

Diving deeper

Start & advance conversations



with Jeff Molander

Founder



Goals

- Return you to your day!
- Part I: Success Principles recap and deeper dive
- Part II: Workshop
 - Mike M.
 - Roxanne
- Part III: Subject lines
- Part IV: Voicemail provocations?



Conservation / environmental impact of a recycling program – provocative?

SUBJECT:

1 ounce recycled=1360 gallons of fresh water, thank you.

Mrs. Marshall, statistically you will be receiving greater satisfaction when trying a new refiner like Core Scientific.

Have a good weekend and let's stay in touch!
Mike.



Conservation / environmental impact of a recycling program – provocative?

SUBJECT:

1 ounce recycled

Mrs. Marshall, statistically you will be receiving greater satisfaction when trying a new refiner like Core Scientific.

Have a good weekend and let's stay in touch!
Mike.



Benefits



- Higher payments
- Greater level of transparency
- Data collection
- Complimentary replacement parts for processing equipment

Benefits to YOU

- Stand out
-

As a leader in refining, our customers receive a return of up to **20% higher** compared to their previous returns. We offer a higher return because we use a **classic fire assay...**

We refine all of your material **in house** while cash buyers just estimate the value & would rather pay you far less than what it's worth, then come to a refiner like us, to process your material.

Benefits to YOU

- Stand out
- More relevant

Benefits to YOU

- Stand out
- More relevant
- Provoke curiosity



Never try to convince anyone
of anything.

Conservation / environmental impact of a recycling program – provoking

SUBJECT:

1 ounce recycled=1360 gallons of fresh water, thank you.

Mrs. Marshall, statistically you will be receiving greater satisfaction when trying a new refiner like Core Scientific.

Have a good weekend and let's stay in touch!
Mike.



Group practice example -- opener

Hi Dr. _____

Your dental group should be working with a direct refiner to recycle your dental scrap, and with your three locations, I would expect you to see a revenue stream of \$6,000 - \$8,000 per year.

Let Core Scientific help you centralize your refining program to help you uncover a significant revenue stream, without any investment costs....

Group practice example -- opener

Hi Dr. _____

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Let Core Scientific help you centralize your refining program to help you uncover a significant revenue stream, without any investment costs....

SUGGESTION: Group practice example -- opener

SUB: estimate 

Hi Dr. ____

Ballpark -- your three locations could net \$6,000 - \$8,000 annually.

Are you opposed to exploring centralizing your scrap metal refining?

Jeff

Group practice example -- opener SUGGESTION

SUB: estimate

Strength: This is NOT a template!
Researched.

Hi Dr. ____

Ballpark -- your **three locations** could net \$6,000 - \$8,000 annually.

Are you opposed to exploring centralizing your scrap metal refining?

Jeff

Group practice example -- opener SUGGESTION

SUB: estimate

Trigger: Asking for “no” is easier than yes.

Hi Dr.____

Ballpark -- your three locations could net \$6,000 - \$8,000 annually.

Are you **opposed** to exploring centralizing your scrap metal refining?

Jeff

Group practice example -- opener SUGGESTION

SUB: estimate

Hi Dr.____

Ballpark -- your three locations could net \$6,000 - \$8,000 annually.

Are you interested in exploring centralizing your scrap metal refining?

Jeff

Example

Are you **interested in** exploring a refinance of your home loan?

Are you **opposed to** exploring a refinance?

Avoid offering



Steve Doherty Franchise Consultant

Find Your Optimal Franchise Business Opportunity Fast & Frustration Free

Chris Joyce and 3 others

Ignore Accept

Hi Jeff,

Are you interested in starting a business that can be a semi-passive, second income string for you?

I provide FREE services to help people find the best franchise and business opportunities.

Let's connect and I'll show you how. [See less](#)

[Reply to Steve](#)

Group practice example -- opener SUGGESTION

SUB: estimate

Hi Dr. ____

Ballpark -- your three locations could net \$6,000 - \$8,000 annually.

Are you **opposed** to exploring centralizing your scrap metal refining?

Jeff

Group practice example -- opener SUGGESTION

SUB: estimate

The 'scent' of how.

Hi Dr.____

Ballpark -- your three locations could net \$6,000 - \$8,000 annually.

