

Outreach workshop

Provocation Development



with Jeff Molander

Founder







Core Scientific - Bonus video

**Go
for the**

NO

with **Jeff Molander**
Sales Communications Coach

07:06

276

Signal strength, settings, and full screen icons.

RE-START CONVERSATION - FOLLOW-UP

Subject: did you? OR you give up?

[name],

Did you give up on your _____ project?

Thanks,

Safe & in control



Yes

1. Commitment (“I will”)
2. Confirmation (“I heard you”)
3. Counterfeit

When prospects say “no” they are:

1. **Protecting** themselves
2. Avoiding feeling **vulnerable** to you
3. Demonstrating **power**, control...
and, thus, **are more open** to listening

RE-START CONVERSATION - FOLLOW-UP

Subject: did you?

[name],

Did you give up on your _____ project?

Thanks,

Typical Reply

“No, our priorities haven’t changed.
We’ve just gotten bogged down with
moving the office...”

Our strategy

- **Mix in email** and stronger voicemail messages.
- Write **provocations** aimed at “high probability” clients.
- Follow-on initial provocations effectively.
- Use the follow-ons to tease... continue to angle toward curiosity.
- On initial response, lean toward **sharing less to draw more curiosity**.
- Hold customers **accountable** to their statements/behaviors (in cases where they've initially shown interest in speaking more).

Other options following-up

Follow up on prior contact

SUB: Remember me?

Mike, we spoke on August 24th when you were in the process of a move. I shared an idea to increase the returns on your dental scrap.

Wondering -- do you remain open to new ideas?

Let me know, Mike?

Best,

Charles Ortiz



Client reply

Yes I do remember you. My business has become more dentures than pfm. I'm saving your info when we get scrap to refine you'll be my first call

Enjoy your day

Michael Kalajian
Dental Art Technologies, Inc
DentalArtTech@gmail.com

RE-START CONVERSATION - FOLLOW-UP #3

Subject: sorry OR recommend?

[name],

I noticed our chat went quiet. Did I say something wrong? I hope it was just because great things are happening for you ... and you're exceptionally busy.

Do you remain committed to _____

improving metal capture and reducing contamination of remains?

earning a fair return on crown scrap?

increasing transparency on scrap metal processing?

If yes, what do you recommend as a next step?

Thanks,

RE-START CONVERSATION - FOLLOW-UP #4

Subject: Permission to close your file?

[name],

I am in the process of closing files this month. You're likely busy or unwilling to reconsider your _____ [[scrap strategy?? need help here](#)]. Do I have permission to close your file?

If you remain open-minded, what is a good next step?

Charles

RE-START CONVERSATION - FOLLOW-UP #5

Subject: Still interested in this?

[name],

Much time has passed since we last spoke. Seems priorities are shifting away from _____

finding ways to compete with funeral homes?
improving refining best practices?

Thanks,

RE-START CONVERSATION - FOLLOW-UP #6

Subject: close your file?

[name],

Sorry we haven't been able to connect. You asked me to contact you in _____ [October]. I tried a few times. Maybe my timing is off. Or you are in a holding pattern.

Do I have permission to close your file?

If you remain enthusiastic, what is a good next step?

Thanks, [name].

RE-START CONVERSATION - FOLLOW-UP #6 ALTERNATE

Subject: stay or go?

[name],

You asked me to contact you in January. I tried a few times. Maybe my timing is off, or you are in a holding pattern.

If you remain enthusiastic, what do you recommend as a next step?

Thanks, [name].

RE-START CONVERSATION - FOLLOW-UP #7

Subject: stopping?

[name] is something stopping us from having a short conversation?

Thanks,

Charles

IRE-START CONVERSATION - FOLLOW-UP #8

Context: You've followed up **extensively** -- after having a positive first call.

SUBJECT: we in touch?

[name],

Sorry to pester, but given the amount of discussion we've had I'd like to understand your decision. If it's bad news for Core that's fine.

Kindly let me know?

All the best,

Charles

Homework

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.

Benefits



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

Topic: Retirement

"Dr. Ortiz, at what point would you consider unconventional ways to save for retirement?"

I have an idea involving the scrap you may already be accumulating."

