

Outreach workshop

Focus on Following Up



with Jeff Molander

Founder





Never try to convince anyone
of anything.

Provoke curiosity

- **Writing stronger** email and voicemail messages.
- Writing **provocations** aimed at “high probability” clients.
- Following up initial provocations effectively.
- Use the follow ups to tease... provoke 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).

Provoke curiosity

- Writing stronger email and voicemail messages.
- Writing provocations aimed at “high probability” clients.
- **Following up initial provocations effectively.**
- Use the follow ups to tease... provoke 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).

Lisa Miller

CEO & Founder



VIE Healthcare Consulting

Professional Services - Financial Consulting in Healthcare

Jeff's idea: #1 message

SUBJECT: FMV compliance

Paul – Are you aware most docs' contracts are benchmarked using self-reported (inflated) salaries? Anti-Kickback regs demand an arrangement is “consistent with fair market value.”

What do you have in place -- to ensure FMV compensation compliance?

Julie

Jeff's idea: #2 message

SUBJECT: FW: FMV compliance

Paul – Thoughts?

Julie

SUBJECT: FMV compliance

Paul – Are you aware most docs' contracts are benchmarked using self-reported (inflated) salaries? Anti-Kickback regs demand an arrangement is “consistent with fair market value.”

What does _____ [medical institution] have in place to ensure FMV compensation compliance?

Jeff's idea: #3 message

SUBJECT: compliance

Paul – How do you avoid overpaying for physician contracts, catch errors in billing... and ensure FMV compensation compliance?

Julie

SUBJECT: FMV compliance

Paul – Are you aware most docs' contracts are benchmarked using self-reported (inflated) salaries? Anti-Kickback regs demand an arrangement is “consistent with fair market value.”

What does _____ [medical institution] have in place to ensure FMV compensation compliance?

What does _____ [medical institution] have in place to ensure FMV

Jeff's idea: #4 message

SUBJECT: independent?

Paul – Are you opposed to considering a FMV physician cost audit NOT based on (MGMA) self-reported compensation?
This would be an independent (market-accurate) benchmark for physician contracts.

Julie

Jeff's idea: #5 message

Subject: stopping you?

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

Thanks,
Julie

LAST MESSAGE HERE

Jeff's idea: #6 (FINAL) message

Subject: change

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

Thanks,
Julie

LAST MESSAGE HERE

Mike Mckenna

Executive Director Corporate Development



Core Scientific
Precious Metal Refinery





New cold leads

From Mike - expanding current client relationship

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

Sent: Wednesday, November 10, 2021 2:49 PM

To: Bob Page <bpage@stonemor.com>

Subject: chat?

Bob,

How does your calendar look next week?