Are you opposed to exploring **centralizing** your scrap metal refining?

Jeff

Peeling back the onion: Conservation & environmental impact of a recycling program

For every troy ounce of precious metals recycled (using Core's system) 1,360 gallons of freshwater are conserved. Our method of recycling is so clean the EPA has deemed it non regulatory to encourage companies to essentially become a recycler. The **conservation** element in this example compares the principle of a clean recycling method to bring metals back into the market vs mining and manufacturing (these two industries not only pollute water, they emit tons of CO₂, use incredible amounts of electricity, pollute land, the list goes on).

Crematories

- Capture dental material in less time
 - They can focus on their biz: deathcare
- Other problems solved
 - Customers more satisfied
 - Cleaner remains
(Fine grain consistency, no non-organic material)
 - Easy remains = they can focus on biz of deathcare
 - Increased safety
 - So what?
 - Meet conservation mandates (regulatory, compliance)
 - So what?

Homework

1. Common problems customers need to solve for.
2. Urgent problems customers are experiencing caused by forces they cannot control.
3. Opportunities customers may be unaware of -- which change (Core Sci) could facilitate.



Message Template -- Follow up after first meeting

Thank you for your interest in Core Scientific. I wanted to share more information with you about us.

Core Scientific is committed to excellence in refining a wide range of precious metal materials such as karat scrap, filings, bench sweeps and filter bags – to name a few. As a leader in the industry for over a decade, we have worked with jewelers across the nation to refine their precious metal scrap. We use the latest technologies for accuracy and a quick turnaround so that you can get the highest most competitive return in the industry.

Our continued success is best attributed to our exceptional level of expertise and detail. We are dedicated to providing our customers with the highest level of service and that includes ensuring that CASE COMMERCE LLC receives a higher return than ever before.

We are proud corporate sponsors of JBT.

If you are ready to start collecting, please contact me to request your FREE collection container and return-shipping label.

Looking forward to hearing from you soon.



Less is more.
(in all contexts)

Curiosity

Common responses

(from mobile)

What's this about?

You can help us address this?

What are you getting at?

I would need more information to understand.

Mike Mckenna

Executive Director Corporate Development



Core Scientific
Precious Metal Refinery



I hope you'll give us a chance the next time you send scrap out! I look forward to hearing from you soon.

I have an idea about your precious metal scrap.

Not sure if it's a fit.

Open to a short email conversation -- to see if it warrants a deeper one?

If not, no worries.

Stonemor

301 cemeteries and 70 funeral homes in
24 states and Puerto Rico



Cold outreach experiment

From: Mike McKenna <mike@core-scientific.com>

Sent: Tuesday, September 21, 2021 10:45 AM

To: xxx@stonemor.com

Subject: your crematories

Bob,

I have an idea about your recycling program. Not sure if it's a fit.

Open to a short email or phone conversation--to see if it warrants a deeper one?

If not, no worries.

Mike

Response from client

From: **Bob P.**

Date: Tue, Sep 21, 2021 at 12:21 PM

Subject: RE: your crematories

To: Mike McKenna <mike@core-scientific.com>

I have time on Friday morning.

Bob

303.726.2232

Creating a **pattern disrupt**

(avoid doing what customers expect)

Email 3 - Group practice emails

Hi Dr. Johnson,

Your dental group should be working with a direct refiner to recycle your dental scrap, and with your three locations, I would expect you to see a revenue stream of \$6,000 - \$8,000 per year.

Let Core Scientific help you centralize your refining program to help you uncover a significant revenue stream, without any investment costs.

Typically, dental group practices do not have a centralized refining program in place for their business and leave it up to each individual location to make decisions on when and how to sell their dental scrap. This often leads to poor choices and thousands of dollars left on the table.

Many dental scrap recycling companies represent themselves as a refiner, but if they aren't melting the material in house, it could be costing you up to 70% of the value of your precious metals.

Choosing the right precious metal refining company is important. Let us help you receive industry-leading returns for your dental scrap. If you give me the okay, I can begin delivering recycling cups to each of your locations. I'd also be happy to jump on a quick call to answer any questions you have.

