, when it will be done, and how they pay. Write it down and send a short recap text the same day so there's no confusion.

If they say they need to think, set a time:

IF THEY NEED TO THINK

"Makes sense. I'll check back *[day]*. In the meantime, keep the link and show it to anyone else who needs to see it."

Follow-up that doesn't feel needy

SAME DAY	Thank them and resend the concept link.
DAY 3	Short check-in. "Did you get a chance to open it on your phone?"
DAY 7	One last note. Remind them of the 3 problems, and that you're ready when they are.

Log every name, what you showed them, what they said, and when you'll follow up. That's how you stay a professional, not a person who hopes they remember you.

The AI part comes in after the site is live. Set it up so a new lead gets a fast reply, the owner gets the message, and nobody slips through because the shop got busy. That's what you're really selling: a site that helps a busy owner keep customers coming, without adding more work to their day.

NEXT STEP

If you want help running this, start here.

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