

Outreach Challenge

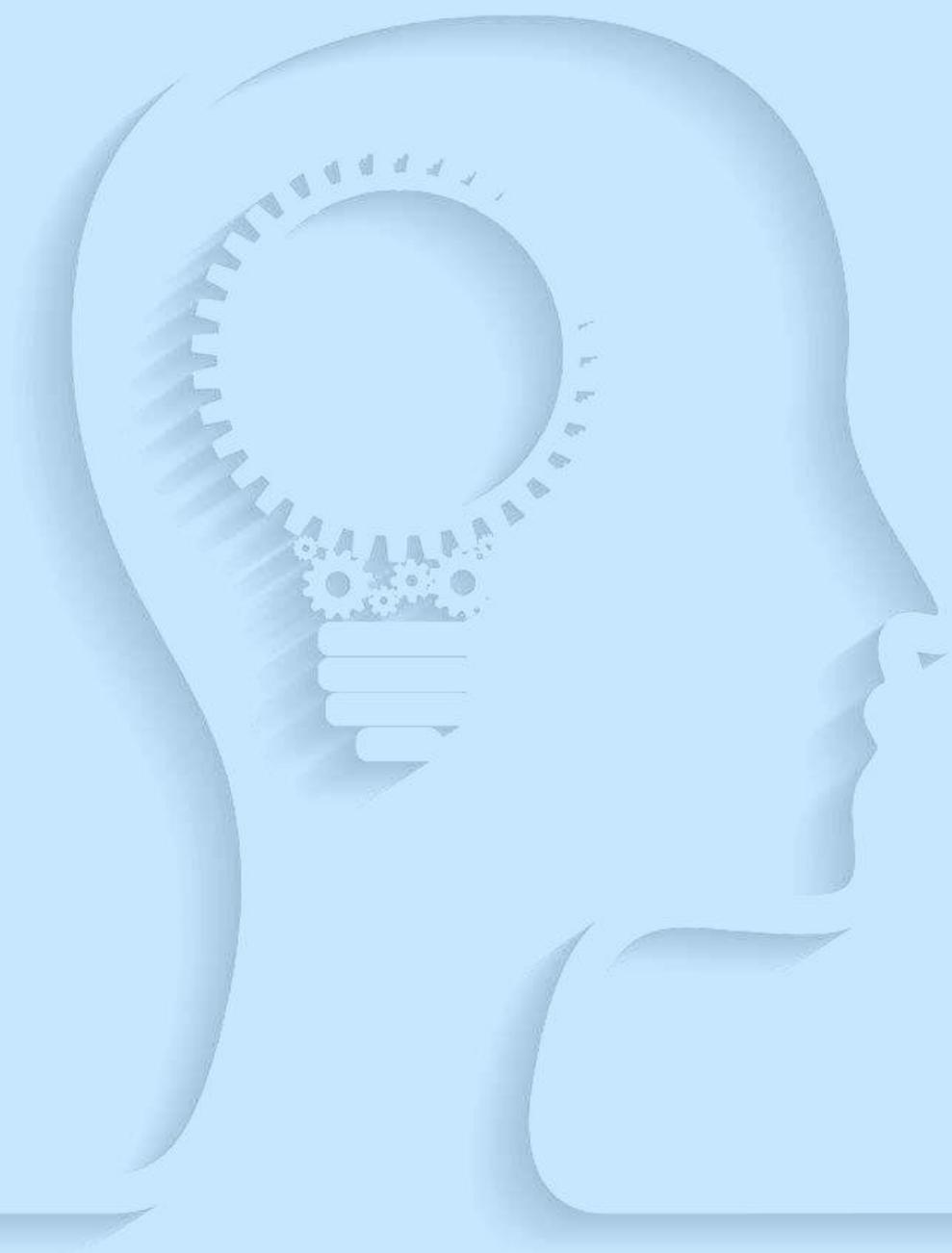
Week 1 (of 4)

with Jeff Molander

Founder







Week 1

**Awareness: Subject line & message flaws
(and under-played strengths)**

Week 2

**Eliminating: Abandon weak tactics you've
been told work (but don't)**

Week 3

Shortening: To spark curiosity & increase response

Week 4

Target & destroy: Negative mental triggers, words & word patterns



Awareness

Tailored
Targeted
Templated



**How are you
communicating now?**

Push back

Emails for "Sales Leadership Breakthrough" -- Email 1 Day 1

Subject. Have your sales taken a hit because of COVID? OR How to increase your team's numbers during the pandemic.

