



Becoming Brilliant at the Basics

VITAL PLAYBOOK

What's in this guide

Thirteen sections, about fifteen minutes end to end. Read it through once before your first conversation, then come back to Section 12 before every conversation after that.

01	How to use this guide	3
02	What Vital Systems is	4
03	What sets this apart	5
04	Why reverse osmosis isn't a whole-house job	6
05	What the whole-house unit takes out	7
06	The three products	8
07	Who this fits	9
08	Well water is a different conversation	10
09	How to start the conversation	11
10	The three questions you'll get most	12
11	What people notice	13
12	What you can say and what you shouldn't	14
13	What happens after you connect someone	15
14	Conversation and Script Library	16

START HERE

Look up your own zip code in the EWG Tap Water Database before you look up anyone else's. You should know what's in your water before you start asking people about theirs.

SECTION 1

How to use this guide

Enough to walk into a conversation about Vital Systems and hold your own.

This guide gives you enough to walk into a conversation about Vital Systems and hold your own. It takes about fifteen minutes to read.

You won't find detailed installation specs or filter chemistry here. A PRO handles all of that after you make the introduction. What you need is to recognize a good fit when you're standing in front of one, and to know what you're talking about when the person starts asking questions.

Read it through once before your first conversation. After that, come back to the "What you can say and what you can't" page before every conversation you have.

15

MINUTES, END TO END

13

SECTIONS TO KNOW

1

THING TO DO — MAKE THE INTRODUCTION

WHAT'S YOUR JOB, AND WHAT ISN'T

YOURS

- Recognizing a good fit when you're standing in front of one
- Knowing what you're talking about when the questions start
- Making the introduction

YOUR PRO'S

- Installation specs and filter chemistry
- Pricing, quotes, and installation dates
- Scoping anything on well water

SECTION 2

What Vital Systems is

Vital Systems filters the water in an entire home or business. There are two pieces, and they do different jobs.

1 THE MAIN LINE

The first piece is installed on the main line, which is the pipe that carries water into the building from the street or the well. Because it sits at that point, everything past it comes out filtered. That covers the showers, the washing machine, the dishwasher, the water heater, and every faucet in the house.

2 UNDER THE KITCHEN SINK

The second piece is an alkaline reverse osmosis system. People shorten that to RO. It goes under the kitchen sink and gets its own small faucet next to the main one. Reverse osmosis works by pushing water through a membrane with openings so fine that dissolved material gets left behind, which is material that ordinary filters pass straight through. That's where the drinking and cooking water comes from.



SIX-STAGE ALKALINE RO – UNDER-SINK

Most households that filter their water at all are doing it one pitcher at a time. This covers the whole building.

What sets this apart

You're going to run into people who are comparing systems, so you should know where this one is stronger than what else is out there.

25 yrs

WARRANTY ON THREE PARTS

6

RO STAGES, NOT THREE OR FOUR

pH 9.5

AT THE FAUCET

START WITH THE WARRANTY

The entry point cylinder, the control valve, and the reverse osmosis unit each carry twenty-five years of coverage. When someone is weighing you against a cheaper quote, that's the number to lead with, because a lower price on a system with a much shorter warranty is not the same purchase. The warranty covers repair or replacement of parts that turn out to be defective. It does not cover replacement filters or membranes, and it does not cover transportation or labor.

THE SIXTH STAGE IS THE ONE PEOPLE CAN TASTE

The second thing is the reverse osmosis system itself. Most RO systems on the market run three or four stages. This one runs six, and the sixth stage is the one people can taste. Reverse osmosis by itself strips almost everything out of the water, and what you're left with is flat and slightly acidic. Most systems stop at that point and hand you the flat water. This one adds an alkaline filter at the end that brings the pH up to 9.5 before the water reaches the faucet.

ASSEMBLED IN THE USA

Third, the equipment is assembled in the USA by All American Water Supply, and there is no BPA, mercury, or lead in any part that the water touches.

Why reverse osmosis isn't a whole-house job

Customers hear "reverse osmosis" and assume they'd want it on the whole house. There are two reasons that isn't how it's done.

REASON ONE – RO IS SLOW

Pushing water through that membrane takes time, and an under-sink unit produces only a few gallons a day. A household uses hundreds of gallons a day, so filtering all of it that way would take commercial equipment and a large storage tank, and the price for that runs well into five figures.