Thanks,
Your name





**WIIFM
AIDA
Persuasion
Trust & Credibility**

Roxanne Brooks

Sales Account Manager



Core Scientific
Precious Metal Refinery



Email 1 - follow-up sent to dentists after initial visit

Subject line: My visit to your office

Hi Alayne, are you still selling your dental scrap to a speculative "cash buyer?" You will earn substantially more by selling directly to the refinery, instead of utilizing a cash buyer middleman. Who you use for crown recycling can make the difference of hundreds to thousands of dollars.

I stopped by your office this week and wanted to ensure you received the container I left. Here are some of the amazing results we obtained recently for our clients:

About ½ Jar of Material

\$3,100+ for an office

\$2,700+ for an office

Less than ¼ Jar of Material

\$1,000+ for an office

\$900+ for an office

Metal prices have skyrocketed, so it's a great time to trade in your old crowns for the highest returns available!

If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne



Email 1 - follow-up sent to dentists after initial visit

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Roxanne

**Too specific. Reveals contents.
No need to open the msg.**

Email 1 - follow-up sent to dentists after initial visit

Subject line: My visit to your office

Interesting tone. Challenging.

Hi Alayne, are you still selling your dental scrap to a speculative "cash buyer?" You will earn substantially more by selling directly to the refinery, instead of utilizing a cash buyer middleman. Who you use for crown recycling can make the difference of hundreds to thousands of dollars.

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All questions carry:

- Risk
- Bias (double-edge sword)

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If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne

Email 1 - follow-up sent to dentists after initial visit

Subject line: My visit to your office

Too risky: Placement.

Hi Alayne, are you still selling your dental scrap to a speculative "cash buyer?" You will earn substantially more by selling directly to the refinery, instead of utilizing a cash buyer middleman. Who you use for crown recycling can make the difference of hundreds to thousands of dollars.

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Here are some of the amazing results we obtained recently for our clients:

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Showing bias toward seller.

"I'm asking -- but don't want your answer."

Less than ¼ Jar of Material
\$1,000+ for an office
\$900+ for an office

Metal prices have skyrocketed, so it's a great time to trade in your old crowns for the highest returns available!

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Immediate attempt to persuade using all the typical benefits. (money and middlemen)

NOTE: Marketing tone.

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If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne

Email 1 - follow-up sent to dentists after initial visit

Subject line: My visit to your office

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Shift back to personal tone.

But what do you want them to DO?

Too many asks.

Metal prices have skyrocketed, so it's a great time to trade in your old crowns for the highest returns available!

If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne

Email 1 - follow-up sent to dentists after initial visit

Subject line: My visit to your office

Answer this question?



Hi Alayne, **are you still selling your dental scrap to a speculative "cash buyer?"** You will earn substantially more by selling directly to the refinery, instead of utilizing a cash buyer middleman. Who you use for crown recycling can make the difference of hundreds to thousands of dollars.

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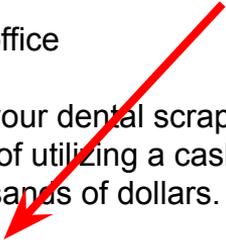
If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne

Email 1 - follow-up sent to dentists after initial visit

Subject line: My visit to your office

Confirm receipt?



Hi Alayne, are you still selling your dental scrap to a speculative "cash buyer?" You will earn substantially more by selling directly to the refinery, instead of utilizing a cash buyer middleman. Who you use for crown recycling can make the difference of hundreds to thousands of dollars.

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If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne

Email 1 - follow-up sent to dentists after initial visit

Get a meeting?



Subject line: My visit to your office

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If you have dental scrap, **I can come pick it up and pay you better! Can I stop by next week?**

Roxanne

Email 1 - follow-up sent to dentists after initial visit

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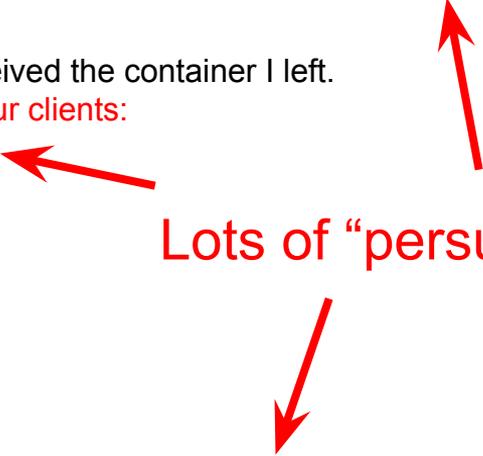
Less than ¼ Jar of Material
\$1,000+ for an office
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Metal prices have skyrocketed, so it's a great time to trade in your old crowns for the highest returns available!

