

# Curiosity

As a conversation-starting tool



with Jeff Molander

Founder



 Message 

Email

LinkedIn<sup>®</sup>

Phone  
& voicemail

What's this about?

You can help us address this?

What are you getting at?

I would need more information to understand.

# We're different

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

# Crematory market

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

It is important that you recycle your dental scrap directly with a precious metal refiner to ensure the most value goes back to you. 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. Cash on the spot buyers are middlemen, and not a refiner.

## 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.



# Innovation

“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.**"

# Example email provocation

[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

# Example email provocation: Conference f/u

SUB: too busy?

Dr. Jones, since you process X containers of scrap per week there's a way you can ensure precision metal recycling proceeds aren't \_\_\_\_\_ ? [falling victim to theft]

Are you too busy to hear it?

Roxanne



# Collaboration

# Mike Mckenna

Executive Director Corporate Development



Core Scientific  
Precious Metal Refinery





**Ken Lee**

Executive Death Care Leader / Sales  
& Operations

THURSDAY



**Mike McKenna** • 8:38 am

Ken,

I have an idea regarding your recycling program. Open to a short email or phone conversation to see if it warrants a deeper one? If not, no worries.  
Mike

TODAY



**Ken Lee** • 7:26 am

[Kleejr@msn.com](mailto:Kleejr@msn.com)



Sent

Thanks



Write a message...



# From Mike

From: **Mike McKenna** <[mike@core-scientific.com](mailto:mike@core-scientific.com)>

Date: Sun, Nov 14, 2021 at 8:10 AM

Subject: estimate

To: <[Kleejr@msn.com](mailto:Kleejr@msn.com)>

Ken,

Run the numbers for your locations based on their annual average volume size and where they are based. With that information from you we would give our numbers which include metal type and revenue earned on average. The numbers we give are based on our data sets from comparable locations and would reflect a 1 year learning curve because most programs take time to get off the ground to assert broad based standards. I can get that back to you this week.

It's a start, if you're not interested no worries.

Mike

# From Mike

From: **Mike McKenna** <[mike@core-scientific.com](mailto:mike@core-scientific.com)>

Date: Sun, Nov 14, 2021 at 8:10 AM

Subject: estimate

To: <[Kleejr@msn.com](mailto:Kleejr@msn.com)>

Ken,

Run the numbers for your locations based on their annual average volume size and where they are based. With that information from you we would give our numbers which include metal type and revenue earned on average. The numbers we give are based on our data sets from comparable locations and would reflect a 1 year learning curve because most programs take time to get off the ground to assert broad based standards. I can get that back to you this week.

It's a start, if you're not interested no worries.

Mike

# From Ken (Client)

From: **Ken Lee** <[kleejr@msn.com](mailto:kleejr@msn.com)>

Date: Mon, Nov 15, 2021 at 8:00 AM

Subject: RE: estimate

To: Mike McKenna <[mike@core-scientific.com](mailto:mike@core-scientific.com)>

Mike,

We are in the early stages of our internal diligence to better understand our needs and usage ~ once we have finalized our information we will send out an RFP to industry providers.

Ken Lee

[kleejr@msn.com](mailto:kleejr@msn.com)

215/570-0094

# Facilitative questions

What do you want to get out of a new recycling operation that differs from what you have now?

What are the relationships and people issues that must be maintained -- so change will not disrupt operations?

What would a better recycling program look like to you?

Similar to above: Is there something further you want but are not getting? What's stopping you from getting it?

What would you need to see -- to know the value of a recycling firm would get your numbers where you want them to be? ... How would you know that a chosen provider would meet that criteria?

# For future (not now)

What is not worth the effort of changing? ... And what needs to change no matter what?

How would you know changing up your recycling ops would give you what's needed?

What criteria would you require to understand that a different approach would work?



