

Rep Outreach Scripts

Copy-ready LinkedIn DMs, text messages, voicemail scripts, and short email openers for medical reps introducing Peptide Partners to pharmacies and rep prospects.

How to use this resource

Pick the script that matches the contact type, personalize one line, then ask one simple question. The goal is not to explain the entire opportunity in message one. The goal is to create a clean next step.

Simple outreach rules

Keep it short	Aim for 2-5 lines. Busy pharmacy owners do not need a novel with a stethoscope.
Lead with the problem	PBM pressure, cash-pay wellness, GLP-1 demand, or non-PBM revenue.
Ask, do not pitch	Use curiosity-based questions to open the door.
Stay compliant	Use wellness language. Avoid disease claims, treatment claims, or guaranteed outcomes.
One next step	Ask for a quick look, a 10-minute call, or permission to send the overview.

LinkedIn DM + Text Scripts

Use these as copy/paste starting points. Replace the placeholders and keep the message conversational.

1. LinkedIn Connection Request - Pharmacy Owner

Use when: Use when connecting with an independent pharmacy owner or decision maker.

Script	Hi {{first_name}}, I work with medical reps and independent pharmacies exploring new cash-pay wellness categories outside the PBM model. Thought it would be good to connect.
---------------	---

2. LinkedIn Connection Request - Medical Rep

Use when: Use when connecting with pharma, device, diagnostic, or wellness reps.

Script	Hi {{first_name}}, I noticed you are in medical sales. I am building a training hub for reps who want to introduce independent pharmacies to a peptide wellness category. Thought it would be good to connect.
---------------	--

3. After They Accept - Pharmacy Owner

Use when: Use the same day they accept your request.

Script	Thanks for connecting, {{first_name}}. Quick question - are you currently looking at any non-PBM cash-pay wellness categories for your pharmacy? I am seeing a lot of interest around GLP-1 support, metabolism, hydration, sleep, and recovery.
---------------	--

4. After They Accept - Medical Rep

Use when: Use for reps who may want to learn the model.

Script	Thanks for connecting, {{first_name}}. Are you currently calling on independent pharmacies or pharmacy decision makers? I am helping reps learn a simple way to introduce a cash-pay peptide wellness category to pharmacies.
---------------	---

5. Pharmacy Interest Opener

Use when: Use when the pharmacy posts about wellness, GLP-1s, weight management, or front-end products.

Script	Saw your post about {{topic}}. This may be relevant because many pharmacies are getting patient questions around GLP-1 support, metabolism, energy, sleep, and healthy aging. Would you be open to seeing a quick overview of how pharmacies are approaching oral Bioactive Precision Peptides?
---------------	---

6. Non-PBM Revenue Opener

Use when: Use in pharmacy groups or direct messages.

Script	A lot of independent pharmacies are trying to find revenue that is not tied to PBMs, prior auths, or shrinking reimbursements. Are you actively exploring any cash-pay wellness categories right now?
---------------	---

7. Quick Permission-Based Message

Use when: Use when you want a soft next step.

Script	I have a short pharmacy overview that explains the category, startup options, and patient conversation. Want me to send it over?
---------------	--

8. Rep Side-Business Opener

Use when: Use for experienced medical reps.

Script	You already understand healthcare conversations, which is why this may fit. I am helping medical reps learn how to introduce independent pharmacies to a cash-pay peptide wellness category. Want the quick overview?
---------------	---

9. Rep With Pharmacy Relationships

Use when: Use when the rep calls on independents or local providers.

Script	If you already have relationships with independent pharmacies, this may be worth a look. The training is built around a simple pharmacy conversation: cash-pay wellness, no PBMs, patient demand, and subscription-based reorder potential. Want me to send the quick start guide?
---------------	--

10. After Sending Flipbook

Use when: Use 1-2 days after sending the overview.

Script	Curious what you thought of the overview. The part pharmacies usually care about most is the combination of patient demand, no PBM involvement, and a simple staff-training model. Worth a quick call to see if this fits your pharmacy?
---------------	--

11. Startup Options Follow-Up

Use when: Use when someone asks what it costs to start.

