

# Outreach Challenge

**“Not interested” &  
avoiding negative triggers**

with Jeff Molander

Founder



# 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. You don't seem worthy.
7. Has no need now or in the future. (the least likely)

No

Understood.

You are willing to risk not having a backup (plan/vendor) until then.

Ok. It sounds like your current provider is making you as successful as you can be -- you're getting 100% of what you need from them.

Understood.

What would need to change --  
for you to discuss with me?

Your response to “not interested” depends on the **context (& strength)** of the 1st message sent.



Are feelings influencing *how*  
you communicate?



Is your  
***neediness***  
chasing  
customers away?

“feel free to”

“really”

“been trying to reach you”

“hope”

“looking forward to”

“just”

“I know you are busy”

“love”

“honestly”

“just wanted to circle back”

**Are words  
mirroring  
your**

**Attachment  
to the outcome?**

“That’s great, [name], I  
would love to share  
more...”

Is this of interest?

Would you like to learn more?

If you're interested, feel free to \_\_\_\_\_.

Any interest in a short call?

If any of these interest you, please let me know.

*"I'm so needy"*

# Email Draft 1

Hi Linda,

As we have not spoken before, I would like to introduce myself. I am an actuarial headhunter.

I probably spend as much time conversing with actuaries as you do, albeit not as technical. Through this, I continue to understand the actuarial profession and the broader insurance industry, from all levels of experience, pre-ACAS to senior FCAS, and at all types of organizations.

Reporting, Pricing, Risk, Software, Modeling, Capital, Investment, Commercial, and everything in between, if an actuary can get involved, I do too; I know how to find the person for your teams.

What are the actuarial hiring plans at Munich Re NA for the rest of the year and into 2021?

All the best,  
Sheldon

# Email Draft 1

Hi Linda,

As we have not spoken before, I would like to introduce myself. I am an actuarial headhunter.

I probably spend as much time conversing with actuaries as you do, albeit not as technical. Through this, I continue to understand the actuarial profession and the broader insurance industry, from all levels of experience, pre-ACAS to senior FCAS, and at all types of organizations.

Reporting, Pricing, Risk, Software, Modeling, Capital, Investment, Commercial, and everything in between, if an actuary can get involved, I do too; I know how to find the person for your teams.

What are the actuarial hiring plans at Munich Re NA for the rest of the year and into 2021?

All the best,  
Sheldon

# Email Draft 1

Hi Linda,

As we have not spoken before, I would like to introduce myself. I am an actuarial headhunter.

I probably spend as much time conversing with actuaries as you do, albeit not as technical. Through this, I continue to understand the actuarial profession and the broader insurance industry, from all levels of experience, pre-ACAS to senior FCAS, and at all types of organizations.

Reporting, Pricing, Risk, Software, Modeling, Capital, Investment, Commercial, and everything in between, if an actuary can get involved, I do too; I know how to find the person for your teams.

What are the actuarial hiring plans at Munich Re NA for the rest of the year and into 2021?

All the best,  
Sheldon

# Email Draft 1

Hi Linda,

As we have not spoken before, I would like to introduce myself. I am an actuarial headhunter.

I probably spend as much time conversing with actuaries as you do, albeit not as technical. Through this, I continue to understand the actuarial profession and the broader insurance industry, from all levels of experience, pre-ACAS to senior FCAS, and at all types of organizations.

Reporting, Pricing, Risk, Software, Modeling, Capital, Investment, Commercial, and everything in between, if an actuary can get involved, I do too; I know how to find the person for your teams.

What are the actuarial hiring plans at Munich Re NA for the rest of the year and into 2021?

All the best,  
Sheldon

# Email Draft 1

Hi Linda,

As we have not spoken before, I would like to introduce myself. I am an actuarial headhunter.

I probably spend as much time conversing with actuaries as you do, albeit not as technical. Through this, I continue to understand the actuarial profession and the broader insurance industry, from all levels of experience, pre-ACAS to senior FCAS, and at all types of organizations.

Reporting, Pricing, Risk, Software, Modeling, Capital, Investment, Commercial, and everything in between, if an actuary can get involved, I do too; I know how to find the person for your teams.

What are the actuarial hiring plans at Munich Re NA for the rest of the year and into 2021?

All the best,  
Sheldon

# First provocation attempt

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

# First provocation attempt

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

# Kirsten Reisfield

Enterprise Account Manager



Information Technology & Services



# PRE-SPARK

Subject: Intro

Hi XXX,

I am reaching out to introduce myself. I am XXX's dedicated account manager here at HP.

Do you see benefit in meeting sometime this week or next, to discuss below?

- Brief over the phone intros
- Update on Supply chain - state of the business
- With supply constraints expected to go into 2023, we are currently helping customers with short and long term planning
- Discuss any ways we can help maximize savings via volume discounts.

Kirsten Reisfield

# Homework - continued revision after Friday 9/24

**Subject: where's my laptop?**

Other organizations are exploiting a dual OEM strategy to mitigate current supply disruptions.

Are you opposed to considering?

Kirsten

# New idea

*HP is the leader in designing products for sustainability and a circular economy. If they measure us against our competitors AND get IT involved we win. This email is targeted at Chief Sustainability Officers and Corporate Social Responsibility leaders in Fortune 500 companies.*

SUB: sustainable enough?

Is your laptop engineered with sustainability and a circular economy in mind?

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

Kirsten

-----

## OPTIONAL

**“The easiest way to green your business is to buy from one that has already greened theirs.”**

Roy Anderson the grandfather of business sustainability.