# Stonemore developments

# From Mike - expanding current client relationship

**From:** Mike McKenna <[mike@core-scientific.com](mailto:mike@core-scientific.com)>

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

**To:** Bob Page <[bpage@stonemor.com](mailto: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](mailto: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)

# UPDATE: Today is meeting (afternoon)

- Got a call with him where we did a full out presentation on a conference call screen share.
- He bought in + is trying to convince his management team to move forward.
- They currently have a disjointed and unmanaged program using multiple unknown vendors over several locations throughout the US
- They need one unified structured program with one vendor.
- Says there are “legal” issues they need to address
- We sense there might be an issue [selling corporate management on taking ownership](#) of a program is also part of the delay vs not doing anything at all and letting the locations deal with it. In other words, [this is new for them](#).
- We have every indication when they do move forward we are a “shoe in” based on later phone calls we had with the prospect, where I asked him point blank other than getting this pushed through corp is there any reason they wouldn’t be choosing Core, he said no.

# Roxanne Brooks

Sales Account Manager



Core Scientific  
Precious Metal Refinery



10:49

LTE



+1 (206) 885-9507 >

Text Message  
Tuesday 10:34 AM

Hi Miriam, it's Roxanne 😊 If I get a shipping label to you today, do you think you can get your dental scrap/crowns boxed up and ready to be picked up on Thursday? (We met at PNDC - my company is Core Scientific) Let me know! I'll just need your email address for the label

Thursday 8:01 AM

We talked about coordinating this one you were back in the office. Would next week be better?

1. Are the phone numbers valid?  
*(did they just try to get out of a conversation)*
2. Are Dental Assistants the best points of contact?
3. What are customers' current recycling situations?  
Is there more to their stories going un-leveraged?  
*(are these customers the best fit for Core's value-add)*
4. How picky is Core? Who does Core want to serve?  
*(will any client do?)*

Competitor quoted higher.

# Charles Ortiz

Business Development Executive



Core Scientific  
Precious Metal Refinery



From week 3  
*(feedback please?)*

# 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

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(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?



# 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 \_\_\_\_\_ [problem they struggle with like “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

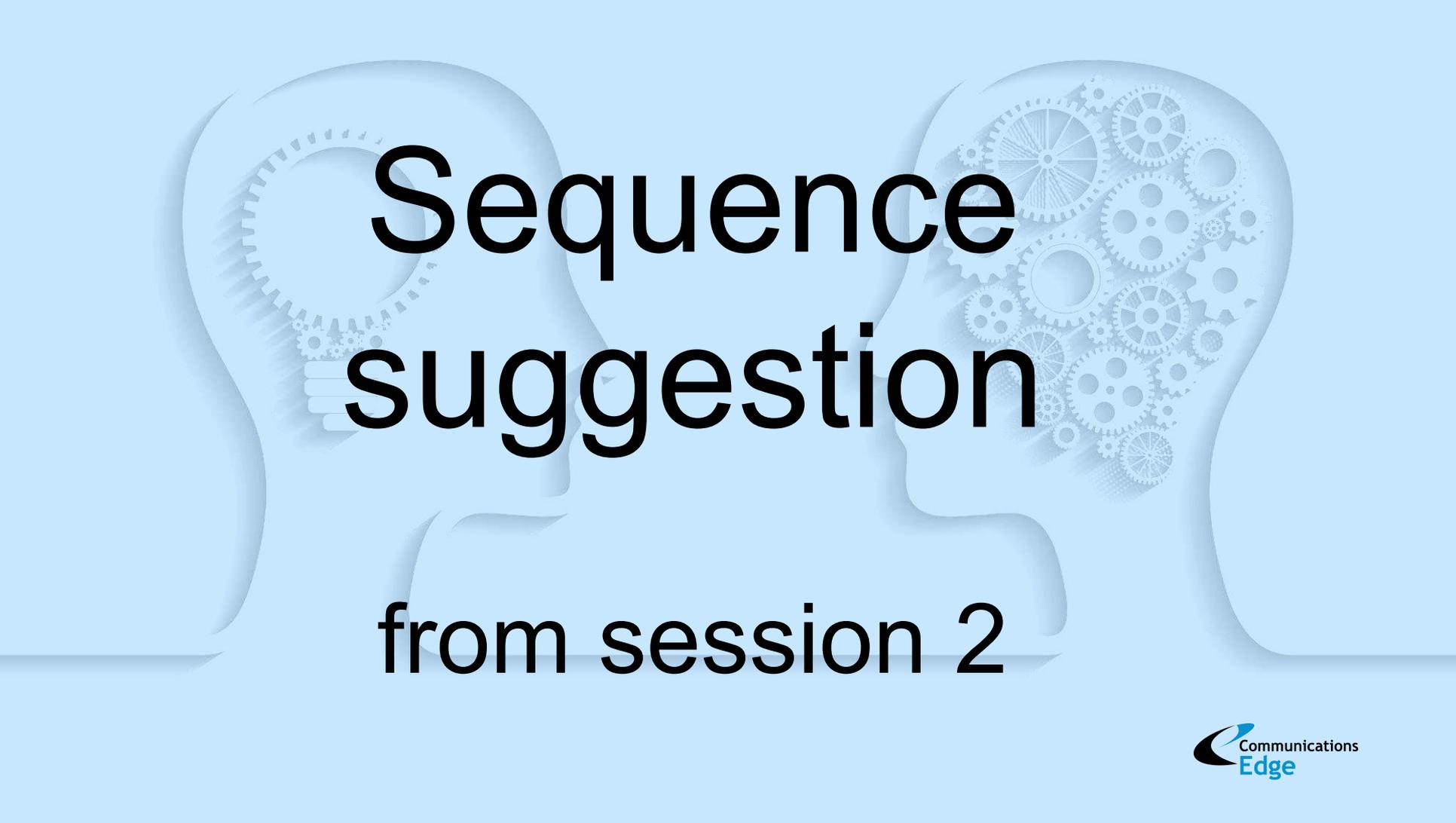
Hi [first name], I'm calling because \_\_\_\_\_ [example company] is using an unusual/unorthodox/different strategy/tactic/method to \_\_\_\_\_ [customer goal/disaster to avoid]. **You should at least know about this option** to do the same. I've sent along an email today as well. This is \_\_\_\_\_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



