

Outreach Challenge

Week 4 (of 4)

with Jeff Molander

Founder



Steven Rosen

Founder & Coach



STAR Results



Professional Services - Sales Leadership Coaching

Old Messages

Subject: Chris, is your team engaged and delivering results?

Hi Chris,

The main conversation I've been having with sales leaders and customers the last few months is around increasing productivity and improving sales during COVID.

If this is also top of mind for you, I'd love to get an intro call on the calendar.

Whether it's acting as a sounding board or sharing insights from what I'm hearing from others in your position – I really want to be a resource to you.

Can we set up a time this week or next?

Steven

--

P.S. I recently wrote an article titled Fundamentals of Sales Leadership which has some great insights

New Provocations

Goal: To start conversations with Senior Sales leaders on their sales manager coaching

Issues:

Sales managers are poor coaches

Sales managers don't spend enough time coaching

Sales managers are reluctant to coach remotely

Sales managers don't follow a formal coaching methodology

Opportunity

Coaching is the #1 sales management activity that drives sales performance

Email 1 - with facilitative questions

Subject: Questions

What are you doing to help sales managers ask more effective coaching questions?

Email 1 - SUGGESTION

Subject: defensive?

What are you doing to help sales managers ask coaching questions that hold reps accountable?

Asking because I have an idea. Might be a fit for you... **if your managers demonstrate defensive behavior patterns.**

Thoughts, NAME?

Email 1 - SUGGESTION B

Subject: defensive?

What are you doing to help sales managers ask coaching questions that hold reps accountable?

Asking because I have an idea -- **if you suspect managers avoid this issue because they don't know how to build "safe communication spaces."**

Thoughts, NAME?

Email 2 - with facilitative questions

Subject: Accountability

How are you monitoring sales managers' time spent coaching in the field? How do you hold them accountable for investing time?

Email 3 - with facilitative questions

Subject: Coaching

How might you measure sales manager coaching effectiveness given you don't ride in the field with them?

Email 3 - SUGGESTION

Subject: Coaching

How might you measure sales manager coaching effectiveness given you don't ride in the field with them?

Email 4 - with facilitative questions

Subject: Methodology

How do you ensure sales managers follow your coaching methodology?

Email 4 - SUGGESTION

Subject: autonomy

How do you ensure sales managers follow your coaching methodology?

Or maybe you gave up -- and let them run wild and free.

Steven

Kevin Casey

Executive VP & Partner



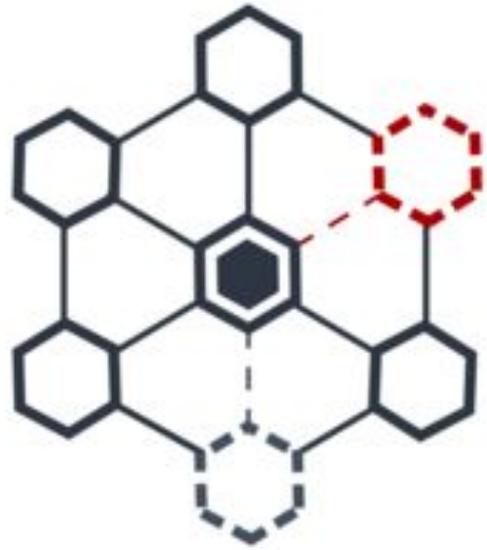
Cal LeGrow Insurance
&
Financial Group



Financial Services - Insurance

Deepak Raj

Business Development Executive



KYC - Chain



Professional Services - SDR & Business Development Services

Gilbert,
How would you know exchanges and OTC
traders you're onboarding are legitimate?

Or perhaps you're not concerned with
meeting FinCEN/FATF guidelines.

--

Regards,
Deepak



GILBERT VALENTINE CFCS · 2nd

Co-Founder, Chief Compliance Officer, and Director Of Business
Operations at Athena Bitcoin Inc.

Greater Chicago Area · [Contact info](#)

From: [Gil Valentine](#)

Sent: Thursday, September 30, [2021 11:33 PM](#)

To: [Deepak Raj](#)

Subject: Re: [EXT]OTC compliance

I do know. I also know this, I don't want to do business with you. Remove me from your contact list.