**Attract** them to the idea of talking.

# Elements of a provocation

Subject Line

Triggers **curiosity** (“what’s inside here?”)

Opener

Looks **different** & triggers **curiosity**:

Body

Triggers **curiosity**.

End

Triggers **action** (the reply).

# NEW PROVOCATION

Re: premium drop

Eric,

Ron asked me to connect.

Observing an increasing appetite by a niche insurance carrier for architect and design firms. This has led to a 14.6%, 11.3% and 18.3% reduction in annual premium YOY among 3 design companies in the province this year.

Not even sure if this would be a fit for Fougere Architects.

Open to a short email exchange to see if a conversation makes sense?

Kevin

# Elements of a provocation

Subject Line

Triggers **curiosity** (“what’s inside here?”)

Opener

Looks **different** & triggers **curiosity**:

Body

Triggers **curiosity**.  
“How did they achieve/avoid \_\_\_\_\_, exactly?”

End

Triggers **action** (the reply).

ABC Corp. was wasting \$690,800 a quarter on unnecessary printing costs. But by making one small change they pocketed that cash -- all while centralizing document backups.

ABC Corp. was wasting \$690,800 a quarter on unnecessary printing costs. **But by making one small change they pocketed that cash -- all while centralizing document backups.**

**Instead,  
care less**



In fact **Stop** asking  
for meetings



Practice non-hunger.

Leverage strategic  
*dis*-interest.

Focus energy on HOW you'll  
get a conversation started.

(nothing else)

There *is* a way  
to craft neutral  
and **STRONG**  
messages.

# It starts with **abandoning** these:

“I was hoping to introduce my...”

“I would love to...”

“just reaching out to see...”

“I imagine your inbox gets filled...”

“circle back”

“following up from my previous...”

“feel free to”

“really”

**It starts with**

**better words**



Spark Selling Academy

[JoinSparkAcademy.com](https://JoinSparkAcademy.com)



**Stay current,  
confident**



**Spark Selling Academy**





**SPARK**  
**S E L L I N G**  
Forum

# See you on in the Academy!

with Jeff Molander

Founder





When clients reply  
*(seemingly)*  
negatively

# Ingmar Lambregts Director



# FIRST TOUCH

Subject: This is not spam - I've actually read your profile

Hi Frederik,

Where you mention that you authored two books on Marketing Optimization and Customer Dialogue Automation is where I got triggered. With Invenna we work with our customers doing exactly this and I believe it's fair to say that our approach is rather successful. Would you be open to a short e-mail exchange to decide if a more detailed conversation is warranted? Let me know what you think.

Thanks for considering,  
Ingmar

P.S. I've just published a customer case within the Financial Services industry, you can find it here: <https://lnkd.in/ePnDTtC>

## CLIENT REPLY

Hey Ingmar, sounds intriguing but probably not for us where we are currently as we're not looking to switch our IT systems and probably will not be able to bear the costs of adding complexity to our existing systems. Thanks,  
Frederik

## CLIENT REPLY

Hey Ingmar, sounds intriguing but **probably** not for us where we are currently as we're not looking to switch our IT systems and **probably** will not be able to bear the **costs** of adding **complexity** to our existing systems.

Thanks, Frederik

# INGMAR'S RESPONSE

Hi Frederik,

I can read the kind 'no, thanks' in your message and that's fine with me. Your reasoning make sense and is valid from an industry point of view. However, when building Invenna we made sure we would avoid these classic IT hurdles as much as we could.

Apart from that, we don't apply the (very) expensive license schemes many other vendors do.

If you can spare 30 minutes in future (and the above proposition merits it) I am happy to show highlights. You can decide for yourself.

Thanks, Ingmar

## CLIENT REPLY

Sure, I'd like to get inspired :- ) A meeting in Dubai?

# INGMAR'S RESPONSE

Subject: RE: Setting a date

Yes, that's perfect.

As said in an earlier e-mail; I would like to have a short call with you in advance to understand where QIC stands from a marketing infrastructure point of view. This to align what I can tell and show you about Invenna.

When would such a call be convenient for you?

Regards,  
Ingmar

# CLIENT REPLY

Subject: Re: Setting a date

Good morning,

Before proceeding, I would need a ballpark estimate of the investment to understand whether there's room for us to talk or not.

We're currently doing Retail in four countries and have a database of half a million customers; our products are personal insurance products sold online, through branches, call centers, agents and brokers and I need this 360 degree and I need ways of significantly improving how we interact with these customers (including upselling, cross-selling, etc.).

Please do not judge us by our current websites as the new, cool ones, are currently in the process of being activated ;-)

We have our own proprietary Oracle-based database system in various version in the countries which we need to connect to.

Are we talking \$5, \$5,000 or \$500,000 price range (the latter would of course be disqualifying ;-)) and have you ever engaged in performance-based payment models? I would be interested in offering you a share of the increased sales and retention from our customer during the first 18 months of operation to bring down our initial investments and to provide you with an incentive to help us put together the optimal solution.

You'll find Mr. Vboy on copy here and he will be the one taking this some steps forward until we decide a time to meet.

Thank you and warm regards,  
Frederik



# Let them speak

- Go **SLOW** (don't rush the meeting)
- Make it **safe** to talk about their situation
- Reveal “just enough” to **keep them curious**
- Don't be afraid to **push back** (negative reverse)

A background image showing several mountaineers on a rocky mountain peak. One climber is in the foreground, reaching out, while others are visible in the background. The scene is set against a bright, hazy sky.

# See you on Friday!

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

with Jeff Molander

Founder