Crematory market

- Main selling point is **the process** -- not profit
- Discuss “how it’s possible” to fulfill the promise others cannot
 - Finding the dental material is a specialty skill for the operator
 - We can up-skill them -- show them what to look for

Crematory market

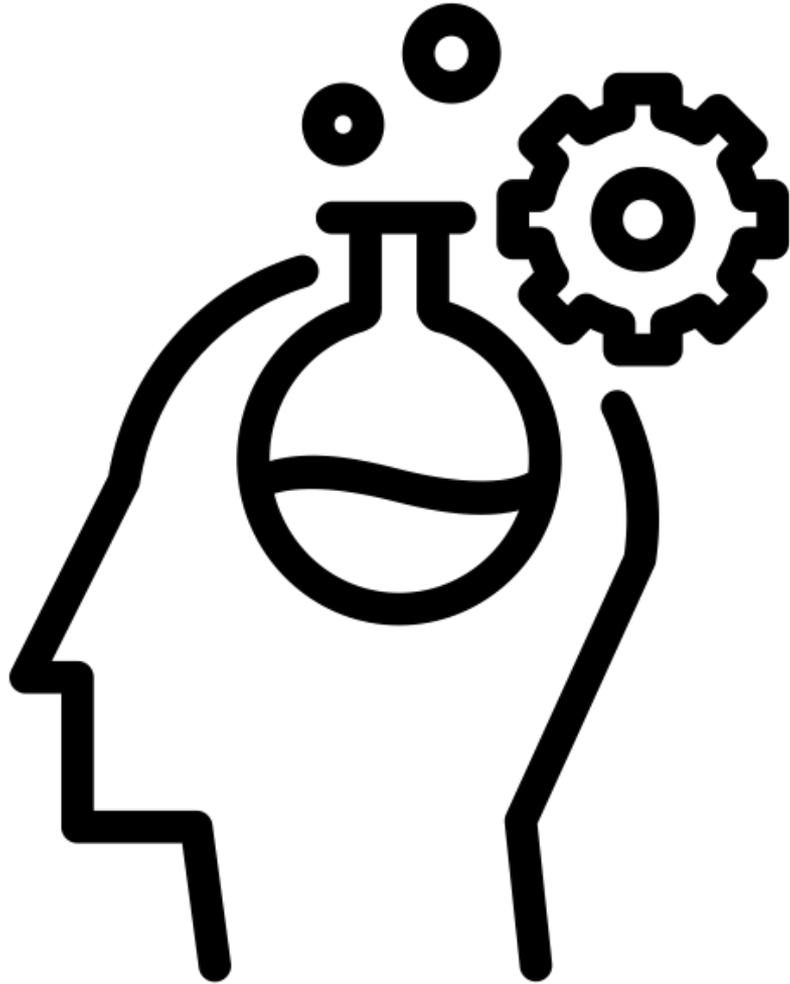
“We can pay you more” is not just a cheap opening line

Suggestion: "**You're not going to like what I'm about to say...** because everyone says it... but there are operational reasons why we can pay more, and others cannot deliver on the promise. **But that probably doesn't matter to you.**"

Benefits to YOU

- Stand out
- More relevant
- Provoke curiosity

“education”



help customers want
to be helped
THEN help



Problem Solving

Jobs to be done framework



When _____
[Situation]

A Dentist/Crematory
wants to _____
[Motivation]

so they can _____
[Desired Outcome]

When a
conservation
mandate is issued

[Situation]

A Crematory wants
to comply

[Motivation]

Outside force



so they can _____
achieve
compliance, avoid
fines & position as a
socially responsible
business.

[Desired Outcome]

When a Xray assay
is used

[Situation]



Recycling
focused

A dentist wants to
avoid/secure

[describe how the
built-in margin of
error is bad]

[Motivation]

so they can achieve
maximum return for
their scrap metals.

[Desired Outcome]

When a Vac Bag,
Filter or Sweep is
used

[Situation]



Recycling
focused

A dentist wants to
avoid the refinery's
exhaust system
sucking through
lightweight particles.

[Motivation]

so they can achieve
maximum return for
their scrap metals.

