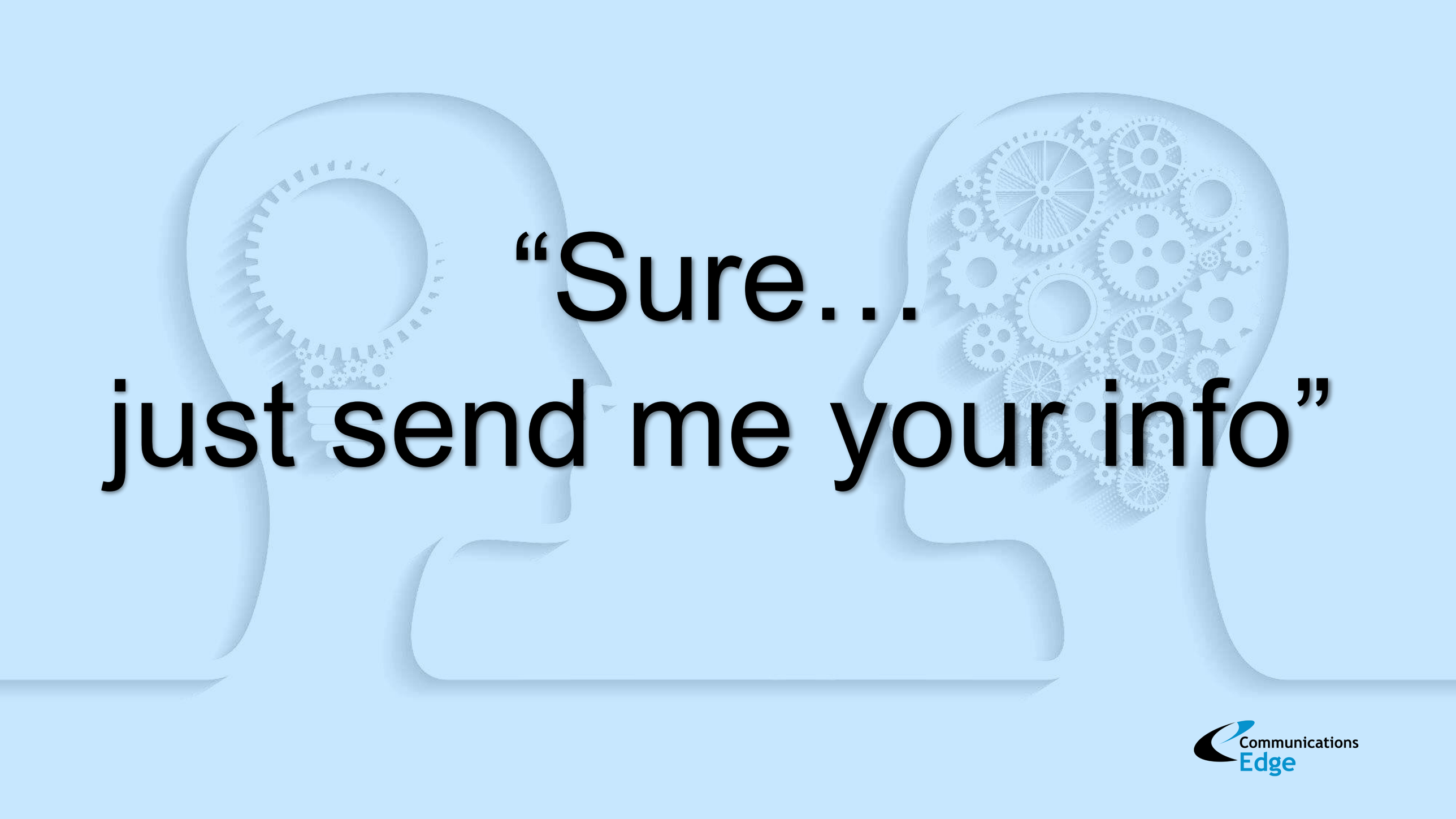
Outreach Challenge

Addressing “send me info” + “not interested”

with Jeff Molander

Founder Communications Edge


“Sure…
just send me your info”

“Send me your info”

1) **Listen**: immediately realize “I may be getting blown off.”
2) **Pivot**: what/when/why.
   - What information would you like to see?
   - When would you like to see it?
   - Why? (what decision outcome in mind)

3) **Schedule** a call-back

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What information would you like?