Mike

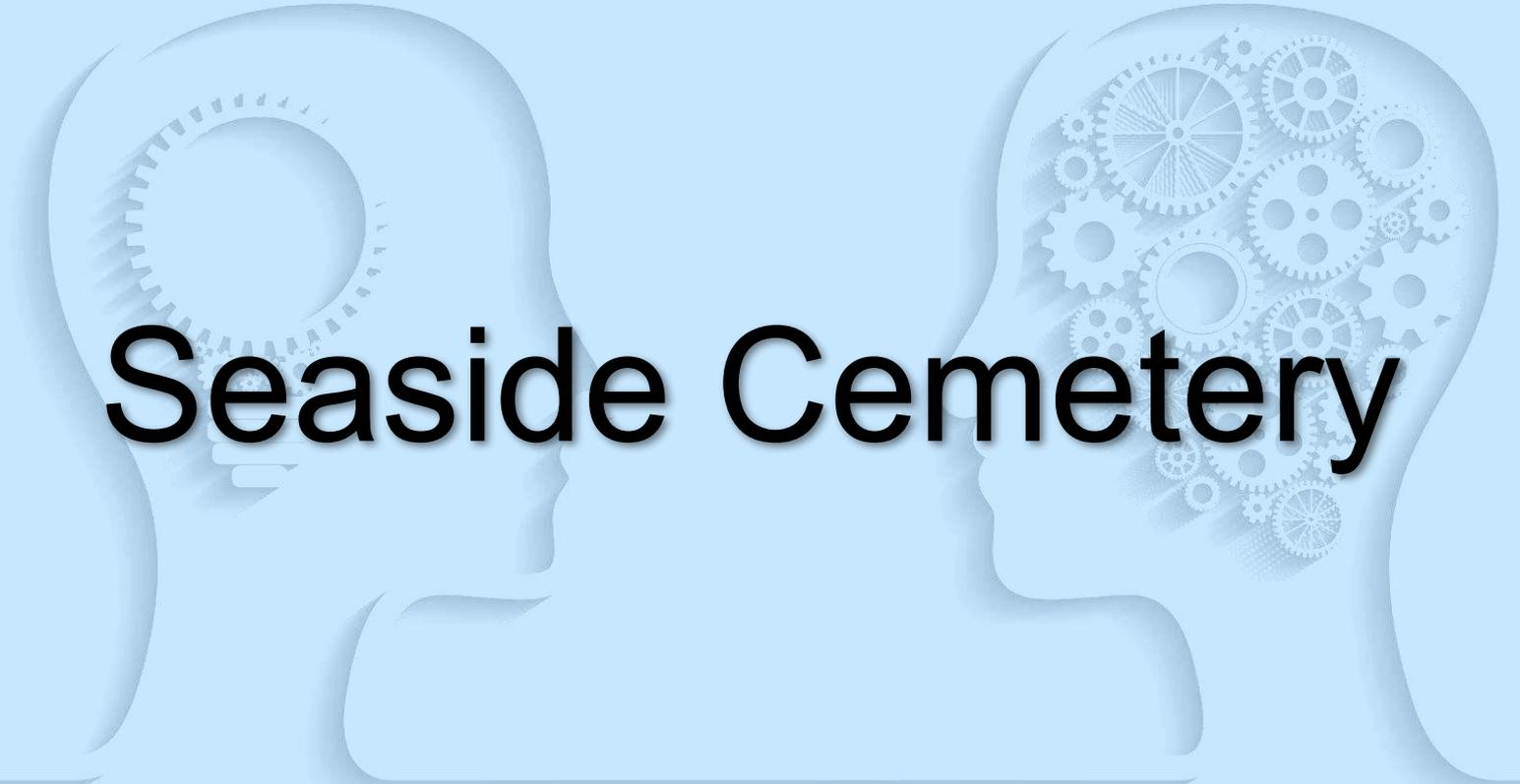
From Client

On Thu, Nov 11, 2021 at 7:00 AM Bob Page <bpage@stonemor.com> wrote:

I have our IR call today and then I am traveling next week. May Thanksgiving week, Monday or Tuesday?

Bob

[303.726.2232](tel:303.726.2232)



Seaside Cemetery

From Mike - SeaSide Cemetery

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

Date: Thu, Oct 14, 2021 at 4:01 PM

Subject: your crematory

To: <seasidecemetery@comcast.net>

Wesley,

I have an idea for your crematory.

Not sure if it's a fit.

If you are open to it we can schedule a call, if not no worries.

Mike

Progress overview

- brief introductory call, no pushing or pulling. Slightly vague and take it or leave it, spontaneous not cold call scripted. Got prospects interest.
- sent this email and she took the time to read it and check out our website which was “interesting”.
- followed up a week later with another call. She said was totally open for more and interested in showing us her latest reports asked about shipping.
- worked with her assistant, went back and forth a couple of times. She had to help a family and missed a scheduled appt earlier this week but her assistant called me back saying she apologizes and definitely wants to reschedule.
- meeting scheduled this afternoon at 1p.

This is the type of interaction where we are both have a mutual level of interest but there is no chasing or running around.



Update: Springfield Funeral Home WIN

Context: Opening conversations

From last session

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

Date: Tue, Oct 26, 2021 at 8:34 AM

Subject: estimate

To: <rod@springfieldfuneralhome.com>

Rod,

What is your projected estimated amount of annual cremations over the next 3 years?

Total. I have an idea if you are interested in the numbers. If not no worries.

Mike

--

Mike McKenna

Client's response

On Wed, Oct 27, 2021 at 2:12 PM Rod Attwell <Rod@springfieldfuneralhome.com> wrote:

Mike,

Our President Richard Henseleit questioned your comparison chart at the top of your proposal – I have attached his brief notes – hoping you will be able to see what his questions are with your numbers; basically, he believes you have not accurately reflected what we have historically received back from our current provider.

Looking forward to hearing clarification back from you

As you can appreciate, I need to make sure I am making an educated decision – yet I don't have all the time to doing the research

Thanks

Rod

Mike's response

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

Date: Thu, Oct 28, 2021 at 10:50 AM

Subject: Re: estimate

To: Rod Attwell <Rod@springfieldfuneralhome.com>

Rod,

Attached a worksheet regarding the calculations. I am forwarding the email we received of the settlement history that your numbers are based on. Is this helpful?

Thursday, do you have 5 minutes at 930a PST?

Mike McKenna



Voicemail

Example email provocation: Conference f/u

Sam,

Anne Smith said you'd be interested in a way to earn a fair price for crown and bridge scrap. I met her at the ABC conference.

How committed are you to the status quo, Sam... or are you open to new ideas?