[Desired Outcome]

Condensed homework

Goal: uncover better ways
to provoke conversations using
Facilitative Questions

Dental Challenges

- 1) Small dentists: Increased competition from larger DSOs
- 2) Staffing: Short staffed and cannot keep up with general operations.
- 3) Security.
- 4) General knowledge of Scrap refining is lacking.
- 5) Comparing vendors is difficult: Cannot easily compare who pays the best due to long periods between collections.
- 6) OPPORTUNITY: Retirement fund or Marketing Fund

Funeral Home Challenges

- 1) Commingling Liability. Like Crematories, Funeral Homes with in-house cremation are liable for remains they process.
- 2) Staffing: In addition to shortage of workers, operator skill (at separating metals) is vital -- feeding #1 and creating customer complaints.
- 3) Time is money. Related to #2, the more time it takes to correctly process remains the more it costs the owner.
- 4) Losing customers to Crematories as cremation becomes popular.
- 5) Security.
- 6) General knowledge of Scrap refining is lacking.

Crematory Challenges

1) Focus: In business of “safe handling” of materials -- deathcare. Not recycling metals.

- Legal Liability:
 - Customers: Commingling of remains. Quality (“cleanness” and accuracy) of remains is priority and are **sacred** to customer.
 - Environmental conservation: Metals and are toxic.
 - Employee safety: Heavy containers can injure worker (a policy protects)

Facil. Questions

Legal Liability: Commingling of remains. Crematories are, to some degree, liable for the remains they process. Thus we might ask questions which pique them for a conversation...

"Are you doing everything possible to screen out all small metal fragments -- to avoid contamination of remains?"

"What is in place to ensure you're screening out all small metal fragments -- to avoid contamination of remains?"

These seem pretty volatile. The idea of these "Facilitative Questions" is to remove bias from the question... make it all about them, not about opening the door for you to sell to them.

I would guess if a funeral home started doing their own cremations these might be more appropriate???

Crematory Challenges

2) Money.

- Theft: No idea if it's being stolen or if poor practices (accuracy).
- Processing: More time it takes the more it costs.
- Profiting off of loved one's prosthetics (in addition to their death) unappealing.
- Industry stigma (profiting from death).

3) Staffing.

- Worker shortage but also skill of retort operator. (at separating metals)

Facil. Questions

Time is money. The more time it takes to process remains the more it costs the crematory owner.

"Are you doing everything possible to reduce the time it takes for an Operator to remove all small metal fragments?"

Facil. Questions

Staffing. Worker shortage but also skill of retort operator. (at separating metals)

"How are you coping with _____?" [need help here]

Crematory Challenges

4) Losing customers to Funeral Homes (who bring cremation in house)

- This makes a direct (to refinery), fully transparent, documented, accurate, (serious, not “blind faith”) refining program urgent

5) Security: Various risks when container left unattended.

Facil. Questions

Losing customers to Funeral Homes who bring cremation in house.

"How are you able to compete with funeral homes bringing cremation in house?"

"At what point would you consider a different way to compete with funeral homes?"

Facil. Questions

Security: Theft & Transparency

Questions...

"What is in place to ensure precious metal recycling proceeds aren't _____ ? [falling victim to theft]

"How are you ensuring _____ ? [need help here]

"What's preventing you from obtaining detailed assay reports from your precious metals refiner?" with weights, yields and metal prices.

"What would cause you to demand chain of custody documentation from your precious metals refiner?"

"How might you better monitor precious metal recycling operations?"

"How confident are you in your refiner operator's ability to properly handle precious metals?" (obviously we cannot try to coerce the idea of being ripped off)

Crematory Challenges

6) Fear of change:

- Low quality of equipment maintenance system makes clients nervous.
- Blind faith (resistance to confront situation) + “if it ain’t broken, don’t fix it.”

Facil. Questions

Fear of change: Low quality of equipment maintenance support system makes clients nervous.

If you've got something reliable in place, don't change it!

Crematory Challenges

7) General knowledge of scrap refining is lacking -- need internal education.

- Better safety, metal capture.
- Less or no contamination of remains.

Facil. Questions

General knowledge of Scrap refining is lacking.

"What's in place to ensure you get maximum revenue possible for recycled precious metals?"

"How would you know if one operator is relying too heavily on magnet separation when processing metallic remains?"