Why?

When can we schedule 15 minutes to go over that information.. and see if it makes sense to take the next steps?

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“I’m glad to send information.

What exactly would you like to see **and** when can we schedule a follow-up to review your feedback... and see if you decide take the next step?”

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1) **Listen**: immediately realize “I may be getting blown off.”

2) **Pivot**: what/when/why.
- What information would you like to see?
- When would you like to see it?
- Why? (what decision outcome in mind)

3) **Schedule** a call-back
- Get a specific time
- Send calendar invitation
- Get their direct extension or mobile #

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Avoid sending info without getting a return commitment.

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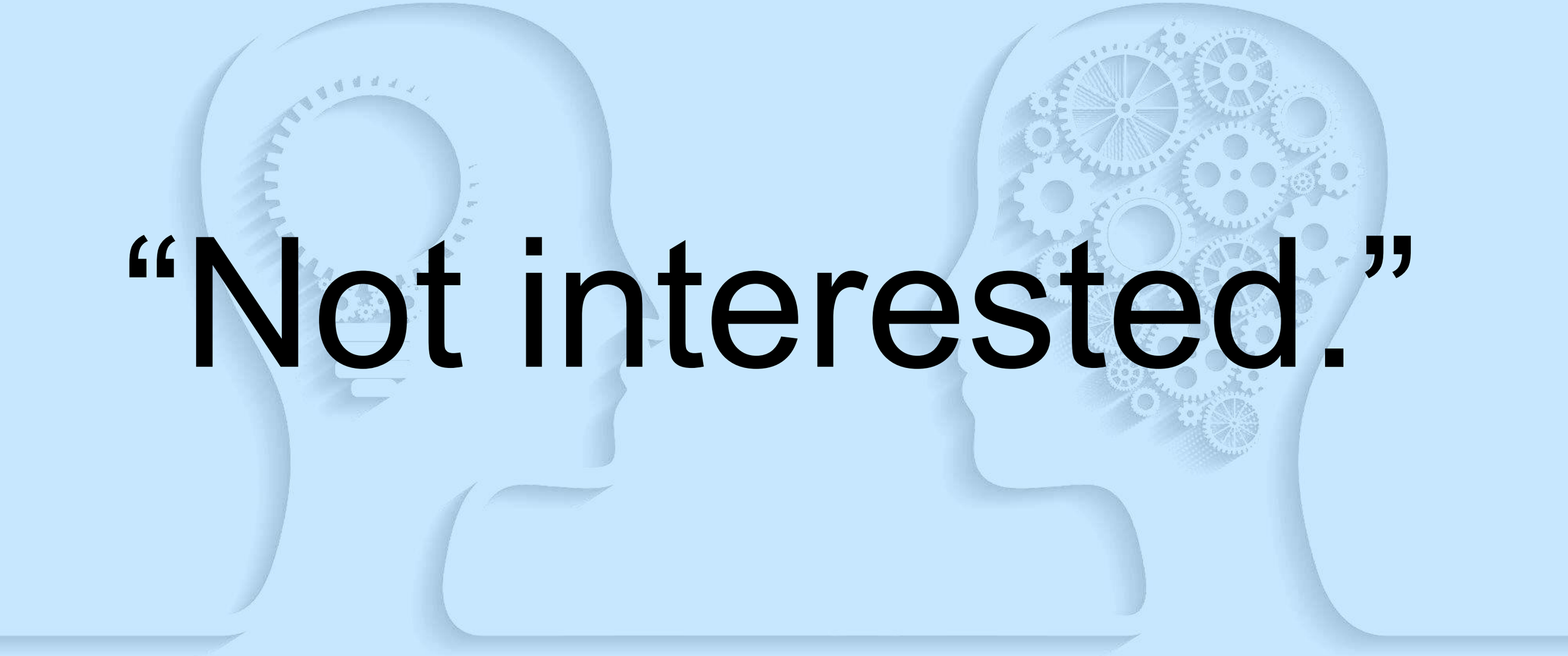

“Not interested.”