REASON TWO – IT WOULDN'T HELP AS MUCH AS THEY THINK

The things in water that damage skin, hair, and appliances are chlorine, hardness minerals, and sediment, and the main-line filter already removes all three. Running the shower and the washing machine on reverse osmosis would cost a great deal of money to solve a problem the first piece has already solved.

SO HERE'S HOW IT'S BUILT

So the system puts general filtration on the main line and heavy filtration under the kitchen sink, where the drinking water comes out. The tap that matters most gets the same water it would have gotten either way, at a small fraction of the cost.

MAIN LINE

General filtration for the whole building

KITCHEN SINK

Heavy filtration where the drinking water comes out

What the whole-house unit takes out

The whole-house unit is called the Entry Point Cylinder. Water comes in through the valve at the top, travels down and up through six filter beds stacked inside the tank, and exits into the house line. The tank backwashes itself automatically, and it knows when to do it because a meter tracks how many gallons have gone through. Nobody has to remember to service it between scheduled visits.

The cylinder reduces chlorine, and it also reduces the byproducts that form when chlorine reacts with organic material in the water. It catches sediment, sand, and rust before any of it reaches a faucet. It removes the hardness minerals, which are calcium and magnesium, and those are what leave the white crust on fixtures and build up scale inside a water heater. It also reduces heavy metals and PFAS.



ENTRY POINT CYLINDER

WHAT IT REDUCES

- Chlorine and its byproducts
- Sediment, sand, and rust
- Hardness minerals
- Heavy metals
- PFAS
- Scale build-up in the water heater

PFAS, IN PLAIN LANGUAGE

PFAS stands for per- and polyfluoroalkyl substances. Most people call them forever chemicals, because once they're in soil or water they don't break down. They come from industrial manufacturing, from firefighting foam, and from ordinary household products like detergents and cleaners. They show up in water supplies that look clean by every other measure, which is part of why they matter to the families you'll be talking to.

You don't need to explain what's in each filter bed. If someone asks how the tank works, tell them the water passes through several layers of filtering material on its way into the house, each layer catches something different, and the tank rinses itself out on a schedule without anyone having to touch it.

The three products

There are three systems you should be able to name.



ENTRY POINT CYLINDER

The main-line unit described above, and it's the core of most residential sales.



CABINET SYSTEM

A compact water softener cabinet. It holds 225 pounds of salt and it's sized for two or three people. It's built for apartments and other small spaces where a full cylinder won't fit.



SUPPLYLIFE

A freestanding hydration station. It runs five stages, one of which is ultrafiltration that catches bacteria and viruses, and it has a UV self-cleaning system and an alkaline finish. Your PRO can tell you where it fits.

The reason to know all three is that when a prospect can't take the main-line install, you still have somewhere to go with them instead of ending the conversation. **Your PRO decides which system it should be.**

Who this fits

RESIDENTIAL

On the residential side, look for homeowners on city water who have started reading about what's in it, and homeowners on well water who are dealing with sediment, staining, or a smell. Families who have been buying bottled water or refilling pitcher filters for years are usually tired of both. So is anyone with hard water, chalky fixtures, or a water heater that gave out earlier than it should have.

COMMERCIAL

On the commercial side, think about restaurants and anywhere else food gets prepped. Salons and spas are worth a call, because water quality shows up directly in a client's hair and skin. Medical and dental offices, gyms, and daycares are all good candidates, and so are property managers who want the building to hold its value.

THE PEOPLE WHO BUY FASTEST

The people who buy fastest are the ones already spending money to work around their water. They're buying bottled water, or replacing pitcher filters, or hauling softener salt, or going through extra conditioner, or replacing appliances early. They've already decided their water is a problem and they're paying for it every month. What they haven't found yet is a fix that covers the whole building at once.

- Buying bottled water
- Replacing pitcher filters
- Hauling softener salt
- Extra conditioner
- Replacing appliances early

Well water is a different conversation

Well water can carry iron, sulfur, manganese, and tannins, and the combination changes from one property to the next. Two neighbors on the same road can end up needing two different systems, because the ground their water comes from isn't identical even at that distance.

The standard well setup uses three tanks that handle iron, sulfide, and manganese, and it's built to work on water that falls inside a defined range. If a property comes back outside that range, it needs additional equipment.