If you have dental scrap, I can come pick it up and pay you better! Can I stop by next week?

Roxanne

Lots of "persuasion noise"



Email 1 - follow-up sent to dentists after initial visit

SUGGESTION

Subject: remember me?

Hi Alayne, anything preventing you from selling dental scrap direct to the refinery -- instead of a middleman cash buyer? Did you get the container I left?

Roxanne

Email 2 - follow-up **SUGGESTION**

Subject: sorry

Alayne, did you see the below message? Sorry to nag.

Roxanne

SUB: remember me?

Hi Alayne, anything preventing you from selling dental scrap direct to the refinery -- instead of a middleman cash buyer? Did you get the container I left?

Roxanne

Email 3 - follow-up **SUGGESTION**

Subject: may I?

Alayne, if you have dental scrap I can pick it up and pay you better. May I come next week?

Roxanne

Subject line: sorry

Alayne, did you see the below message? Sorry to nag.

Roxanne

Email 4 - follow-up **SUGGESTION**

SUBJECT: we in touch?

Alayne,

The only reason I pester is _____ . [observation or prior conversation
commitment/comment] Is something preventing you from considering
_____?

If I do not hear from you by Friday, I will not be in touch again.

All the best,

Roxanne

Subject: may I?

If you have dental scrap I can pick it up and pay you better. May I come next week?



Roxanne

Email 4 - follow-up **SUGGESTION**

SUBJECT: we in touch?

Alayne,

The only reason I'm pestering is **you will earn more by selling dental scrap directly to a refinery -- instead of a cash middleman**. Is something preventing you from considering **being paid more for crowns and other material?**

If I do not hear from you by Friday, I will not be in touch again.

All the best,
Roxanne

Subject: may I?

If you have dental scrap I can pick it up and pay you better. May I come next week?



Roxanne

Email 5 - follow-up **SUGGESTION**

Subject: stopping you?

Alayne, is something preventing us from having a short conversation?

Thanks,
Roxanne

SUBJECT: we in touch?

Alayne,

The only reason I'm pestering is you will earn more by selling dental scrap directly to a refinery -- instead of a cash middleman. Is something preventing you from considering being paid more for crowns and other material?

If I do not hear from you by Friday, I will not be in touch again.

Email 6 - follow-up **SUGGESTION**

Subject: change

Alayne, since you prefer to not talk — what would need to change for you to consider?

Thanks,
Roxanne

SUBJECT: we in touch?

Alayne,

The only reason I'm pestering is you will earn more by selling dental scrap directly to a refinery -- instead of a cash middleman. Is something preventing you from considering being paid more for crowns and other material?

If I do not hear from you by Friday, I will not be in touch again.



Email 3 - Group practice emails

Long! Let's dive in.

Hi Dr. Caputo,

Your dental group should be working with a direct refiner to recycle your dental scrap, and with your three locations, I would expect you to see a revenue stream of \$6,000 - \$8,000 per year.

Let Core Scientific help you centralize your refining program to help you uncover a significant revenue stream, without any investment costs.

Typically, dental group practices do not have a centralized refining program in place for their business and leave it up to each individual location to make decisions on when and how to sell their dental scrap. This often leads to poor choices and thousands of dollars left on the table.

Many dental scrap recycling companies represent themselves as a refiner, but if they aren't melting the material in house, it could be costing you up to 70% of the value of your precious metals.

Choosing the right precious metal refining company is important. Let us help you receive industry-leading returns for your dental scrap. If you give me the okay, I can begin delivering recycling cups to each of your locations. I'd also be happy to jump on a quick call to answer any questions you have.

Thanks,
Roxanne

Email 3 - Group practice emails

Lots going on here!

Hi Dr. Caputo,

Your dental group should be working with a direct refiner to recycle your dental scrap, and with your three locations, I would expect you to see a revenue stream of \$6,000 - \$8,000 per year.