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What's this about?

What are you getting at?

Not interested.

I don’t have a solution for that.
What are you suggesting?

I need more information to understand.

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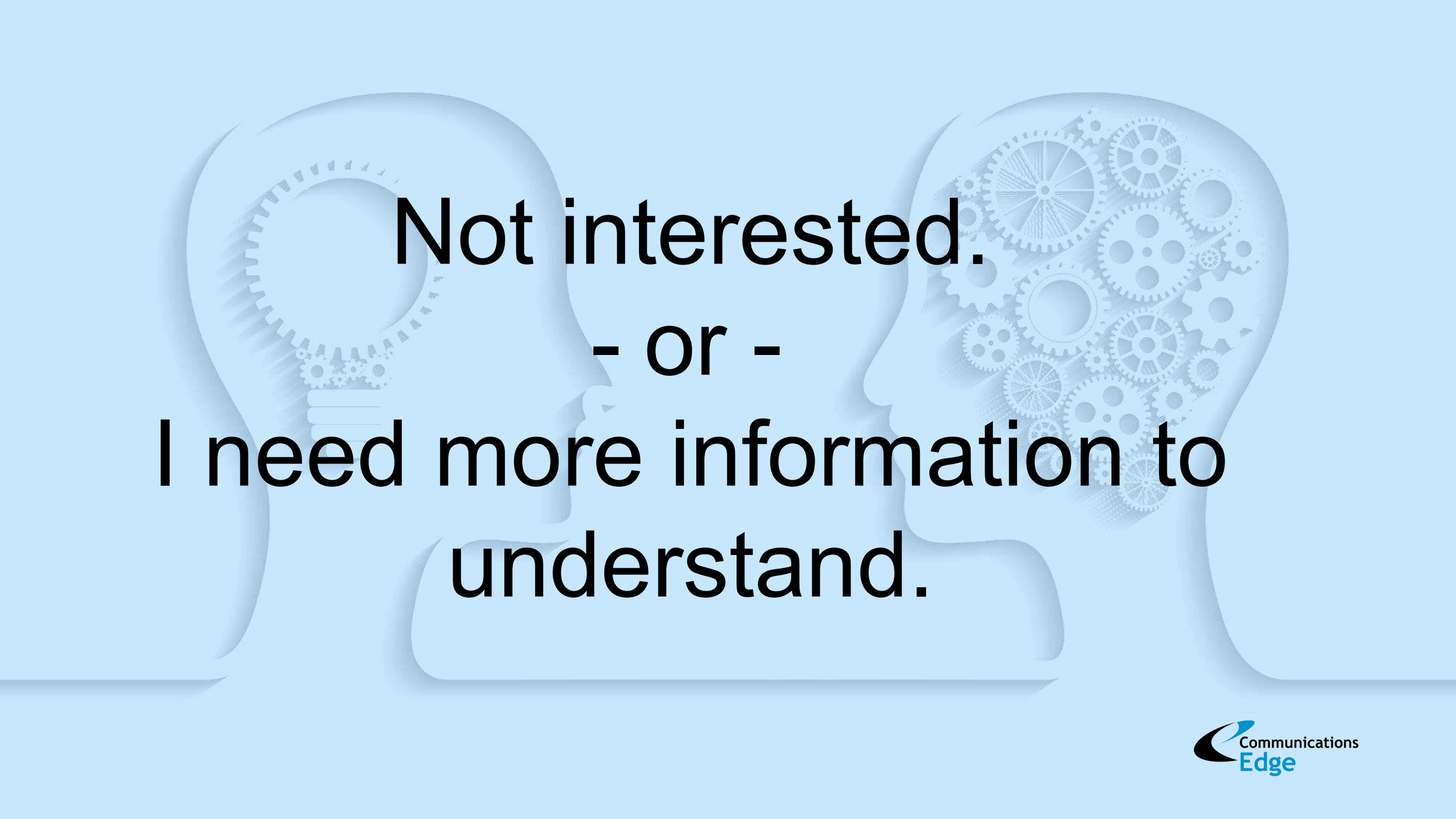
Not interested.
- or -
I need more information to understand.

