

# CallSparq Script Guide

---

## Introduction

CallSparq scripts help you organize the information you use during live conversations. A script might contain introductions, discovery questions, voicemail messages, objection responses, closing statements, language greetings, or any other content you want immediately available while making calls.

Scripts are stored as simple text files and can be edited with any text editor. Most users never need to learn every feature. A simple script containing only a few entries can be very effective.

## Your First Script Entry

Every CallSparq script is made up of one or more Script Entries.

Example:

INTRO:

Hi [CONTACT]. This is [REP] with [ORGANIZATION].

Did I catch you at an okay time?

In this example, INTRO is the Entry Name. Everything below it is the script text that will be displayed when INTRO is selected within CallSparq.

A script can contain as many entries as you like.

## Using Values from a Configuration File

Rather than typing names, prices, phone numbers, organizations, and offers directly into your script, CallSparq allows you to pull those values from a configuration file.

Example:

Hi [CONTACT]. This is [REP] with [ORGANIZATION].

Values enclosed in square brackets are replaced with values from the currently loaded configuration file. This allows the same script to be reused for many different campaigns.

## Making Important Text Stand Out

CallSparq supports basic bold formatting using `<b>` and `</b>` tags.

Examples:

`<b>Please call me back today.</b>`

I'm calling regarding `<b>[SHOW]</b>`.

Please contact me at `<b>[PHONE]</b>`.

Bold formatting can be applied to any text. It is not limited to configuration values.

## Creating Alternative Versions of a Script

Sometimes you may want several versions of the same type of script. For example, multiple voicemail messages, gatekeeper approaches, or objection responses.

CallSparq supports this using Mutex Groups.

Mutex stands for Mutually Exclusive. In plain English, that means several entries belong to the same family of responses.

Example:

VM1: [mutex:VM]

Hi [CONTACT]. This is [REP]...

VM2: [mutex:VM]

Just following up regarding...

Both entries belong to the VM mutex group and represent alternative voicemail messages.

## Optional Group Headers

Groups are completely optional. Small scripts often work perfectly well without them.

As scripts become larger, Groups can help organize related entries.

Example:

[[VOICEMAILS]]

VM1:  
Hi [CONTACT]. This is [REP]...

VM2:  
Just following up...

[[LANGUAGE\_GREETINGS]]

SPANISH:  
Hola. Habla ingles?

GERMAN:  
Guten Tag. Sprechen Sie Englisch?

Think of Groups as folder names used to organize related script entries.

## Naming Tips

For Entry Names, Group Names, Variable Names, and Mutex Names:

- Use uppercase letters
- Use underscores instead of spaces
- Avoid special characters

Examples:  
CURRENT\_INITIATIVE  
SPECIAL\_PRICE  
LANGUAGE\_GREETINGS  
DISCOVERY\_YES

These recommendations apply only to names and identifiers. Your actual script text should be written normally.

## Common Mistakes

Do not remove the colon after Entry Names.

Correct:  
INTRO:

Incorrect:  
INTRO

Do not remove the square brackets around configuration values.

Correct:

[REP]

Incorrect:

REP

Use Groups only when they help organize the script. Many successful scripts contain no Groups at all.

### **Complete (but Over-simplified) Example**

INTRO:

Hi [CONTACT]. This is [REP] with [ORGANIZATION].

DISCOVERY:

Are you currently doing anything to improve your [BUSINESS\_GOAL]?

[[VOICEMAILS]]

VM1: [mutex:VM]

Hi [CONTACT]. This is [REP]. Please give me a call back regarding [TOPIC].

VM2: [mutex:VM]

Just following up on my earlier message regarding [TOPIC].

### **Syntax Quick Reference**

ENTRY: = Creates a Script Entry

[VARIABLE] = Inserts a value from the configuration file

<b>Text</b> = Displays text in bold

[mutex:GROUP] = Identifies alternative versions of similar entries

[[GROUP]] = Optional organizational grouping