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Thanks,
Roxanne

Email 3 - Group practice emails

Very bold tone. May or may not work.

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Thanks,
Roxanne

Email 3 - Group practice emails

STONG: Lots going on here!

You've done homework.

Hi Dr. Caputo,

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1) Reduces risk of looking cut-and-paste

(canned, templated)

2) Statistic could provoke curiosity

Typically, dental group practices do not have a centralized refining program in place for their business and leave it up to each individual location to make decisions on when and how to sell their dental scrap. This often leads to poor choices and thousands of dollars of lost revenue.

Many dental scrap recycling companies represent themselves as a refiner, but if they aren't melting the material in house, it could be costing you up to 70% of the value of your precious metals.

Choosing the right precious metal refining company is important. Let us help you receive industry-leading returns for your dental scrap. If you give me the okay, I can begin delivering recycling cups to each of your locations. I'd also be happy to jump on a quick call to answer any questions you have.

Thanks,
Roxanne

Email 3 - Group practice emails

Reads like a radio/tv ad script.
Rather bossy.

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Thanks,
Roxanne

Email 3 - Group practice emails

Too much info, too fast.
Save it!

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Thanks,
Roxanne

Email 3 - Group practice emails

BEWARE: Educating should be avoided like the plague.

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Thanks,
Roxanne

Email 3 - Group practice emails

This risks alienating,
condescending.

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Thanks,
Roxanne

P

Introjected Parent – the thoughts, feelings and behaviours we have taken in from others

A

Integrating Adult – the thoughts, feeling and behaviours corresponding to current reality

C

Archaic Child – the thoughts, feeling and behaviours we have experienced in the past

P



Guides, advises, nurtures, protects.
Authoritarian... a corrector.

A

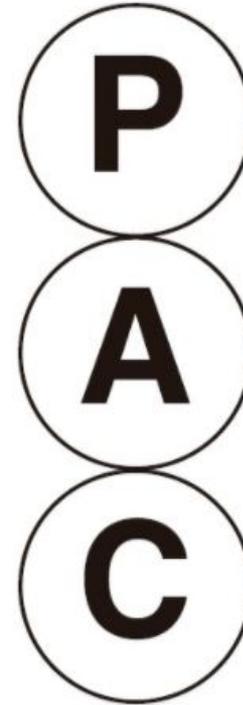
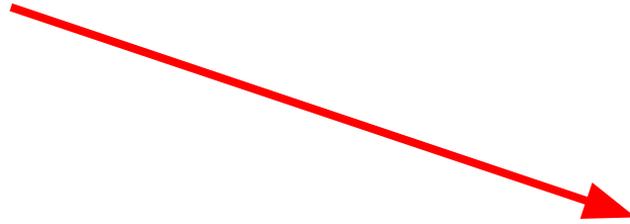
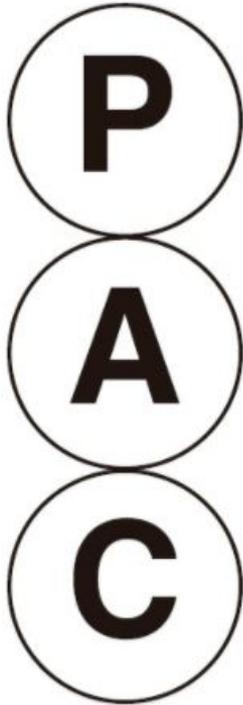


“I’m ok, you’re not”

Is reasonable, rational, logical,
open-minded, confident.

C

“Who are *you* to tell me that?!”



Protecting is seen as
controlling, **threatening**.

Because there's a
selfish message *behind*
the surface message.

OPEN Message:

“What are you cooking, Jeff?”

HIDDEN Message:

“Get your ass in the kitchen and start making dinner!”

Email 3 - Group practice emails

Be careful: Don't look so eager.
Maintain equal status w/ the Dr.

Hi Dr. Caputo,

Your dental group should be working with a direct refiner to recycle your dental scrap, and with your three locations, I would expect you to see a revenue stream of \$6,000 - \$8,000 per year.

Let Core Scientific help you centralize your refining program to help you uncover a significant revenue stream, without any investment costs.