Best,

Roxanne

Voicemail script

Hi, Sam, I'm calling because Anne Smith said you'd be interested in a way to earn a fair price for crown and bridge scrap. I met her at the ABC conference. Are you open to new ideas? Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

Example email provocation: Conference f/u

SUB: too busy?

Dr. Jones, noticing you process X containers of scrap per week. 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?

Roxanne

Voicemail script

Hi, Dr. Jones. I noticed you process X containers of scrap per week. 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? Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

Voicemail script

Factual observations prove
you've got skin in the game.

Hi, Dr. Jones. I noticed you process X containers of scrap per week. 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? Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

Voicemail script

Don't reveal it.
Provoke curiosity.

Hi, Dr. Jones. I noticed you process X containers of scrap per week. **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? Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

Consider remaining neutral...

Voicemail script

Hi, Dr. Jones. I noticed you process X containers of scrap per week. 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? Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

Voicemail script

... about the problem you solve.
(beyond the typical commodity service!)

Hi, Dr. Jones. I noticed you process X containers of scrap per week. 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? Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

Voicemail script

Consider facilitating a “no” rather than chase a “yes” (as clients are conditioned to).

Hi, Dr. Jones. I noticed you process X containers of scrap per week. 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?** Could you call me back at 555-555-5555? I'm also shooting you an email. This is Roxanne with Core Scientific. Again, I'm at 555-555-5555.

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

Voicemail script

Name goes at END. Avoid announcing name up front (making you an easy target to delete and diluting the provocation).

Hi, Dr. Jones. I noticed you process X containers of scrap per week. 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? Call me at 555-555-5555? I'm also shooting you an email. This is **Roxanne** with Core Scientific. Again, I'm at 555-555-5555.

A 'local' voicemail template

Hi [first name], I'm calling because _____ [local Core client/competitor they'll recognize] is recently discovered they were leaving 60% of recycling cash on the table. Now they're pocketing \$13k more annually. I'd like to share a similar idea. Call me at _____? This is _____ with Core Scientific. Again, that's _____.

Thanks.

A 'local' voicemail template - ALT

Hi [first name], I'm calling because _____ [local Core client/competitor they'll recognize] is recently discovered they were leaving 60% of recycling cash on the table. Now they're pocketing \$13k more annually. **You should at least know about this option to do the same.** Call me at _____? This is _____ with Core Scientific. Again, that's _____. Thanks.

A 'local' voicemail template

Hi [first name], I'm calling because _____ [local Core client/competitor they'll recognize] is recently _____ [achievement or disaster averted].
Now they're _____ [describe desirable quant/qual outcome]. I'd like to share a similar idea. Call me back at _____? This is _____ with Core Scientific. Again, that's _____. Thanks.

Alternate: Stay neutral, direct toward email

Dr. Phil, you're probably all set but I have an unconventional idea that may help you earn a fairer price for crown and bridge scrap. No need to call me back. I'll shoot you an email. This is Laura at Core Scientific... 555-555-5555.

Alternate: Stay neutral, direct toward email

Dr. Phil, not sure it's a fit, but I'm sending an email about a better way to monitor precious metal recycling operations. It involves _____ [receiving a detailed assay report -- so you are sure the refiner is providing a fair market payment???].

This is Laura with Core Scientific 555-555-5555.

A 'starter' voicemail template

Hi [first name], I'm calling because _____ [example company] is using an unusual/unorthodox/different strategy/tactic/method to _____ [customer goal/disaster to avoid]. **You should at least know about this option** to do the same. I've sent along an email today as well. This is _____ with _____. Again, that's _____. Thanks.

A neutral presumptive summary

Dr. Phil, **you're probably all set** but there's a new way to reduce the time it takes for a retort operator to remove all small metal fragments. No need to call me back. I'll shoot you an email. This is Mike at Core Scientific
555-555-5555.

A neutral presumptive summary - alt idea

Dr. Phil, you're probably all set but there's a way become more confident in a retort operator's ability to properly handle precious metals. You should at least know about this. I'll shoot you an email with details. This is Mike at Core Scientific 555-555-5555.

Roxanne Brooks

Sales Account Manager



Core Scientific
Precious Metal Refinery



Crematory enthusiasm

Dental concerns

Sparking curiosity

Advantage – Most dentists and crematories know very little about refining so this could help them identify their own need for more information

Concern – Dental- Gatekeepers often filter these messages first. Does message look personal enough to send to doctor?

Dr. Jones, I have an idea about your precious metal scrap.

Not sure if it's a fit.

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

If not, no worries.

Dr. Jones, I have an idea about **how you can earn a fairer price for crown and bridge scrap.**

It involves _____ . [substance]

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

If not, no worries.

Dr. Jones, I have an idea about how you can earn a fairer price for crown and bridge scrap

It involves a way become more confident in a retort operator's ability to properly handle precious metals.