1. “I don’t understand so…”

2. “I need what you offer but you are requesting my time in way that doesn’t respect it so…”

3. “You sound like everyone else wasting my time with a weak sales message so…

4. “I need this but I’m going to select the salespeople I talk to so…”

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“I’m buying eventually -- but *you aren’t serious*.”

(based on the tactic just used)

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“We are making this decision in future -- *not now*.”

(your ask is too big)

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“I need more time to understand _____.”

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“I’m provoked -- but *I don’t get it*.”

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irritate verb

Save Word

ir·ri·tate | \ ˈir-ə-ˌtāt \

irritated; irritating

Definition of *irritate*

transitive verb

1 : to provoke impatience, anger, or displeasure in : ANNOY

2 : to induce irritability in or of

intransitive verb

: to cause or induce displeasure or irritation

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The prospect is actually saying he/she …

1. Doesn’t **understand** your message. (but wants to)
2. Needs more **time** to grasp what you are saying.
3. Has a need but doesn’t think you are **worth their time**.
4. Has future need but sees **no value in meeting *now***.
5. Has future need but it’s not worth **sharing with *you***.
6. Has need but **already chose** a solution.
7. Has no need now or in the future. (the least likely)

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“Not interested”

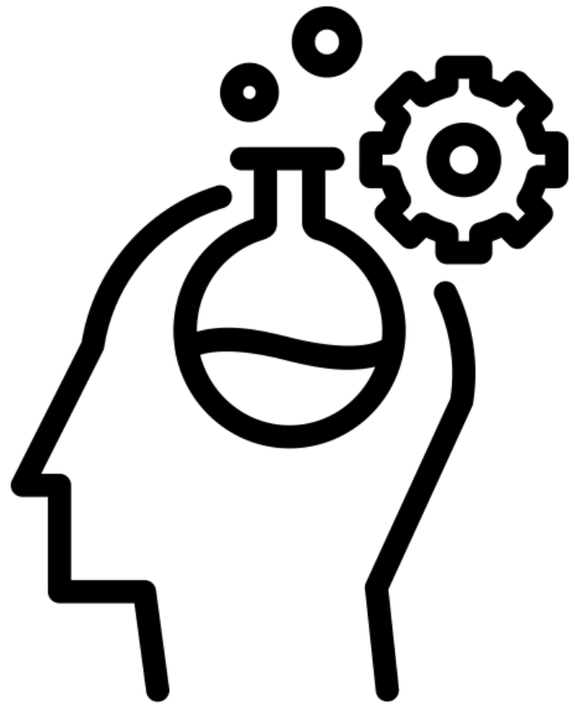

Image by Chameleon Design

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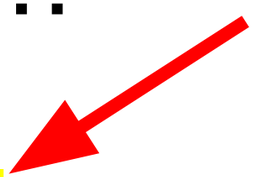

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6. Has need but already chose a solution. You don’t seem worthy.
7. Has no need now or in the future. (the least likely)

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Example from Academy member: Sent

Nicole,
Behance and Red Bubble are getting 2-3 x more ‘designer’ leads. You aware of this?

Is anything preventing you from studying competitors more deeply -- and exploring unconventional customer acquisition options?

I have an idea to share. Not sure if it's a fit yet.

Open to a short email exchange to decide if it’s worth your time?

Albert

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Reply from client

I’m not interested at this time. Thanks.

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Challenge Back: Facilitative Question

Nicole, you are ending this. Understood. But what would need to change -- for you to consider a future discussion?

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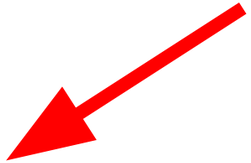

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Challenge Back: Facilitative Question

[name], what would need to change -- for you to consider a future discussion?

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The prospect is actually saying he/she …

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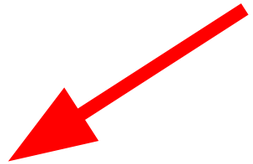

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See you on Friday!

“Sure, send me info” &
“not interested.”

with Jeff Molander

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