Outreach Challenge

Week 1 (of 4)
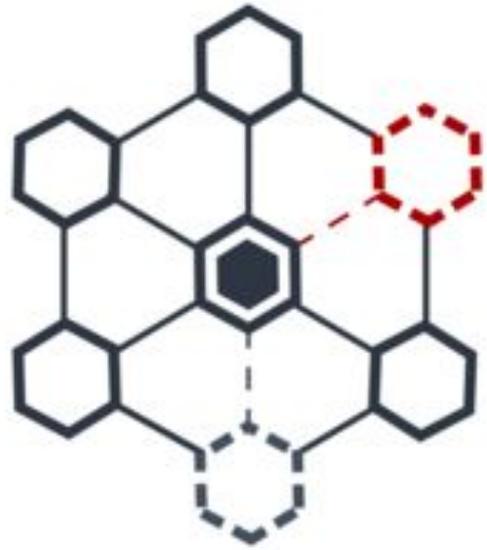
with Jeff Molander

Founder Communications Edge

Awareness

Deepak Raj

Business Development Executive

KYC - Chain

Professional Services - SDR & Business Development Services

Crypto Wealth Management Campaign
(New emails)

Outreach - Message 1 (Option 1)

Subject: Zerocap's (or) compliance

Ethan,
What is in place to verify your investors' identity and prevent fraud?

I may have an idea --- that guarantees compliance with FATF rules. (this FATF might change based on their regulator like FinCEN, Austrac, MAS etc… - okay to do so? Or simply say 'global KYC regulations'?)

Zerocap is using this idea to verify investors with confidence.

Open for a short email exchange?

Kind regards,
Deepak

Outreach - Message 1 (Option 2)

Subject: Zerocap's CDD

Ethan,
Zerocap is using an unconventional method to verify their investors with confidence.

Are you open to hearing how they do it?

We can do a short email exchange to see if a longer conversation is needed.

Kind regards,
Deepak

Kevin Casey

Executive VP & Partner

Cal LeGrow Insurance
&
Financial Group

Financial Services - Insurance

Subject: Paint Shop

John,
The Paint Shop was able to reduce their premium 16.2% by using a unique method.

Open to hearing more?

Cheers
Kevin

SDR as a service

SUGGESTION FROM JEFF

Subject: against this?

NAME, what's your plan -- to fill pipeline with qualified opportunities for AEs? Saw the open SDR role.

Are you opposed to considering me for the position?

Kind Regards,
Deepak

Kirsten Reisfield

Enterprise Account Manager

Information Technology & Services

Homework message 1 [SUBJECT LINES]

Subject: <u>Laptop supply idea</u>

Not sure if this idea works for you.   Several of my clients have successfully leveraged HP as a 2nd source to mitigate current supply disruptions.

Open to a short email exchange to see if a larger conversation is warranted?

If not no worries

Kirsten

Homework message 2 [SUBJECT LINES]

Subject: <u>What if…</u>

We no longer had to worry about what users click on?

Open to a short email exchange to see if a larger conversation is warranted?

If not no worries

Kirsten

Homework message 3 [SUBJECT LINES]

Subject: <u>Green enough?</u>

Is your end user technology aligned with your sustainability goals?

Open to a short email exchange to see if a larger conversation is warranted?

If not no worries

Kirsten

Communications
Edge

Sheldon Merriman

Director

Staffing - Actuarial & Data Science recruitment.

Overview of Challenge

Challenges:

- Preferred Suppliers Lists

- Clients not working with external agencies

- Also aren't switching off incumbent agencies.

Message inspired by Jeff's past workshops

Subject: A Classic British Summer

Hi Matt,
What would stop you from partnering with a headhunter for your Lead Model Developer (Pricing Actuary)?

All the best,
Sheldon

RESPONSE

Hi Sheldon,
Remarkably, I really like this approach!

The key things that would stop me from partnering with a headhunter would be if the individual concerned did not:

- make my life and my team's lives easier
- have a deep understanding of this candidate market
- understand our product and its problem space
- find people that my awesome team cannot already find
-

Your move!

Thanks,
Matt

RESPONSE TO PROSPECT

Hi Matt,

I started this business as I felt there was a better way to partner with clients and not be forced to fling CVs over because they may stick. Nah, that did not work for me; that's a waste of everyone's time. What is essential from my side is to sift out the not-so-relevant candidates better so only a few get to your inbox (this is the very least you'd expect, really). I gather that the hiring process involves much of the team, so I only send people I'd back if I were hiring them.

Unsurprisingly, I do not know everything as this market changes, so I spend a lot of my time learning and listening. Yes, I have third parties produce reports for me. I read many industry reports too because I'm curious, but simply listening and having conversations with actuaries from across the world is its own unique learning experience.

I gather that Hyperexponential aims to simplify complex modeling. Your new hire needs to 'speak actuary' (the consulting team, after all) and whisper this to your devs properly (hence the programming skills) to get client needs appropriately implemented. Nuances aside, for now, this appears to be the gist of the role.

Being a headhunter, I am an extension of your awesome team; there may always be that 'ah we found this person ourselves,' and that's cool! Below are some rough figures and role descriptions that you will have in conjunction with your awesome team:

Milliman (ongoing and started six months ago):

c. 2150 candidates approached for roles across four teams. Around 30 CVs were sent over; One of these teams looks for actuaries with an affinity for tech and model development as its software-focused. Two recent placements – I was tasked to focus on diverse candidates.

Cambridge Mobile Telematics:

c. 48 candidates approached, Three CVs were sent over, one offer accepted. Loads of technical skills needed across model dev and pricing. GLM/Python/C and working closely with internal devs for their software.

Over to you!

All the best,
Sheldon

RESPONSE FROM PROSPECT

Hi Sheldon,

Thanks for the info, this is really useful. Have you got time for a quick introductory phone call today at all? Sounds like we're aligned nicely on approach but I'd love to clarify a few things before going too much deeper.

Thanks,
Matt

"This is now a new client, I have a candidate that hits the nail on the head (was about to apply directly for the role) and will net around £22,000." -- Sheldon

Communications
Edge

Steven Rosen

Founder & Coach

STAR Results

Professional Services - Sales Leadership Coaching

LINKEDIN MESSAGE & RESPONSE

Heidi,

The first 90 days in a new leadership role can feel like you are drinking from a fire hose. Yet they are critical to your success.

What are you doing to ensure that you can successfully onboard at Regeneron?

I have an idea. May I share?

Steven

Heidi Brunner-Bindi (she/her) 5:45 PM

Go for it!!

RESPONSE BACK TO PROSPECT

Sure. What I have seen my highly successful sales leaders do is develop a comprehensive 30-60-90 day plan.

They have also built a foundation of trust. What are you doing to ensure you are successfully onboarded?

Would you be interested in finding out more? You can decide if a further conversation is warranted or not.

Steven

From Mark Young

Open to this?
Up your Game
LinkedIn
Rise Above

See you Monday

Worst "best practices"

with Jeff Molander

Founder Communications Edge