# Sequence suggestion

from session 2

# 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 2 - follow-up **SUGGESTION** - **ALT**

**Subject:** thoughts?

Thoughts about the below, Alayne?

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?**

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

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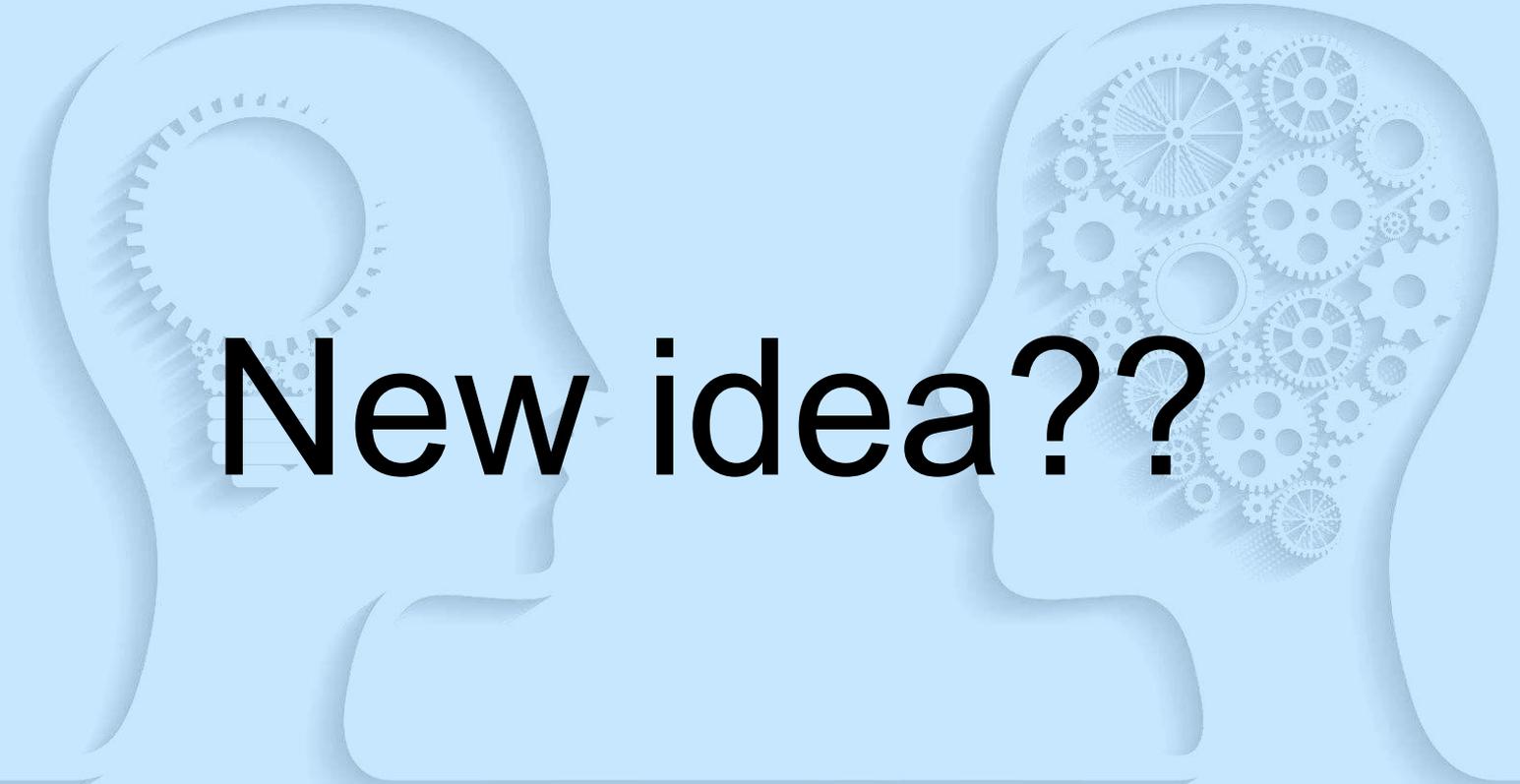
SUBJECT: we in touch?

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.





**New idea??**

“Laura, if I told you the average gas consumer like you was currently being overcharged, by the big four, by £120 a year, what would you say?”

“Laura, if I told you dentists/DSOs/crematories like you are being underpaid, by \_\_\_\_\_, by \$\_\_\_\_\_ a year, what would you say?”

# Michael Sherbekow

Head of Sales & Purchasing



Core Scientific  
Precious Metal Refinery



# 1) Common problems customers need to solve for?

## **Lack of Education**

- Scrap refining not a topic in dental/mortuary school, CE or on the job training
- Leads to usage of middlemen or inferior refiners, which results in low payments and lack of transparency

2) Urgent problems customers are experiencing -- caused by forces they cannot control?

### **For dentists**

Improper disposal of scrap instead of recycling and monetizing (very uncommon) Aside from this, I don't see any urgent problem other than what has been exhaustively covered (use of middlemen/getting underpaid). For the customer, they are unaware that they have a problem.

2) Urgent problems customers are experiencing -- caused by forces they cannot control?

### **For crematories**

Improper equipment/technique leads to poor metal capture as well as contamination of human remains with non-organic material.

### 3) Opportunities customers may be unaware of -- which change (Core Sci) could facilitate?

We are an end user (we melt and assay all in house and do not utilize any third parties) which means more money in the customer's pocket

**For crematories**, we can help them in a capacity beyond just metal recycling. We can recommend and provide them with equipment and training for their staff that will lead to better metal capture, less or no contamination of remains, a higher degree of safety for employees and of course higher payments.

Environmental Benefits

We are experts and can help beyond just recycling

# After prospect replies

(slow down)



# Ingmar Lambregts

## Director



# FIRST TOUCH

Subject: This is not spam - I've actually read your profile

Hi Frederik,

Where you mention that you authored two books on Marketing Optimization and Customer Dialogue Automation is where I got triggered. With Invenna we work with our customers doing exactly this and I believe it's fair to say that our approach is rather successful. Would you be open to a short e-mail exchange to decide if a more detailed conversation is warranted? Let me know what you think.