WELL WATER SYSTEM – THREE TANKS

THE ONE SITUATION THE SYSTEM ISN'T BUILT FOR

There's one situation the system isn't built for at all, and that's sulfur bacteria. If someone tells you their water smells like rotten eggs and the smell gets worse rather than better after the water has been sitting, mention it to your PRO instead of assuming the standard system will handle it.

All of this is why well water always requires a lab test before anyone can say what the system will look like. You can bring a well owner into a conversation any time. What you can't do is tell them what they need or what it's going to run. Make the introduction and let your PRO scope it once the test comes back.

Well water always requires a lab test first. Make the introduction – let your PRO scope it.

How to start the conversation

OPEN WITH SOMETHING THEY'VE ALREADY NOTICED

The strongest opener is a question about something the person has already noticed on their own. "Do you buy bottled water?" works well, and so does "Has your water heater ever gone out early?" If they've already said something about dry skin, stiff hair, spotty glassware, or a smell in the shower, then they've handed you the opening and you don't have to build one.

"Do you buy bottled water?"

"Has your water heater ever gone out early?"

THEN HAND THEM THE EWG TAP WATER DATABASE

From there, use the EWG Tap Water Database. EWG stands for the Environmental Working Group, which is an independent research organization. They publish water quality data by zip code and the data comes from the utility's own testing reports rather than from anyone selling anything.

Pull it up on your phone, type in their zip code, and hand them the phone so they can read it themselves. The results name the specific contaminants found in their water and show how each one compares to the health guideline for it. This works better than anything you could say, because it's their zip code and because the source is independent of you and of Vital Systems.

BEFORE YOU DO ANYONE ELSE'S

Look up your own zip code before you do anyone else's. You should know what's in your water before you start asking people about theirs.

The three questions you'll get most

"I already have a water softener."

A softener does one job. It runs the water through cation resin, which trades the hardness minerals for sodium, and that stops the scale from forming on fixtures and inside appliances. That's a useful thing to do, and it's why they bought it. What a softener doesn't do is filter, because trading one mineral for another isn't the same as taking contaminants out. Chlorine, PFAS, heavy metals, and sediment all pass through a softener untouched.

The Entry Point Cylinder holds that same softening resin as one of its six beds. So it does everything their current unit does, and then it does five more things on top of that. It's a replacement for their softener rather than something that sits next to it.

"Wouldn't a pitcher filter do the same thing?"

A pitcher only handles one container of water at a time. That means every shower, every load of laundry, every dishwasher cycle, and the ice maker are all still running on unfiltered water. The cartridges also need changing every couple of months. And the carbon inside a pitcher cartridge is sized to improve taste and odor rather than to capture heavy metals or PFAS, so most of those go right through it.

"How long does installation take?"

Usually a couple of hours. On city water it's a straightforward job and it doesn't require permits in most areas. Your PRO confirms the details once they've seen the setup in person.

What people notice

IMMEDIATELY

The chlorine taste and smell go away immediately, usually with the first glass.

FIRST WEEK OR TWO

Skin and hair change over the first week or two. People report that their skin feels softer coming out of the shower and that their hair feels cleaner after a few washes. Many of them find they're using less soap, shampoo, and conditioner than they used to.

FOLLOWING MONTHS

Over the following months, the hard water spots stop coming back on fixtures and glassware, and appliances stop taking on scale. Households that had been buying bottled water stop buying it.

Everything on that list is something a customer can see, taste, or feel without taking your word for it. That's what makes it safe to say, and it's a long enough list that you don't need to reach for anything else.

See it, taste it, feel it. Nothing on this page asks the customer to take your word for anything.

What you can say and what you shouldn't

You're an independent contractor, which means the introductions you make are yours and so is your reputation in them. This page exists so you always have something true to reach for. Everything in the first list is backed by the manufacturer's own documentation, so you can say any of it without wondering whether it will hold up.

✓ SAY THIS

The whole-house system reduces chlorine, sediment, hardness minerals, heavy metals, and PFAS.

The RO system filters the drinking water and finishes with an alkaline stage that raises the pH to 9.5.

Filtered water protects appliances and plumbing from scale.

The entry point cylinder, the control valve, and the reverse osmosis unit each carry a 25-year warranty that covers repair or replacement of defective parts.

Installation usually takes a couple of hours.

Most people notice the chlorine taste and smell disappear immediately, and softer skin and hair within two weeks.