Sent from Gil Valentine's iPhone

Gil Valentine

Founder, CCO

SVP Compliance & Customer Support

Athena Bitcoin Inc.

www.athenabitcoin.com

Email: gil@athenabitcoin.com

Skype: [gil@athenabitcoin.com](https://www.skype.com/people/gil@athenabitcoin.com)

[Twitter](#)

[Instagram](#)

Licenses & certifications



Certified Financial Crimes Specialist

Association of Certified Financial Crime Specialists - ACFCS

Issued Nov 2019 · No Expiration Date

You're not on an automated list, Gil.

It looks like you have systems in place to KYC 100% of your customers with confidence while eliminating fraudsters.

Thanks,
Deepak

P.S - Seems like we have mutual association with ACFCS, as I worked with Brian some years back.

Kirsten Reisfield

Enterprise Account Manager



Information Technology & Services



Original Message for Comparison

Title: 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

“The easiest way to green your business is to buy from one that has already greened theirs.” Roy Anderson the grandfather of business sustainability.

Revised message 1

Including co. name seems to be a negative lately.

Title: sustainable enough?

I've noticed **Cushman & Wakefield** announced aggressive Net Zero commitments earlier this month. Are the PCs you buy aligned with that strategy?

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

Kirsten

“The easiest way to green your business is to buy from one that has already greened theirs.” Roy Anderson the grandfather of business sustainability.

Revised message 1

Title: sustainable enough?

The 'I've noticed' approach works less-and-less as A.I. is becoming more involved.

I've noticed Cushman & Wakefield announced aggressive Net Zero commitments earlier this month. Are the PCs you buy aligned with that strategy?

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

Kirsten

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Revised message 1

Add the word “How” here.
Avoid the yes/no hook.

Title: sustainable enough?

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Revised message 1

Title: sustainable enough?

OPTIONAL:
Go the other way. Push away
rather than try to pull.
Super brief.

Philip, Noticing your Net Zero commitments. Your entire fleet of PCs must be aligned with that strategy.

Kirsten

“The easiest way to green your business is to buy from one that has already greened theirs.” Roy Anderson the grandfather of business sustainability.

Revised message 2

Title: sustainable enough?

I've noticed Chubb has goals around reducing waste in your corporate environment. Are the PCs you buy aligned with that strategy?

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

Kirsten

“The easiest way to green your business is to buy from one that has already greened theirs.” Roy Anderson the grandfather of business sustainability.

Mark Young

Founder



Love Social Media



Professional Services - Marketing & Advertising

Other facilitative question ideas:

How would you know publishing insights on LinkedIn was paying you back?

How would you know the opportunity cost of not publishing on LinkedIn?

What needs to happen -- for the company to publish insights, consistently, on LinkedIn?

How did you end up with so little content being published, inconsistently, on LinkedIn? What has stopped you from fixing this?

What would you need to know -- to decide if publishing on LinkedIn was worth the time investment?

How would you describe your LinkedIn publishing strategy?

What has stopped you from being as successful with LinkedIn marketing as you want?

How would you know if it were time to switch up your LinkedIn strategy?

What I really want to say is WHY ARE
YOU EVEN ON LINKEDIN IF YOU
AREN'T TALKING ABOUT WHAT YOU
DO AND HOW YOU HELP.



Spark Selling Academy



Mike McKenna

to Jeff ▾

2:00 PM (3 hours ago)



Share this email



Absolutely. I am reviewing our last workshop right now. How incredibly easy to slip back into old habits, hence the deprogramming position. I am interested in learning more about the team support aspect of the academy, the concept of a team vs. the guru is well received.



How **incredibly easy to slip back into old habits**, hence the deprogramming position. I am interested in learning more about the team support aspect of the academy, the concept of **a team vs. the guru** is well received.



Spark Selling Academy



**Stay current,
confident**



Spark Selling Academy





SPARK
S E L L I N G
Forum

A background image showing a group of mountain climbers on a rocky peak. One climber is in the foreground, reaching out towards the camera. Other climbers are visible in the background, some sitting and some standing. The scene is set against a hazy, mountainous landscape.

See you in the Academy

50% this weekend

with Jeff Molander

Founder

