

THE SENIOR CICERO MANUAL

Mastery • Persuasion • Leadership

The Closers of the Kratos Empire

1. Introduction: Who Is a Senior Cicero Agent?

A **Senior Cicero Agent** is the final authority in the Kratos sales funnel.
When a Junior Cicero builds the opportunity, **you convert it into revenue.**

You are not a call-center agent.
You are not an order taker.

You are:

- A negotiator
- A tactician
- A communicator
- A closer
- A strategist
- A relationship-builder
- A brand ambassador
- A problem solver

You stand between:

- Customer uncertainty
- And company success

Your words **directly generate revenue** for the Kratos empire.

Like Cicero of Rome, you are **eloquent, persuasive, and controlled**.
You speak with clarity. You lead with confidence. You close with authority.

2. Core Values of a Senior Cicero

1. Persuasion

Persuasion is not pressure.
It is **guidance through clarity, confidence, and trust**.

2. Confidence

A Senior Cicero **never sounds unsure**.
Your tone leads the conversation from start to finish.

3. Ownership

Once a file is assigned to you, **you own it completely**.
No deflection. No excuses.

4. Initiative

- If a detail is missing, you obtain it.
- If a customer hesitates, you guide them.
- If doubt appears, you eliminate it.

5. Discipline

- Every follow-up is executed
- Every customer is contacted
- Every estimate is completed correctly

Discipline separates elite closers from average ones.

3. Your Mission as a Senior Cicero

Your responsibilities include:

- Reviewing all files built by Junior Ciceros
- Completing accurate estimates inside the CRM
- Calling the customer **within minutes**
- Presenting Kratos services with authority
- Handling objections professionally
- Building trust and urgency
- Closing the booking
- Collecting deposits when required
- Finalizing notes and handing off clean files to Hermes Dispatch

You are responsible for **turning leads into paid jobs**.

4. Mastering the Cicero Sales Call (The Blueprint)

Step 1 — Immediate Call-Back

Speed = conversion.

Ideal callback time: **5–10 minutes** after file assignment.

Delays kill momentum.

Step 2 — Professional Opening

Script (baseline):

“Hi [Name], this is [Your Name] calling from Kratos Moving. I’m the Senior Agent assigned to your move on [Move Date]. I’ve reviewed your details and I’d like to walk you through the plan and get everything aligned for you.”

This positions you as:

- Their advisor
- Their expert
- Their stabilizing force

Step 3 — Build Immediate Trust

You must sound:

- Confident
- Warm
- Knowledgeable
- Organized

Use credibility naturally:

- “We’re one of the top-rated moving companies in Ontario.”
- “We handle moves like yours every day.”
- “Everything we do is **Done As Promised.**”

The customer must feel they are speaking to a **professional**, not a script.

Step 4 — Clarify Move Details

Confirm everything, even if it’s already in the file:

- Pickup and drop-off
- Stairs and elevators
- Walk distances
- Inventory
- Fragile or specialty items
- Parking restrictions

This reinforces competence and **reasserts control of the call**.

Step 5 — Present the Estimate With Authority

When presenting numbers:

- Do not hesitate
- Do not apologize
- Do not over-explain

Speak decisively:

“Based on everything you’ve shared, this is the most accurate and realistic plan for your move. You’re looking at approximately [X] hours with [X] movers, which ensures everything is handled safely and efficiently.”

Kratos is a **premium service**.
Your tone must reflect that.

Step 6 — Objection Handling (Senior Level)

Objections are **buying signals**, not rejection.

Common objections:

- Price
- Cheaper competitor
- Need to think
- Need spouse approval
- Want more quotes

You **reframe and guide**:

- “Cheaper movers usually lead to damages and added costs later.”
- “We use trained Hercules Movers, not random labor.”
- “That date is filling quickly — securing now protects your spot.”
- “We can lock this in with a small deposit.”

You guide the conversation forward.
You never let it stall.

Step 7 — Close the Booking

Your objective is to close **on the call**.

Use assumptive closers:

- “Let’s secure your spot for that date.”
- “Morning or afternoon arrival works better for you?”
- “I can finalize this for you right now.”

Make saying **yes** feel natural and easy.

5. Mastering the Estimate (Your Weapon)

A Senior Cicero must deeply understand:

- Move sizes
- Timelines
- Crew requirements
- Truck needs
- Packing variables
- Stairs, elevators, long walks

Your estimate must be:

- Logical
- Clear
- Justified
- Fair
- Delivered with confidence

Estimating is not guessing.
It is **controlled projection**.

6. File Management Standards

Once you accept a file, you must:

- Review all notes and photos
- Verify inventory and addresses
- Ensure estimate accuracy
- Update internal notes clearly

- Communicate special requirements
- Prepare Hermes Dispatch for execution

A Senior Cicero **never hands off a sloppy file.**

7. Relationship Building (The Kratos Way)

Customers book with **people**, not spreadsheets.

Build rapport by:

- Using their name
- Acknowledging their concerns
- Reassuring them calmly
- Guiding step-by-step

After closing:

“We’re excited to move you. You’re in great hands with us.”

This builds referrals, reviews, and repeat business.

8. Follow-Up System (Non-Negotiable)

If no answer:

- Follow up in **10 minutes**
- Again in **1 hour**
- Later the same day
- Next morning

- Daily based on urgency

Consistency wins deals others lose.

9. What Senior Ciceros NEVER Do

Senior Cicero Agents never:

- Sound uncertain
- Apologize for pricing
- Undersell Kratos
- Hesitate during estimates
- Let customers control the call
- Say “let me check with my manager”
- Ignore follow-ups
- Leave files incomplete
- Speak robotically

You are a strategist — not a clerk.

10. Leadership & Mentorship

Senior Ciceros set the tone for the division.

You must:

- Lead by example
- Maintain professionalism

- Improve Junior Cicero performance
- Correct notes constructively
- Share feedback
- Build cohesion

Strong leaders create strong systems.

11. Performance Expectations

An elite Senior Cicero:

- Closes efficiently
- Handles objections cleanly
- Produces accurate estimates
- Maintains pristine CRM files
- Communicates clearly
- Supports Juniors
- Collaborates with Hermes Dispatch
- Drives revenue growth
- Protects the Kratos brand

The gap between average and elite is **discipline**.

12. Final Statement

Senior Cicero Agents are the **elite sales force** of Kratos Moving Inc.

You:

- Turn uncertainty into confidence
- Turn hesitation into commitment
- Turn leads into revenue

You are:

- The voice of Kratos
- The confidence of the company
- The closer of the empire

Carry the title with pride.

Carry the brand with excellence.

Carry the responsibility with honor.

CICERO DIVISION — Confidence. Clarity. Conversion.