Here is what the EWG database shows for your zip code.

✗ DON'T SAY THIS

That maintenance or replacement filters are covered by the warranty. They aren't. Replacement filters and membranes are excluded, and so are transportation and labor. Those costs belong to the owner.

A price, a quote, a payment figure, or a specific installation date.

A filter replacement schedule.

What a well water system will include.

These all belong to your PRO, who has the customer's actual situation in front of them and can give real numbers instead of a guess.

A CLEAN WAY TO HAND ANY OF THEM OVER

"That's the kind of question my PRO answers with your water test in front of them. Want me to set that up?"

What happens after you connect someone

Your PRO takes the conversation from there. They go out and look at the property, figure out which system it needs, put together the pricing, and set the installation date. None of that is your work.

Before the technician arrives, the customer has a couple of things to take care of. They need to know where the main water shut-off valve is, and they need to clear the area around the point where water enters the building. If an RO is going in, they also need to clear out the space under the kitchen sink.

After that, the filters get replaced on a schedule your PRO sets at installation, and the customer gets contacted before each one comes due. That replacement cycle is the reason this product is worth building on. It keeps you in the customer's life for years instead of for one transaction, and customers who are happy with their water tend to introduce you to other people.

WHERE TO GO NEXT

SCRIPT LIBRARY

The Conversation and Script Library holds every opener, pitch, text, email, and social post, and all of it is written to stay inside the claims on the page above.

MARKETING MATERIALS

Brochures, spec sheets, and other marketing assets can be found at resources.thecommonstead.com under the category "Sales & Marketing Materials." The technical specification sheets cover the system details.

THE VITAL SYSTEMS SITE

The Vital Systems site is at vitalsystem.us.

Look up your own zip code this week. Then have one conversation with somebody who has already told you their water bothers them.

The Best is Ahead.



Conversation and Script Library

VITAL SYSTEMS

What's in this library

Every opener, pitch, text, email, and social post – all of it written to stay inside what *Becoming Brilliant at the Basics* says you can claim.

01	How to use these scripts	3
02	Openers – three ways in	4
03	The 15-second and 30-second versions	5
04	The full conversation, in five moves	6
05	Text and direct message	9
06	Email sequence	10
07	Door to door	12
08	Social posts and calls to action	13
09	What never goes in a script	14

SAY IT OUT LOUD FIRST

Read each script through a few times until it sounds like you instead of sounding like a page. Anything in brackets is yours to fill in.

How to use these scripts

Everything in here is written to be said out loud or sent the way it's written.

Everything in here is written to be said out loud or sent the way it's written.
Read each one through a few times until it sounds like you instead of sounding like a page.

Anything in brackets is yours to fill in.

Every script here stays inside what *Becoming Brilliant at the Basics* says you can claim, so you can use any of them as written without checking anything first.

9

SECTIONS OF SCRIPTS

0CLAIMS TO CHECK
BEFORE YOU USE ONE

WHEN TO STOP AND BRING IN YOUR PRO

If a conversation runs past what a script covers and gets into health outcomes, pricing, or install dates, that's your PRO's territory and a good moment to bring them in.

Health outcomes

Pricing

Install dates

| Anything in brackets is yours to fill in. Everything else is ready to use as written.

Openers – three ways in

There are three ways into a conversation, and which one you use depends on what the person has already told you.

1 USE WHAT THEY GAVE YOU

If they've said anything at all about their water, use what they gave you. Maybe they mentioned dry skin or stiff hair. Maybe it was spots on the glassware, or a smell in the shower, or a water heater that gave out early. Any one of those is an opening, and you don't have to build one from scratch.

2 ASK ABOUT WHAT THEY'RE SPENDING

If they haven't brought it up, ask about what they're spending. "Do you buy bottled water?" is the whole question. People who say yes have already decided their water is a problem, which means you're not talking them into anything.

3 THE SOFTEST WAY IN – THE FISH TANK

If you want the softest way in, use the fish tank.

"Does anybody here keep an aquarium? You can't pour tap water straight into a fish tank. It has to be treated first, because fish are sensitive to chlorine. Makes you wonder about the water the rest of us are drinking."

The short versions

THE 15-SECOND VERSION

"I help families filter the water in their whole house instead of one pitcher at a time. Chlorine and sediment come out of every faucet, and there's a separate reverse osmosis tap at the kitchen sink for drinking and cooking. It protects the appliances too, which is where a lot of people are losing money without realizing it. Want to see what's in your water? It takes about thirty seconds."