"If you are not receiving a detailed assay report how can you be sure the refiner is providing a fair market payment?"

An Audit is...

... a daily accounting of **how many** cremations were provided +
how many **had any metal** collected +
what **tools** were used.

Audit provides...

1. what a recy. program is doing right and wrong +
2. ability for ops to focus on best practices, tracking & improvements.

Charles Ortiz

Business Development Executive



Core Scientific
Precious Metal Refinery



Reasons clients send in

- Smaller businesses get short on cash flow
 - a. Use money for holidays or vacations
 - b. Keep scrap “in case of emergency”
- Jewelers
 - a. Material takes up space
 - b. They don't trust anyone so they hoard it
 - c. Jewelers and labs: They need to replace equipment
- Crematories
 - a. Clean up the facility or repair machines
 - b. Donate to charity because feel strange profiting from remains

Overview of Challenge

I typically send an email when...

- Customer asks for more info to do homework (on Core)
- Customer says they prefer email
- Cold outreach
- I get ghosted
- Asking for referrals
- Asking for business a second time... *if I have trouble reaching via phone.*

Email #1 - Jeweler

[name]

Noticing _____ [observation OR insight].

I have an idea that may help ensure precision metal recycling proceeds aren't _____ ? [falling victim to theft]

Are you too busy to hear it?

Charles

Email #1 - Crematory

[name]

Noticing _____ [observation OR insight].

I have an idea that may help you compete with funeral homes bringing cremation in house.

Are you too busy to hear it?

Charles

Reasons clients say “no thanks”

- Happy with current provider
- Store or lab is swamped with no time to talk
- They believe better rates are NOT possible
- Refiner is a friend or family member
- Don't want to hear from “another refiner”

Call later: It's either genuine or they are pushing off.

Jewelers do get busy with people in their store, so I understand it.

Responding to “no”

Dental - post-call - client is “happy with current vendor”

SUBJECT: fair

{FirstName}, got it. You're earning a fair return -- selling crown scrap to a middleman. What would need to change -- for you to earn up to 70% more working direct with a refinery?

Charles

Dental - post-call - client is “happy with current vendor”

SUBJECT: fair

{FirstName}, sounds like your refiner is making you as successful as you can be -- you're getting _____ [100% of what you need].

Charles

Dental - post-call - “no time to talk”
OR “not another refiner -- go away!”

SUBJECT: confident?

{FirstName}, what gives you confidence -- you're
earning a fair return on dental scrap?

Charles

Dental - post-call - objection -- FOLLOW UP 2

Subject: sorry

{FirstName},

Did you see the message below? Sorry to bug you.

Charles

(Previous Message here)

Dental - post-call - objection -- FOLLOW UP 3

SUBJECT: is it fair?

{FirstName},

How do you know cash scrap buyers aren't under-estimating fair market value when paying cash?

Jeff

Dental - post-call - objection -- FOLLOW UP 4

SUBJECT: is it fair?

{FirstName},

"What's in place to ensure you get fair value for recycled precious metals?"

Jeff

Dental - post-call - objection -- FOLLOW UP 5

SUBJECT: scrap

{FirstName},

What's holding you back from increasing returns & transparency... working direct with a refinery?

Context: Unseating incumbents

Presumptive summary: "Jim, Cheryl says Jensen is providing you with _____ [what you know they're not providing or able to provide... and, hopefully, which Jim is unsure of]."

Sometimes that uncertainty bugs people enough -- to cough up their doubts about the incumbent, and/or ask you a question aimed directly at that facet of service/value.

AND/OR... help Jim to talk about Jensen.

Facilitative question: "Jim, Cheryl, says you're sticking with Jensen. Good people. What do you value most about working with them?"

Our strategy

- **Mix in email** and stronger voicemail messages.
- Write **provocations** aimed at “high probability” clients.
- Follow-on initial provocations effectively.
- Use the follow-ons to tease... continue to angle toward curiosity.
- On initial response, lean toward **sharing less to draw more curiosity**.
- Hold customers **accountable** to their statements/behaviors (in cases where they've initially shown interest in speaking more).

See you in 2 weeks

October 29



with Jeff Molander

Founder