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

If not, no worries.

Dr. Jones, I have an idea about your precious metal scrap. Not sure if it's a fit.

It involves recovering up to 70% of precious metal value without making any further investment.

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

If not, no worries.

Dr. Jones, I have an idea about your precious metal scrap. Not sure if it's a fit.

It involves a way to be sure the refiner is providing a fair market payment.

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

If not, no worries.

Dr. Jones, I have an idea about your precious metal scrap. Not sure if it's a fit.

It involves a way to screen out all small metal fragments -- to avoid commingling of remains.

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

If not, no worries.

Dr. Jones, I have an idea about your precious metal scrap. Not sure if it's a fit.

It involves a way to reduce the time it takes for an Operator to remove all small metal fragments.

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

If not, no worries.

Dr. Jones, I have an idea about your precious metal scrap. Not sure if it's a fit.

It involves a way to ensure metal recycling proceeds aren't falling victim to theft.

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

If not, no worries.

Dr. Jones, I have an idea about your precious metal scrap. Not sure if it's a fit.

It involves a way to be confident your retort operator is properly handling precious metals... from business quality standpoints.

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

If not, no worries.

Context: Dental cold call follow-ups
from prior office visits

Angelo, 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

RESPONSE FROM CLIENT:

go ahead and run it by me! I always think about your company in the back of my head because there is much more money involved through core scientific compared to implant reclining, but implant recycling has begun to do retort repairs at an affordable cost and I don't want to turn my back on that because it is never cheap to find someone to do repairs on our unit without costing an arm and a leg. however I am open to hearing what you have to say because like I said the money is clearly in your company. I haven't received a check over \$400 from implant yet.

Tried this

Subject: question

Hi Dr. Jones, I was at your office in January and wanted to ask -- anything preventing you from selling dental scrap direct to the refinery instead of a middleman cash buyer?

Roxanne



LinkedIn

message sequence

LinkedIn Message Sequence

Roxanne Brooks sent the following messages at 3:26 PM

Hi Robert!

I work in the dental industry and after visiting your profile I would love to add you to my network so that I can learn more from you and follow your journey!

Hope we connect! :)

Roxanne OCT 26, 2020

Hi Dr. Wood,

Just want to follow up in case this message got buried!

Thanks,

LinkedIn Message Sequence

Roxanne OCT 27, 2020

It is me again!

Just wanted to let you know that we are the only Dental Refinery Corporate Member member of the American Association of Dental Office Management.

LinkedIn Message Sequence (CONTINUED)

I would love to stop by your office to meet you in person and drop a recycling container so that you can try us in 2020. What would be a good time for you?!