Hi FN,

It's Steven Rosen, Sales Leadership Coach.

I coach and develop sales leaders on how to lead their team to achieve outstanding sales results in the shortest time possible.

I'm sending you this email today because since COVID has hit early this year, many companies have seen their sales drop.

How has your organization coped?

Is your team struggling to meet targets creating friction and negativity?

Is morale low among the group?

Are you facing resistance to change from both your team and senior management?

Is your team as agile as you would like them to be?

Are you ready to breakdown or breakthrough?

While this is a very trying time for everyone, it is also a time of great opportunity for savvy leaders who pivot with these changes and lead their team out of this urgent situation.

This is where I would like to help you.

I am currently opening 10 spots only to my "Sales Leadership Breakthrough" one on one coaching sessions at no charge.

That's a \$1,000 saving.



Email 1 Day 1 (continued)

During the 60-minute session, we'll work together to

- Create a crystal-clear vision for the sales success you desire
- Uncover hidden challenges that may be sabotaging your team's success
- Look at what's going on with your team and find the obstacles that are impacting performance and sales
- You'll leave the session renewed, reenergized and inspired to lead your team to break through and crush their sales numbers

[Click here](#) to book your spot before all 10 disappear.

If your team aren't performing to the level you expect, and you are taking the heat, take this opportunity and grab one of the spots on offer.

There's no cost for you to attend my coaching.

However, if you don't spend the time analyzing how you can make improvements, things will only get worse before they get better.

Can you afford to wait and take that chance?

Book your spot today by [clicking here](#).

I look forward to helping you breakthrough,

Steven Rosen, MBA

Sales Leadership Coach



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Hook question.

Signals "pitch ahead."

Reveals sender's biased intent.

Answering forces vulnerability.

How to increase your team's numbers during the pandemic.

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← Pushing pain.

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**Established.
Wastes time.**



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Massive self-talk.



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GOOD instinct.

But covid is overused.

Subjects

Have your sales taken a hit because of COVID?

How to increase your team's numbers during the pandemic.

Are you building bridges or barriers? ← **Subjects: Limit to 1-2 words.**

The key to technology in a meeting space is where and how it is situated in a space. Have you built a technology bridge that enables your colleagues to achieve big, or is it in a pile in the space with your colleagues spending all of their time looking for ways to get around the pile?

Tone: Avoid 'talking at' from go.

This is an area some of my clients such as BP have struggled. May have a few things to share.

Questions: Avoid asking biased, "pain point" questions that create vulnerability.

I have time for a call on Wednesday 11 September in the afternoon or Friday 13 September in the morning. Either of those days work for you.

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2%

Templates should be used to
personalize faster --
not send faster.

Research.

Brief. Blunt. Basic.



Do your homework
& show it

Response is mostly about creating a
pattern disrupt

(not doing what customers expect)

“Hi. This is a cold call. Care to hang up?”

Communication
Technique

Prospect
Research



Email

LinkedIn
& Inmail[®]

Phone
& voicemail

Create
flexible

‘provocation templates’

Tailored
Targeted
Templated



~~Meeting requests
Marketing~~

A group of mountain climbers is seen in a desert landscape, with one climber in the foreground reaching up. The scene is hazy and brightly lit, suggesting a high-altitude or desert environment. The text is overlaid on this background.

Become more aware

See you on Friday!

with Jeff Molander

Founder