Typically, dental group practices do not have a centralized refining program in place for their business and leave it up to each individual location to make decisions on when and how to sell their dental scrap. This often leads to poor choices and thousands of dollars left on the table.

Many dental scrap recycling companies represent themselves as a refiner, but if they aren't melting the material in house, it could be costing you up to 70% of the value of your precious metals.

Choosing the right precious metal refining company is important. Let us help you receive industry-leading returns for your dental scrap. If you give me the okay, I can begin delivering recycling cups to each of your locations. I'd also be happy to jump on a quick call to answer any questions you have.

Thanks,
Roxanne

Group practice emails SUGGESTION

Sub: idea

Dr. Caputo,

With three locations you should be receiving \$6,000 - \$8,000 per year for recycled dental scrap. I have an idea. Not sure if it's a fit yet.

Open to a short email or phone conversation--to see if it warrants a deeper one?

If not, no worries.

Roxanne

Subject Lines



That's a myth!

Emails aren't ads!

Based on relationships.



Jessica Walker

Re: Full Proposal. - Hi, We can help your website to get on first page of Google and increase the number of leads and sales you ar...

3:14 AM





Jessica Walker

Re: Full Proposal.

Hi, We can help your website to get on first page of Google and increase the number of leads and sales you ar...

3:14 AM

☆ Copyblogger

Reminder: Free Content Writing Workshop Tomorrow - I wanted to send you a quick reminder about our free workshop tomorro...

Mar 17

Necessary?



☆ Copyblogger

Reminder: Free Content Writing Workshop Tomorrow - I wanted to send you a quick reminder about our free workshop tomorro...

Mar 17

The message



☆ Copyblogger

Reminder: Free Content Writing Workshop Tomorrow - I wanted to send you a quick reminder about our free workshop tomorro...

Mar 17

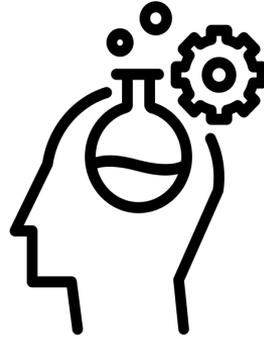
The same message = WASTED opportunity



☆ Copyblogger

Reminder: Free Content Writing Workshop Tomorrow - I wanted to send you a quick reminder about our free workshop tomorro...