Roxanne Brooks 4:00 PM

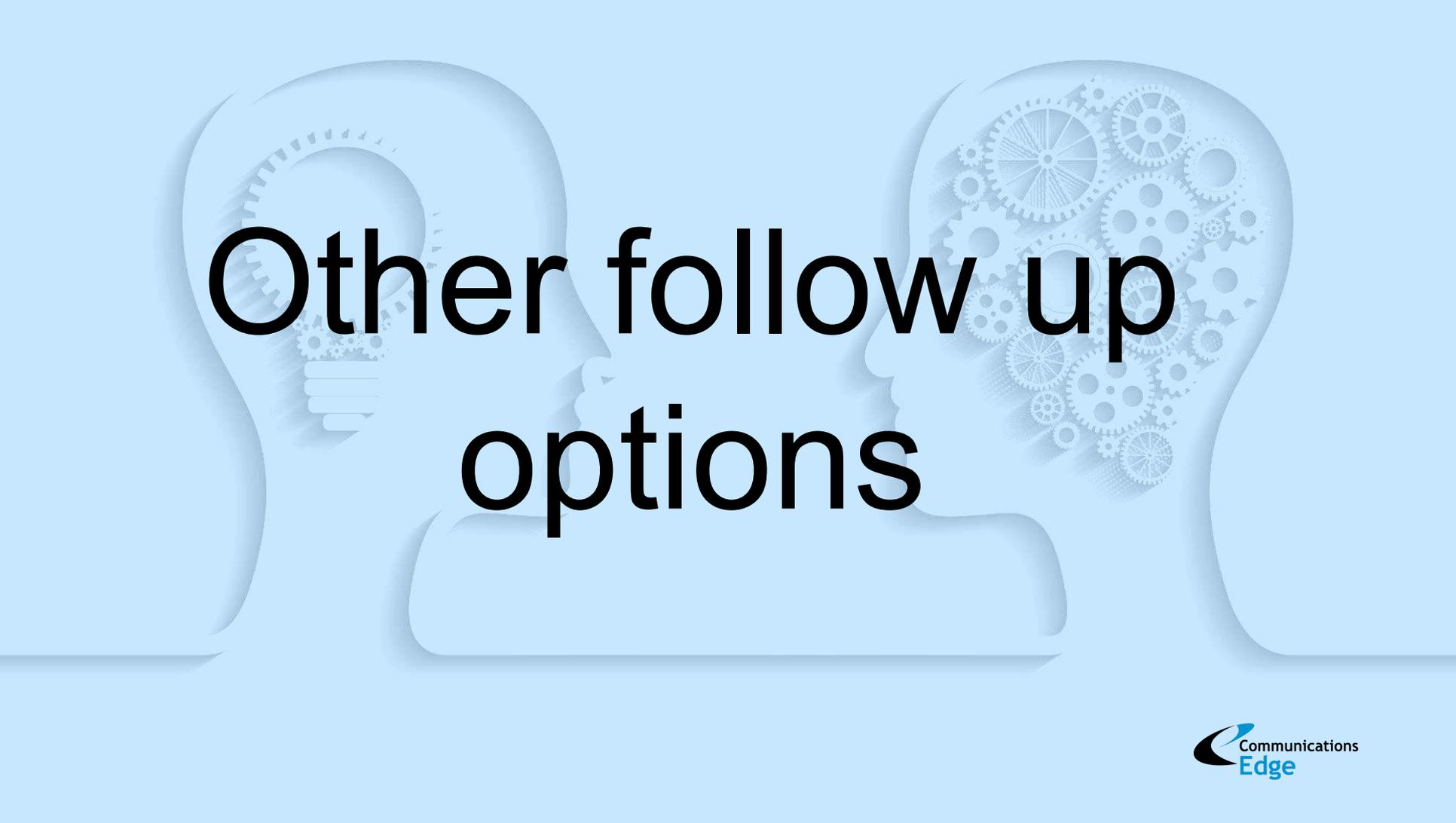
Hi Dr. Wood,

In case you would like to learn more about Core Scientific and why we are able to pay more for your dental scrap than the rest:

<https://core-scientific.com/dental-scrap-refining/>

The easiest way to prove it would be to try us in 2020. Could I send you a container?

Just reply with a thumbs up or a yes, and I will send it!



Other follow up options

RE-START CONVERSATION - **from prior session**

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 - **from prior session**

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 - **from prior session**

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 - **from prior session**

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 - **from prior session**

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 - **from prior session**

Subject: stopping?

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

Thanks,

Charles

RE-START CONVERSATION - from prior session

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

SUBJECT: we in touch?

