

## PARTNER SALES PLAYBOOK

# OrbitAI

A field guide for partners on winning end-user conversations — from first pitch to closed deal.

**Answers every call**

**Books & qualifies**

**Scales instantly**

# Not just a feature — a teammate

Orbit AI is a conversational AI agent that answers your customer's calls, understands what each caller actually wants, and **takes action on its own** — booking appointments, answering questions, and qualifying leads in real time.

Unlike the menu-tree phone systems and scripted chatbots their customers have suffered through before, Orbit AI holds a genuine, natural conversation. It listens, reasons, and responds — turning the phone line from something staff must drop everything to answer into a system that quietly works for the business around the clock.

## Three ways it shows up for a business:



### AI Receptionist

Identifies caller intent, shares hours, directions, and company info — no phone menu, no hold.



### Customer Service

Provides support for products and services by answering FAQs and booking appointments.



### Sales Agent

Engages prospects, answers product questions, and connects high-intent buyers to a live salesperson.



**The bottom line:** your customer gets true 24/7 service and instant lead capture while enabling your team to handle strategic tasks — bringing in more revenue and remaining present for in-person customers or clients.

## THE OPPORTUNITY

# Every business is leaking calls

Open every conversation with the problem. These are the everyday breakdowns your prospect already lives with — and each one is something Orbit AI quietly fixes. Name them out loud, and the value starts selling itself.



### Long hold times

When volume spikes, callers wait on hold — and many just hang up and try a competitor.



### After-hours gaps

Calls that come in nights, weekends, and holidays go to voicemail, if anywhere at all.



### Repetitive questions

Staff lose hours every week repeating the same answers on hours, pricing, and directions.



### Lost leads

A lead that isn't answered fast goes cold — or goes to whoever calls them back first.



### No-shows

Without reliable reminders, booked appointments quietly turn into empty, unpaid slots.



### Rising labor cost

Hiring and training enough people to keep the phones covered is slow and expensive.

# \$5–\$15

cost of a single live-agent call

Orbit AI typically pays for itself once it absorbs an extra 20–30% of call volume. So the real question isn't what it costs — it's what another quarter of missed calls, lost leads, and no-shows is already costing them.

## WHAT IT DOES

# Capabilities that close the deal

When a prospect asks “what can it actually do?”, these are your proof points — concrete capabilities you can demo, not vague promises.



### Custom personas

Decide whether Orbit AI sounds like a bot or a human, then set its name, voice, tone, and language to fit the brand.



### Calendar integrations

Connects natively to their calendars, keeping schedules aligned and up-to-date.



### Understands intent

Natural language understanding detects what a caller means and pulls out key details like names, dates, and orders.



### Post-call insight

Every call returns as a transcript and summary — with sentiment and outcome the team can act on.



### Multi-lingual

Automatically detects a caller's language and switches between languages mid-conversation, with no extra setup.



### Natural voice

A speech-to-text and text-to-speech engine that sounds natural and conversational, never robotic or canned.



### SMS built in

Follows up by text — reminders, confirmations, and links — right alongside the voice conversation.



### Infinite scale

Handles a virtually unlimited number of calls at once, so nobody waits in a queue or hits a busy signal.

## KNOW YOUR MARKET

# Who to sell to — and when

Some industries feel the pain harder than others, and a few signals tell you a prospect is ready to buy now. Orbit AI is industry-agnostic, helping all types of businesses increase revenue. Below are just 3 vertical examples and how Orbit AI can solve their unique challenges.



### Healthcare

Phone overload & no-shows

**Bring it in when:**

No-show rate over 15%, or expanding hours/locations.



### Real Estate

Leads arrive 24/7

**Bring it in when:**

Agents losing leads to faster-responding competitors.



### Retail

Seasonal demand spikes

**Bring it in when:**

Heading into holiday or back-to-school rush.

**Remember: Any vertical can be a fit.** Orbit AI is industry-agnostic. If a business answers phones, books appointments, or fields the same questions all day Orbit AI can help. This covers nearly everyone: boutiques, restaurants, tire shops, hair salons, and municipalities.

## WHO SIGNS OFF



### Business Owner

Owens the customer experience & company reputation.

#### WHAT KEEPS THEM UP

Can't deliver the 24/7 service customers expect; loses business to slow follow-up; and adding headcount to fix it is cost-prohibitive.

#### WHAT A WIN LOOKS LIKE

More revenue, more satisfied customers, and a more productive team — without growing payroll.



### IT / Support Lead

Owens the systems and keeps them reliable.

#### WHAT KEEPS THEM UP

Wary of a long, complex integration project and of any new tool introducing latency or instability.

#### WHAT A WIN LOOKS LIKE

A future-proof setup that is integrated into their existing communications. AI added in hours not weeks.

# Turn objections into openings

Most pushback is really a question in disguise. Here's how to answer the four you'll hear most.



### **"Our customers won't talk to a bot."**



Orbit AI is conversational, not robotic — give it a name and persona and most callers won't realize, or won't mind. What they remember is that it solved their problem fast, with no hold. Offer a live demo call and let them hear it for themselves.



### **"We tried a chatbot before."**



Older bots failed because they were text-only and script-bound. Orbit AI reasons over live voice with an LLM, so it handles open-ended, unscripted conversations. Ask what broke last time and show exactly how this is different.



### **"It's too expensive."**



Anchor to what calls already cost — \$5–\$15 per live-agent call, plus missed leads and overtime. Orbit AI usually pays for itself once it covers an extra 20–30% of volume. Offer to walk them through the ROI math.



### **"We don't have IT resources."**



It's built for rapid deployment — most customers go live in days, not months, with integrations into calendars and caller insights, our team handling the heavy lifting along the way.



**Contact us**



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