Mar 17



Wrong mindset = wrong tactics

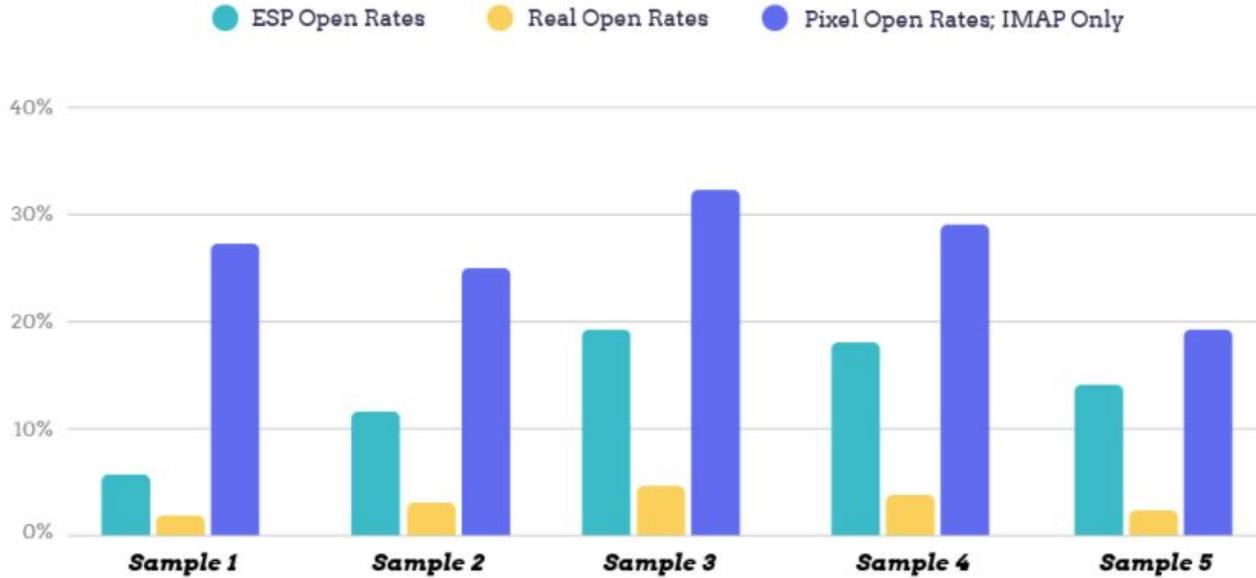
Open Rate

Open rate problems

- 1) Open tracking technology is fundamentally flawed.
- 2) Open rates provided by ESPs are dramatically inflated.
source: Verizon Media

*“It is somewhat expected, understanding how pixel-based tracking works, but **the difference is extreme**, with ESP-reported data **up to three times greater** than our own engagement data.”*

Real Open Rates VS. Pixel Open Rates



READ IT HERE! oth.me/open-rate

What this means to you

This doesn't mean all pixel-generated activity is inaccurate. It means we should be looking at the full picture of data -- such as trends in open rates.

AND placing more emphasis on RESPONSE.

Mixmax <<

Compose

Live Feed

Rules

Insights

Outbox

Tasks

Sequences

Templates

Contacts

Branding

Meeting templates

Links & files

Groups

Members & billing

Live Feed

All

MY SEARCHES

- Clicked
- Downloaded
- Opened
- Opened, unreplied
- Replied
- RSVP: Maybe
- RSVP: No
- RSVP: No response
- RSVP: Yes
- Unopened

All

Share

sent:last30days



MYSELF MY GROUP EVERYONE

Last activity

- Mar 17 · 11:13pm
- Mar 17 · 11:13pm
- Mar 17 · 11:13pm
- Mar 17 · 11:12pm
- Mar 17 · 11:09pm

Re: Sales Scripts & [REDACTED]

From: Jeff Molander

To: Peter [REDACTED] Brittany Ferrara

Sent: March 4, 2020 · 9:52pm

| Activity | When | Who | Where | Client/Device |
|----------|--------|------------------|-----------------|-----------------|
| Opened | Mar 17 | Brittany Ferrara | Brunswick, Ohio | Chrome, Windows |
| Opened | Mar 5 | Peter [REDACTED] | - | Gmail |
| Opened | Mar 5 | Peter [REDACTED] | - | Gmail |
| Opened | Mar 5 | Peter [REDACTED] | - | Gmail |

Download CSV

| Activity totals | Clicked | Downloaded | Opened | Unopened | Replied | RSVP: Yes | RSVP: No | RSVP: Maybe | RSVP: No response | Tasks | Outbox | Insights | Rules | Live Feed | Compose |
|-----------------|---------|------------|--------|----------|---------|-----------|----------|-------------|-------------------|-------|--------|----------|-------|-----------|---------|
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Brittany Ferrara Jeff Molander did you ever distribute these? 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0



Subject: _____

Provoke curiosity



**Provoke
curiosity**



Would this help?

Open to this?

Open to this, [first name]?

quick question, [first name]?

RE: _____
FWD: _____

RE: the artwork

Subject lines SHOULD:

- Use less than 4 words (“sweet spot” is 1-2)
- Experiment with lower-case first letter and ?
- Include trigger words to create “tension” ...
creating urge to open
- Provoke curiosity

Avoid:

- Words commonly found in your competitors' subject lines
- Inviting a “yes/no” answer
- Creating openers remorse (tricking)
- Communicating your intent
 (“Larry, quick call next Tuesday?”)
- Asking for meetings
- Mimicking newsletter headlines

Less is more.
(in all contexts)

Curiosity

**“Success is a refined
study of the obvious.”**

The less you write, the more
valuable words become.

It's a system

Subject Line

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

Opener

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

“Hmm. He/she’s done his homework.”

“This *may* be important to me.”

This is where you **STAND OUT**.

Body

Triggers **curiosity** (but not about you).

