



## BDA Opening

### Get to know the prospect's business.

Get the conversation started by asking about the "origin story" of the prospect's business. Here's an optional script.

**BDA:** Thank you for taking the time to meet with me today. One of the things that I so enjoy about working for Avitus Group is getting to hear about how a company got started. We have a neat story, which I'll share with you in just a moment, but before I do that, if you don't mind, give me the background story on how you got started: how long you've been in business, what you were doing prior to being here, etc:

*[Tip for BDA: Some owners will take the time to share how they got started, because they are proud of that story, as they should be. Enjoy taking the time to listen to their story, it will be helpful in you knowing what presentation to go into first and it's honoring to them as well. With that said, some owners can be abrasive and not willing to share anything with you, as the meeting you are in may very well be your first encounter. If an owner is a bit abrasive, simply move into how Avitus Group got started, below...]*

**BDA:** So Avitus Group's start began somewhat by accident. Our founder, Willie Chrans, had reached a boiling point in his frustration with how much time and complexity came along with running the few small businesses he owned at that time. He felt that he was spending much of his valuable working hours on parts of the business that he was either not good at, or simply hated doing. So, he set out to find a company that he could rely on for HR support, bookkeeping services, payroll, and so forth. He couldn't find a company that did those things, so, true to who Willie is, he started a company that would. Avitus Group was born, and our service offerings have grown as the complexity of operating a business has grown.

[Point to the Avitus Group app, showcasing all of the Avitus Group services we offer]

**BDA:** I have a few services that I would like to discuss with you, but at first glance, what on this page grabs your attention?

[At this point, begin preparing to give your first presentation. The owner should have interest in one of the icons on the screen (co-employer, accounting, payroll, etc.). Once they've looked over the options, move towards a presentation for the service where interest was shown. If for some reason they do not show interest or direction in any Avitus Group offering, then give them a co-employer presentation. This unique solution is unlike others at Avitus Group and will allow you to come back for a proposal meeting with your respective BDM]