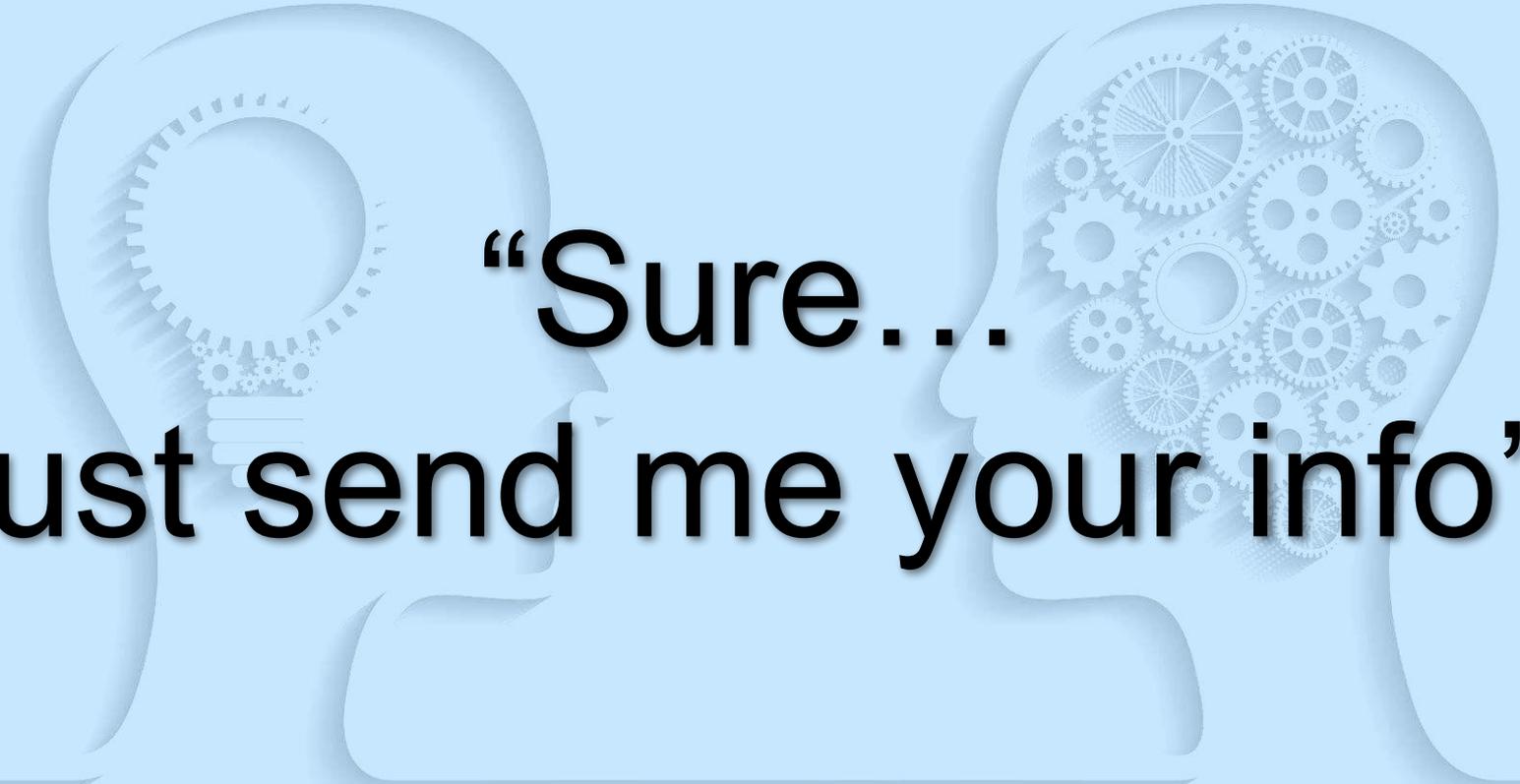
[name],

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



**“Sure...
just send me your info”**

“Send me your info”

- 1) **Listen:** immediately realize “I may be getting blown off.”
- 2) **Pivot:** what/when/why.
 - **What** information would you like to see?
 - **When** would you like to see it?
 - **Why?** (what decision outcome in mind)
- 3) **Schedule** a call-back

What information would you like?