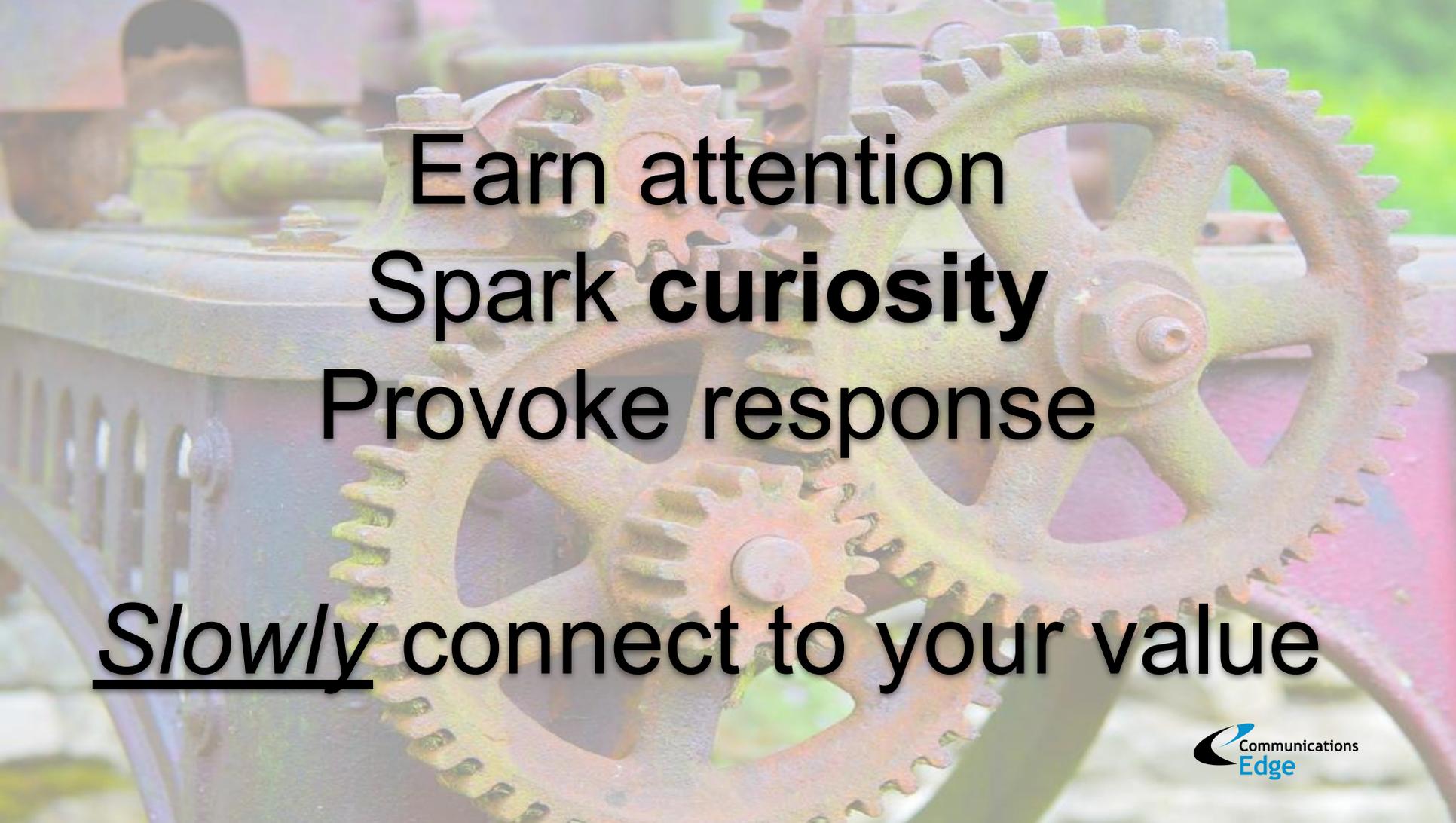
“What's this about?”

“What *exactly* are you getting at?”

“I need more details to fully understand.”

End

Triggers **action** (the reply).



Earn attention
Spark **curiosity**
Provoke response

Slowly connect to your value

Homework: Peel the onion

1. **Common** problems customers need to solve for.
2. **Urgent** problems customers are experiencing caused by forces they cannot control.
3. **Opportunities** customers may be unaware of -- which change (Core Sci) could facilitate.

Watch for...

Homework email.

Survey email.

Challenges -- next live meeting!

See you in 2 weeks

October 15



with Jeff Molander

Founder