THE 30-SECOND VERSION

"Most people figure that if their water is legal, it must be fine. The thing is, legal and clean are two different questions. There's a free database that shows you what's in your water by zip code and compares each contaminant to the health guideline for it, not to the legal limit, and those two numbers aren't the same.

What we install is two pieces. One goes on the main line where water comes into the house, so every shower and every faucet gets filtered. The other goes under the kitchen sink. That one's a reverse osmosis system for drinking and cooking water, and it finishes by alkalizing the water so it doesn't come out tasting flat.

Both pieces carry a twenty-five year warranty. I can look up your zip code right now if you want to see what's in yours."

HERE'S THE LINK

ewg.org/tapwater

The full conversation, in five moves

1

Open on what they
notice

2

Move to the data

3

Give it context

4

Lay out the fix

5

Hand it off

1 OPEN ON WHAT THEY NOTICE

"Can I ask you something? Do you buy bottled water, or filter it, or anything like that?"

Then let them answer. Whatever they tell you is what you'll build the rest of the conversation on, so the longer they talk here, the more you have to work with.

2 MOVE TO THE DATA

"Let me show you something. The Environmental Working Group publishes water quality by zip code. They're independent, and the numbers come out of the utility's own testing reports."

Pull up ewg.org/tapwater on your phone, type in their zip code, then hand them the phone and let them read it for themselves.

Hand over the phone, then give it context

"See this one? That's [contaminant] in your water, and that's how it compares to the health guideline for it."

Handing over the phone is the point of this move. While they're reading, the information is coming from an independent source. As soon as you start narrating it, it becomes a sales pitch again, and the whole reason this works is that it isn't one.

3 GIVE IT CONTEXT

"Chlorine is in there on purpose. It kills what needs killing on the way to your house, and that's a good thing. It just doesn't stop being chlorine once it comes out of your shower head.

PFAS are different. People call them forever chemicals because they don't break down once they're in the water. They stay."

That's the whole point, and it holds up on its own. Anything you add after it tends to soften it.

4 LAY OUT THE FIX

"There are two pieces. The first one installs where the water comes into the house, on the main line. Everything past that point gets filtered, so that's the showers, the laundry, the dishwasher, the water heater, and every faucet in the house.

The second one is a reverse osmosis system that goes under the kitchen sink with its own little faucet. That's your drinking and cooking water. It's filtered a lot further than the rest of the house, and the last stage alkalizes it so it doesn't taste flat the way reverse osmosis water usually does.

The main-line piece protects the building and everybody living in it. The reverse osmosis handles the water you drink."

Hand it off

The last move is the only one that matters for what happens next. Ask for the introduction plainly.

5 ASK FOR THE INTRODUCTION

"What I'd want next is for my PRO to come look at your setup. They walk the property, figure out which system it should be, and put together the numbers. I'd rather you hear that from them than have me guess at it. Can I put the two of you together this week?"

IF IT'S A POOR FIT FOR A MAIN-LINE INSTALL

If the property turns out to be a poor fit for a main-line install, don't close the door on it. There are other systems in the lineup, and your PRO is the one who decides which one applies.

ENTRY POINT CYLINDER

The main-line unit

CABINET SYSTEM

For small spaces

SUPPLYLIFE

Freestanding hydration station

Your PRO decides which system applies. Your job is the introduction.

Text and direct message

Send these the way they're written. Anything in brackets is yours to fill in.

COLD CONTACT

"Hi [Name], quick question. Have you ever looked into what's in your tap water? I've started helping families in [area] with whole-house filtration and what turns up is pretty eye-opening. Want me to send you a screenshot of what the Environmental Working Group found in your zip code?"

WARM FOLLOW-UP

"Hi [Name], remember we were talking about water? I ran your zip code through the EWG database and [contaminant] came back at [X] times the health guideline. I wanted you to see it. Want me to walk you through what can be done about it?"

REFERRAL REQUEST

"Hi [Name], glad the water's been treating you well. I'm growing this thing through happy customers and introductions. Anyone come to mind who's been complaining about their water, or who'd just want to know what's in theirs? An intro would mean a lot."

Email sequence

EMAIL 1 — FIRST CONTACT

Subject: What's in your water?