Why?

When can we schedule 15 minutes to go over that information.. and see if it makes sense to take the next steps?

“I’m glad to send information.

What exactly would you like to see **and** when can we schedule a follow-up to review your feedback... and see if you decide take the next step?”

1) **Listen:** immediately realize “I may be getting blown off.”

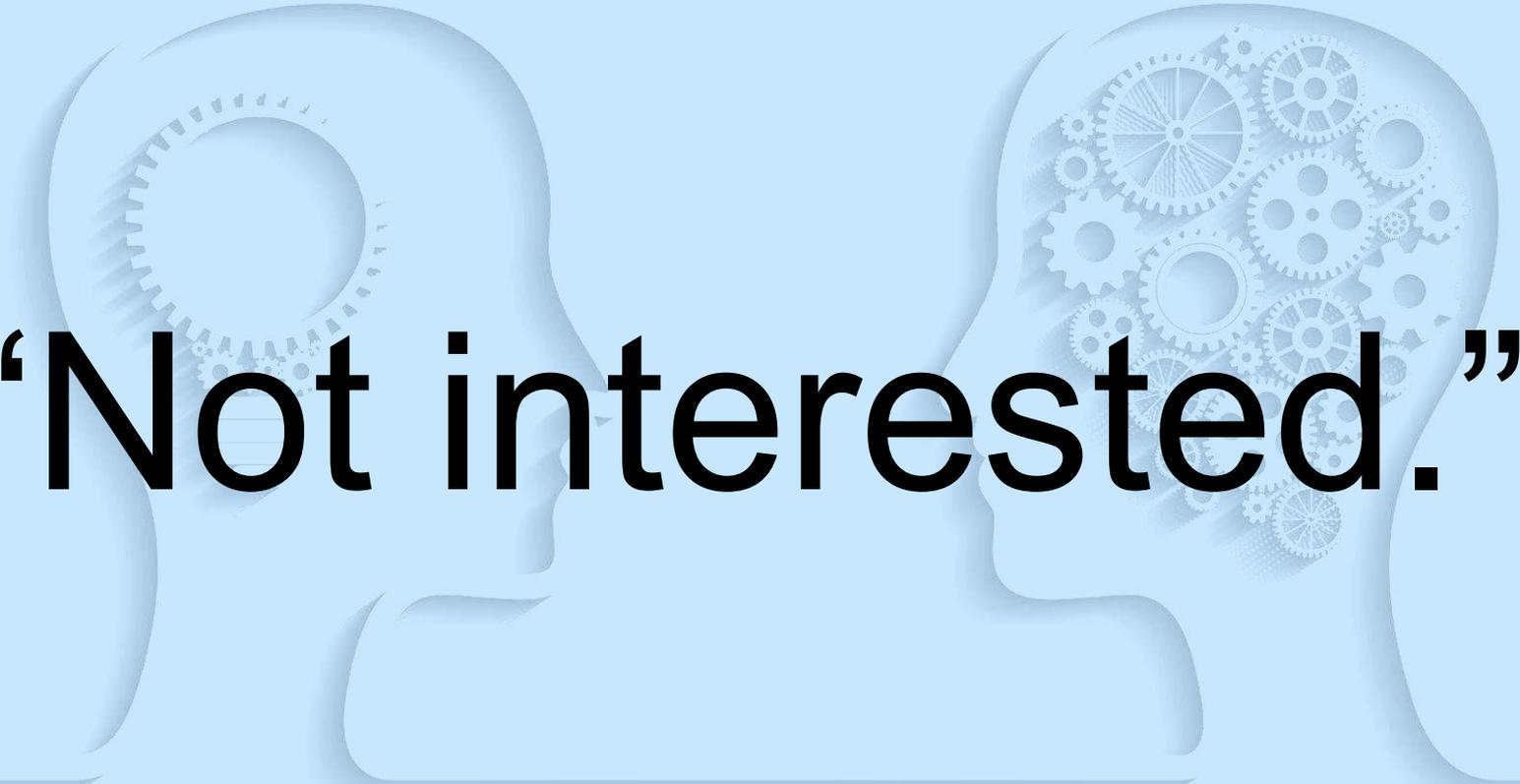
2) **Pivot:** what/when/why.

