

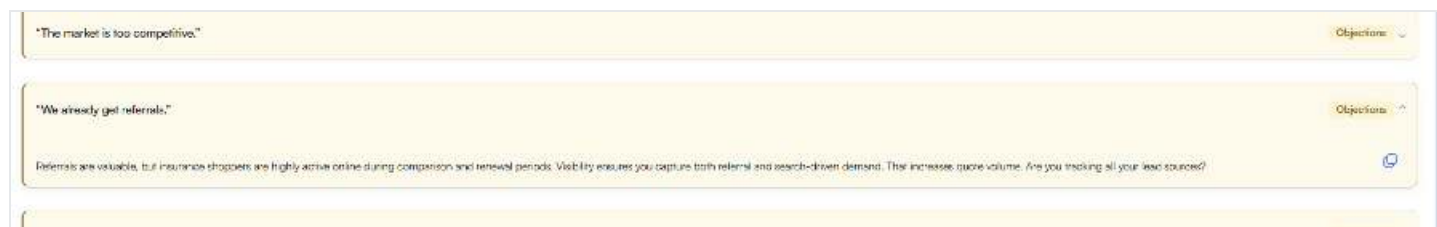
Know what to say before they push back.

Built-in sales support: TalkTracks, industry PitchPoints, ready-to-use AdScripts and objection handling — so reps lead the conversation, not react.

LOADED BEFORE THE CALL, NOT AFTER IT



AdScripts — the same spot written at three lengths, ready to read or hand to production.



Objections — the pushback, and the answer, side by side before the rep needs it.

FOUR KINDS OF BACKUP — 24 ITEMS FOR ONE VERTICAL

AdScripts

COMPELLING CREATIVE

Ready-to-run radio copy in 15, 30 and 60-second cuts, written for the category and copied in one click.

Product screens shown for an insurance-agency prospect; the set changes with the vertical.

PitchPoints

PROVEN CONCEPTS

Named campaign concepts for the vertical — what to actually propose, not a generic capabilities deck.

TalkTracks

DATA DRIVEN APPROACH

The line to open with, and the research standing behind it — RAB and Nielsen, cited right on the card.

Objections

WINNING RESPONSES

The pushbacks this category actually gives, each with a written response ready to read back.

WHERE IT FITS — FIND, CALL, PITCH, PROPOSE, PROVE

Find
INSIGHTS

→ **Call**
LOCALLEADS

→ **Pitch**
SELLEREDGE

→ **Propose**
PROPOSAL360

→ **Prove**
ADLINK



OR JUST
ASK IT

SellerEdge also answers as a chatbot — search or ask in plain language, and it returns the script, pitch point, talk track or rebuttal that fits the call in front of you.

See Connect in action.

Walk through the platform your sellers — or ours — run on every day.

[Request a Demo](#)

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