Script	The setup is simple: there is no cost to create an account and no minimum order required. Most people choose one of three paths: try one product, start with a core stack, or launch with all 7 products for \$454 so they understand the full portfolio. Want the Getting Started options page?
---------------	--

12. No Reply Nudge

Use when: Use 3-5 days after your first message.

Script	Bumping this up once, {{first_name}}. Is adding a cash-pay wellness category outside the PBM model something you are exploring this year, or not really on your radar right now?
---------------	--

13. Close-the-Loop Message

Use when: Use after several attempts.

Script	No worries if timing is off. I will close the loop for now. If peptides, GLP-1 support, or non-PBM wellness revenue becomes relevant later, happy to reconnect.
---------------	---

14. Text Message After Warm Conversation

Use when: Use only when you have permission or a prior relationship.

Script	Hi {{first_name}}, this is {{your_name}}. Great speaking with you about the Peptide Partners pharmacy model. Here is the overview we discussed: {{overview_link}}. Happy to walk through startup options whenever helpful.
---------------	--

15. Voicemail Script

Use when: Use after a warm conversation or introduction.

Script	Hi {{first_name}}, this is {{your_name}}. I am following up on the Peptide Partners pharmacy wellness conversation. The quick reason for my call is to show how independent pharmacies can look at a cash-pay peptide category outside the PBM model. I will send a short overview by email as well. My number is {{phone}}.
---------------	--

16. Group Post Comment Reply

Use when: Use when someone comments on a pharmacy or rep post.

Script	Happy to send the overview. The short version: this is a training and launch model that helps reps introduce pharmacies to oral Bioactive Precision Peptides as a cash-pay wellness category. I will DM you the details.
---------------	--

17. Pharmacist Staff Training Angle

Use when: Use when the owner worries about team complexity.

Script	Totally understand. The goal is not to turn the staff into peptide experts. The goal is to give them simple language, help them recognize the right patient conversations, and know when to bring in the pharmacist. Want me to send the Staff Cheat Sheet?
---------------	---

18. ROI Angle

Use when: Use when the decision maker asks about financial upside.

Script	The financial conversation is simple: front-end cash-pay wellness, potential reorder behavior, and subscription-based follow-up without PBM friction. The exact ROI depends on launch method and patient adoption, but I have a one-page Startup Options + ROI Reference I can send.
---------------	--

Mini Email Openers

New pharmacy lead	Quick question about non-PBM wellness revenue	Hi {{first_name}}, I wanted to reach out because many independent pharmacies are looking for cash-pay wellness categories that are not tied to PBMs, prior authorizations, or reimbursement pressure.
After a call	Great speaking with you	Hi {{first_name}}, great speaking with you about the peptide wellness category and how pharmacies can evaluate a simple launch model.
Send resources	Overview and startup options	Hi {{first_name}}, here are the resources we discussed: the professional overview, startup options, and a simple ROI reference for pharmacies.
Rep prospect	Pharmacy launch opportunity for medical reps	Hi {{first_name}}, this may fit reps who already understand healthcare conversations and have relationships with independent pharmacies.
No reply	Worth a quick look?	Hi {{first_name}}, just checking back once. Is a cash-pay wellness category around peptides something worth exploring, or should I reconnect another time?

Placeholder Library

{{first_name}}	Contact first name
{{your_name}}	Rep name
{{overview_link}}	Professional overview or flipbook link
{{booking_link}}	Strategy call/calendar link
{{phone}}	Your phone number
{{topic}}	Relevant post topic, pharmacy service, or wellness interest

Suggested Resources Page Card

Title: Rep Outreach Scripts

Description: Copy-ready LinkedIn DMs, text messages, voicemail scripts, and email openers for reps introducing Peptide Partners to pharmacy owners, pharmacists, decision makers, and medical rep prospects.

Button: Download Rep Outreach Scripts

File: peptide-partners-rep-outreach-scripts.pdf

Disclaimer

These scripts are for education and business communication only. They are not intended to diagnose, treat, cure, or prevent disease. Use compliant wellness language and refer clinical or medical questions to licensed healthcare professionals.