- **What** information would you like to see?
- **When** would you like to see it?
- **Why?** (what decision outcome in mind)

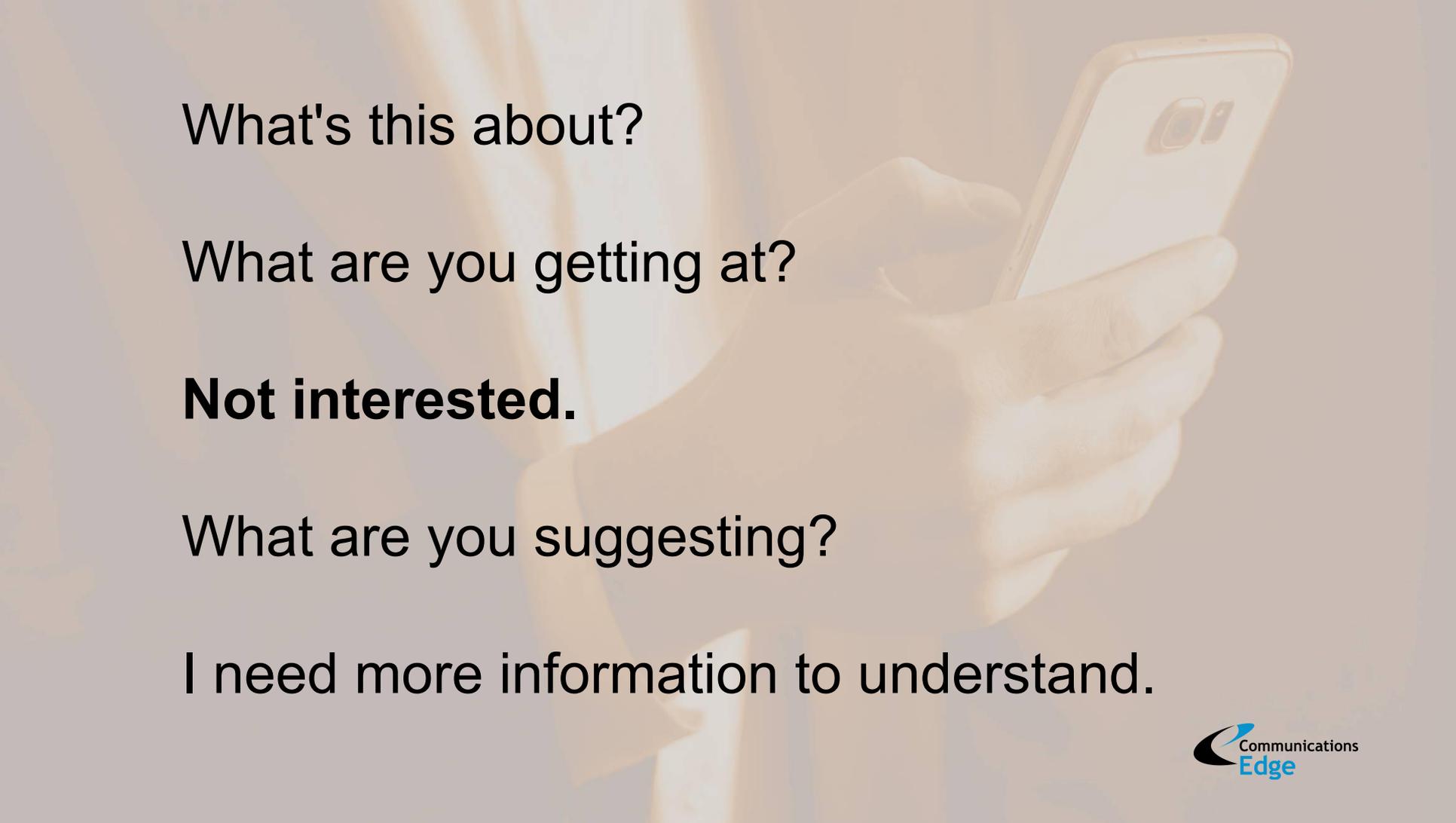
3) **Schedule** a call-back

- Get a **specific time**
- Send **calendar invitation**
- Get their **direct extension or mobile #**

Avoid sending info without getting a return commitment.



“Not interested.”

A hand holding a smartphone against a blurred background. The phone is white with a dual-camera system. The background is a soft, out-of-focus image of a person's arm and hand holding the phone.

What's this about?

What are you getting at?

Not interested.

What are you suggesting?

I need more information to understand.

Not interested.

- or -

I need more information to
understand.

1. “I don’t understand so...”
2. “I need what you offer but you are requesting my time in way that doesn’t respect it so...”
3. “You sound like everyone else wasting my time with a weak sales message so...”
4. “I need this but I’m going to select the salespeople I talk to so...”

“I’m buying eventually -- but
you aren’t serious.”

(based on the tactic just used)

“We are making this decision in
future -- *not now.*”

(your ask is too big)

“I need more time to
understand _____.”

“I’m provoked -- but *I don’t get it.*”



SINCE 1828

GAMES

BROWSE THESAURUS

WORD OF THE DAY

irritates

DICTIONARY

THESAURUS

irritate verb



Save Word

ir·ri·tate | \ 'ir-ə-,tāt  \

irritated; irritating

Definition of *irritate*

transitive verb

1 : to provoke impatience, anger, or displeasure in : [ANNOY](#)

2 : to induce [irritability](#) in or of

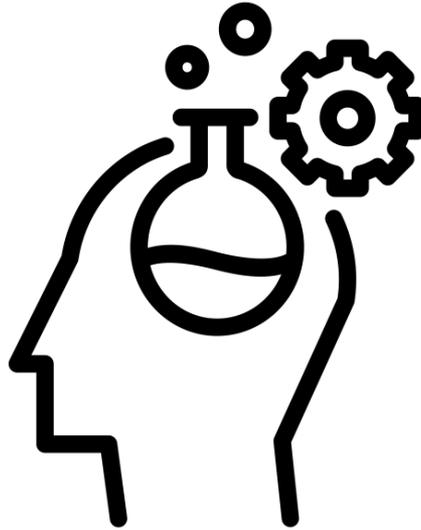
intransitive verb

: to cause or induce displeasure or [irritation](#)

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 talking now**.
5. Has future need but it's not worth **sharing with you**.
6. Has need but **already chose** a solution.
7. Has no need now or in the future. (the least likely)

“Not interested”



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 talking now**.
5. Has future need but it's not worth **sharing with you**.
6. Has need but already chose a refiner. You don't seem worthy.
7. Has no need now or in the future. (the least likely)

Example from Academy member: Sent

Nicole,

Behance and Red Bubble are getting 2-3 x more 'designer' leads. You aware of this?

Is anything preventing you from studying competitors more deeply -- and exploring unconventional customer acquisition options?

I have an idea to share. Not sure if it's a fit yet.

Open to a short email exchange to decide if it's worth your time?

Albert

Reply from client

I'm not interested at this time. Thanks.

Challenge Back: Facilitative Question

Nicole, you are ending this. Understood. But what would need to change -- for you to consider a future discussion?

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 talking now**.
5. Has future need but it's not worth **sharing with you**.
6. Has need but already chose a refiner. You don't seem worthy.
7. Has no need now or in the future. (the least likely)

Challenge Back: Facilitative Question

[name], what would need to change -- for you to consider a future discussion?

The prospect is actually saying he/she ...

1. Doesn't **understand** your message. (but wants to)
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7. Has no need now or in the future. (the least likely)

Presumptive Summary: Make peace with “no”

Understood. You are willing to risk not receiving a fair price for scrap. Got it.

Presumptive Summary: Make peace with “no”

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

Put them in charge

Understood. Is there a better time to discuss?

Next ... (after they give the date)

Confirmed. Is there a reason why that is a good time to call?

See you in 2 weeks

November 23



with Jeff Molander

Founder



Markus Spiske