Hi [Name],

I've been helping families in [area] find out what's in their tap water, and most people are surprised by what comes back.

The Environmental Working Group keeps a free database where you can look up your zip code and see which contaminants are in your water. What makes it useful is that it compares each one to the health guideline rather than to the legal limit, and those two numbers are often pretty far apart. It's independent, and it's built on the utility's own testing.

Here's the link: ewg.org/tapwater

Look up your zip code. If you want to talk through what showed up, I'm around.

[Your Name]

EMAIL 2 — AFTER THE DATA

Subject: About what came back for your zip code

Hi [Name],

Thanks for taking a look. [Contaminant] came back at [X] times the health guideline, and that's what's coming out of every tap in the house right now.

There's a fix for it, and it's two pieces. One filter goes on the main water line so the whole house is covered, and a reverse osmosis system goes under the kitchen sink for the drinking and cooking water. Both carry a twenty-five year warranty.

I'd like to get you fifteen minutes with my PRO, who can look at your specific setup and give you real numbers instead of an estimate from me. No commitment on your end. Want me to set it up?

[Your Name]

After installation

**EMAIL 3 – AFTER
INSTALLATION****Subject: How's the water?**

Hi [Name],

It's been [X] since your system went in and I wanted to check in. How's it been? Most families notice the chlorine taste and smell disappear right away, and softer skin and hair within the first couple of weeks.

Your filters will need changing at some point, and I'll reach out before that comes due so we can get it on the calendar.

One more thing. If someone comes to mind who'd want to know what's in their water, I'd love an introduction. The best part of this work is watching people stop worrying about something as basic as their tap.

Thanks for trusting me with it.

[Your Name]

**EMAIL 4 – FILTER
REPLACEMENT****Subject: Time for new filters**

Hi [Name],

Your filters have been working hard and they're due for a change.

Your replacement kit is ready. Can we find a twenty-minute window this week or next? Let me know what works.

[Your Name]

The replacement cycle is what keeps you in the customer's life for years instead of for one transaction.

Door to door

Two lines and a pause. The pause is doing most of the work.

AT THE DOOR

"Hi, I'm [Name]. I work with families around [area] on water quality. Quick question. Do you know what's in your tap water right now?"

Then pause and let it sit. Most people don't know, and the pause gives them room to say so.

THEN

"There's a free database that shows contaminants by zip code. It takes about thirty seconds to pull up. Want to see yours?"

IF THEY SAY NO

If they say no, thank them and move on. Your time goes further with the people who say yes, and the ones who said no today sometimes remember you later.

Social posts and calls to action

EDUCATIONAL

"Legal and clean are two different questions.

There's a free database that shows what's in your tap water by zip code, and it compares each contaminant to the health guideline rather than to the legal limit. Those two numbers are often nowhere near each other.

Check yours at ewg.org/tapwater. Takes thirty seconds. Message me if you want to talk about what comes back."

THE FISH TANK

"You can't pour tap water straight into a fish tank. It has to be treated first, because fish are sensitive to chlorine.

Which raises a fair question about the water the rest of us drink every day.

Curious what's in yours? Go to ewg.org/tapwater, or send me your zip code and I'll look it up for you."

CALLS TO ACTION

Send me your zip code and I'll tell you what's in your water.

Comment WATER and I'll send you your water quality report.

Want to know what's in your family's water? Link in bio.

What never goes in a script

- ✕ Any suggestion that the warranty covers maintenance or replacement filters. It doesn't. Replacement filters and membranes are the owner's cost, and so are transportation and labor. The warranty covers repair or replacement of parts that turn out to be defective, and that's a strong enough claim on its own.

- ✕ A price, a quote, a payment figure, or a specific installation date. Saying that installation usually takes a couple of hours is fine.

WHY THE EWG DATABASE WORKS SO WELL FOR YOU

One more thing worth knowing. The EPA tells consumers not to rely on water tests run by the salesperson trying to sell them a system, which is fair advice. It's also why the EWG database works so well for you. You're not testing anything and you're not the source of the numbers. You're handing someone a phone and letting them read public data about their own address.

If a conversation starts to need one of these, it has moved past what a connector handles and into what a PRO handles. That's a good sign, not a problem. Bring them in.

Every script in here is ready to use as written. Say it out loud a few times, fill in the brackets, and hand the phone over.

The Best is Ahead.