

How to use this script

Your customers are job shops and contract manufacturers who are struggling with tool chaos, tribal knowledge, and inconsistent processes. They feel this pain daily — your job is to name it, connect it to MachiningCloud, and get them into a demo. The #1 objection you will face is fear of implementation. This script is built around disarming that fear.

STEP 1 — Opening

Keep it warm and brief. Your goal is to earn 90 seconds to ask one question — not to pitch.

“Hi [Name], this is [Your Name] from [Your Company]. You know us for [your software offering]. I’m reaching out because we’ve partnered with MachiningCloud — a platform many shops like yours are using alongside [your software offering] to get their tooling and job planning organized. Do you have two minutes? I’d love to ask you one quick question about how you handle tool data today.”

Why this works:

- Anchors on your existing relationship and their CAM software
- Asks permission to ask a question — not to pitch
- Signals relevance immediately: “shops like yours”

STEP 2 — Qualifying Questions

Ask 1–2 of these. Listen more than you talk. Your goal is to surface the pain, not check boxes.

Question	What you’re listening for
<i>“When your team needs to run a new job, where does the tool data come from?”</i>	Spreadsheets, binders, or “one programmer’s head” — all signal the problem.
<i>“What happens when your best programmer is out or leaves?”</i>	Hits the tribal knowledge nerve. Most shops have a real — and worrying — answer.
<i>“How long does it take to set up a new job from scratch?”</i>	If hours or days, the ROI conversation opens naturally.
<i>“Have you tried any shop management software before?”</i>	If yes: listen for implementation pain — sets up your “no IT project” message perfectly.

STEP 3 — The Pitch

Lead with the problem, not the product. Pick the version that matches what you heard.

If they described chaos / tribal knowledge:

"Most shops we talk to are running the same way they did 20 years ago — tool data in spreadsheets, job knowledge in one person's head, setup instructions that walk out the door when someone leaves. MachiningCloud gives your whole team a single place for tools, jobs, feeds & speeds, and setup documentation — so anyone can run a job, not just your best programmer."

If they've tried software and got burned:

"I hear that a lot. Most shop software is built for large enterprises — it takes months to implement and needs an IT project. MachiningCloud is different. There's no migration, no consultant, no IT project. Shops are up and running in hours. You can start a free trial today and be doing real work in the platform tomorrow."

If they're focused on cost and efficiency:

"Shops using MachiningCloud typically see ROI in under 30 days. There's an ROI calculator on our pricing page — put in your own numbers and see exactly what you're leaving on the table. Most shops are surprised how fast it adds up."

STEP 4 — The Three Pillars (Use as Needed)

You don't need to cover all three. Match the pillar to what the customer cares about most.

Tool Management	Job Planning	Data Provider
One structured tool inventory — searchable and shareable by the whole team. Track what you have, where it is, and how to use it. <i>Say: "Think of it as your shop's tool library — organized, always current, accessible by everyone."</i>	Repeatable job plans with tools, feeds & speeds, and setup documentation. Anyone on the team can run any job — not just the person who set it up. <i>Say: "It captures the knowledge so it stays in your shop, not in one person's head."</i>	Manufacturer-certified tool data from 70+ brands — 3D models, drawings, feeds & speeds. Pushes directly into your CAM system in one click. <i>Say: "This is why it works so well with [CAM software] — the data is already there and right."</i>

STEP 5 — Handling Objections

Objection	Your Response
“We tried software before. It took forever to implement.”	“You’re not alone — most shop management software is built for enterprises and takes months to roll out. MachiningCloud is built for shops your size. No IT project, no migration, no consultant. Most customers are doing real work in the platform within hours of starting their trial.”
“We use spreadsheets and CAM libraries. That works fine.”	“That’s where most shops start. The problem isn’t that spreadsheets don’t work — it’s that they only work for the person who built them. When your best programmer is out, can anyone else find the right tool and run the job? MachiningCloud makes that knowledge available to the whole team.”
“We’re too small / too busy right now.”	“The shops that say they’re too busy are usually the ones who need it most — the chaos is what’s making them busy. The free trial takes minutes to start. Our ROI calculator shows most shops recover the cost in under 30 days. What does one wasted setup or one late job actually cost you?”
“What does it cost?”	“The Premium plan is \$149/month or \$1490/year — less than one hour of machine downtime for most shops. There’s also a Standard plan at \$39/month and a free trial so you see the value before you spend a dollar. Most shops hit full ROI in under 30 days.”
“How is this different from our CAM software?”	“[CAM software] handles the programming. MachiningCloud handles everything around it: what tools you have, how they’re assembled, how past jobs were run, and how to set them up consistently. They work together — you push tool data from MachiningCloud directly into [CAM software] in one click.”

STEP 6 — The Trial & Call to Action

Position the demo as a setup session, not a sales call. This reframe significantly improves conversion.

“MachiningCloud offers a free 7-day trial — no credit card required. But here’s what I’d recommend: let me set up a quick 20-minute session where we load your actual tools and walk through a real job together. That extends your trial for another 15 days and you’ll leave knowing exactly how it fits your workflow. What does your schedule look like this week?”

Key trial talking points:

- 7-day free trial, no credit card required
- Extended to 15 days after a one-on-one demo walkthrough
- Your tool library and job history are always retained — even without a paid subscription
- Browsing, searching, and 3D model viewing are always free
- No IT project, no data migration, no setup fee

STEP 7 — Closing

“Thanks for your time, [Name]. The shops that get the most out of MachiningCloud are the ones that just start — the trial is free and there’s nothing to migrate or install. I’ll send you the link right now. And if you want that 30-day extension with a walkthrough of your actual setup, I’m happy to book that too. Does [day/time] work?”

Always leave with one next step:

- Trial link sent + follow-up call booked
- Demo/walkthrough session scheduled (triggers 30-day trial extension)
- Sent to machiningcloud.com/get-started to start independently

machiningcloud.com • info@machiningcloud.com • +1 (805) 437-4171

Free Trial: machiningcloud.com/get-started