Thanks for considering,  
Ingmar

P.S. I've just published a customer case within the Financial Services industry, you can find it here: <https://lnkd.in/ePnDTtC>

## CLIENT REPLY

Hey Ingmar, sounds intriguing but probably not for us where we are currently as we're not looking to switch our IT systems and probably will not be able to bear the costs of adding complexity to our existing systems. Thanks,  
Frederik

## CLIENT REPLY

Hey Ingmar, sounds intriguing but **probably** not for us where we are currently as we're not looking to switch our IT systems and **probably** will not be able to bear the **costs** of adding **complexity** to our existing systems.

Thanks, Frederik

## INGMAR'S RESPONSE

Hi Frederik,

I can read the kind 'no, thanks' in your message and that's fine with me. Your reasoning make sense and is valid from an industry point of view. However, when building Invenna we made sure we would avoid these classic IT hurdles as much as we could.

Apart from that, we don't apply the (very) expensive license schemes many other vendors do.

If you can spare 30 minutes in future (and the above proposition merits it) I am happy to show highlights. You can decide for yourself.

Thanks, Ingmar

## CLIENT REPLY

Sure, I'd like to get inspired :- ) A meeting in Dubai?

## INGMAR'S RESPONSE

Subject: RE: Setting a date

Yes, that's perfect.

As said in an earlier e-mail; I would like to have a short call with you in advance to understand where QIC stands from a marketing infrastructure point of view. This to align what I can tell and show you about Invenna.

When would such a call be convenient for you?

Regards,  
Ingmar

# CLIENT REPLY

Subject: Re: Setting a date

Good morning,

Before proceeding, I would need a ballpark estimate of the investment to understand whether there's room for us to talk or not.

We're currently doing Retail in four countries and have a database of half a million customers; our products are personal insurance products sold online, through branches, call centers, agents and brokers and I need this 360 degree and I need ways of significantly improving how we interact with these customers (including upselling, cross-selling, etc.).

Please do not judge us by our current websites as the new, cool ones, are currently in the process of being activated ;-)

We have our own proprietary Oracle-based database system in various version in the countries which we need to connect to.

Are we talking \$5, \$5,000 or \$500,000 price range (the latter would of course be disqualifying ;-)) and have you ever engaged in performance-based payment models? I would be interested in offering you a share of the increased sales and retention from our customer during the first 18 months of operation to bring down our initial investments and to provide you with an incentive to help us put together the optimal solution.

You'll find Mr. Vboy on copy here and he will be the one taking this some steps forward until we decide a time to meet.

Thank you and warm regards,  
Frederik



# INGMAR'S RESPONSE

Hi Frederik and colleagues,

I am happy to discuss with you on how to move forward from a commercial point of view, kindly see below our standard fees that we'll take as a baseline to discuss. Invenna has a straightforward licensing structure:

- For \$75,000 annually you will have a user license for both Customer Insights and Marketing Automation.
- This is inclusive of 5 concurrent users, so you immediately can work with a decent team using the platform. We can discuss on how to scale this over time.
- Each additional user above 5 is \$2,000.

For the licensing of the software I am happy to look into a performance based model as you suggest. Of course we need to discuss on performance metrics in more detail, but as said, I am happy to have that conversation.

Furthermore there is the implementation of the system. Based on the below information I cannot yet give an estimate for that since it is heavily dependent on the type of sources, number of sources and business requirements. As a general experience I can say we did implementations between 2 and 14 weeks. But again, that really goes back to the business requirements.

Is that above sufficient for you to continue our engagement?

Best regards,  
Ingmar

# Let them speak

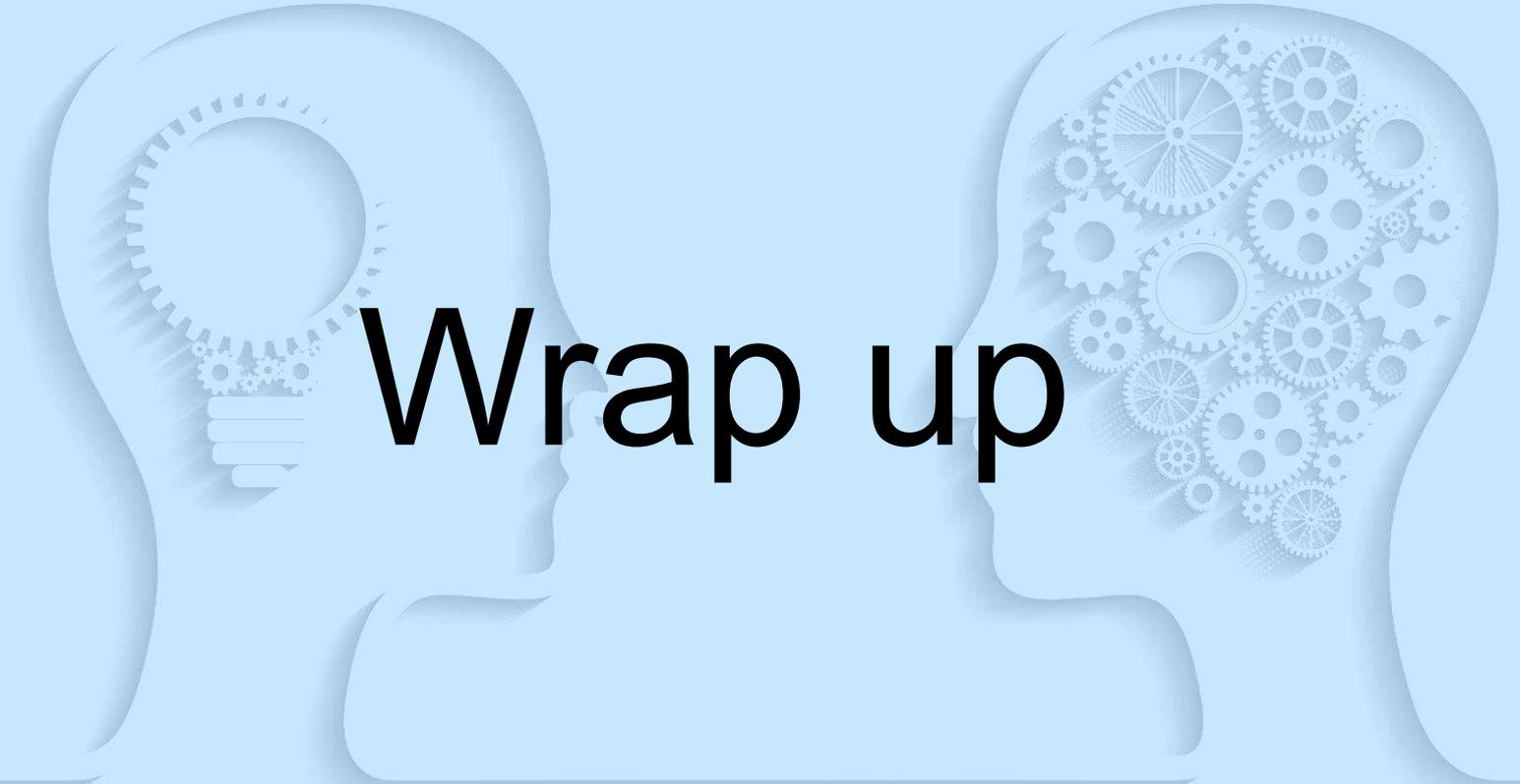
- Go **SLOW** (don't rush the meeting)
- Make it **safe** to talk about their situation
- Reveal “just enough” to **keep them curious**
- Don't be afraid to **push back** (negative reverse)

# When they reply

Call right away!

(after prospect replies)

- \_\_\_ Targeted campaign: Switch to Tailored
- \_\_\_ **Holds back**—even if invited to sell, wait!
- \_\_\_ Creates **more questions & sparks more** curiosity
- \_\_\_ Gives **incomplete answers** to clients' questions
- \_\_\_ This creates urge to know more **details** (again!)
- \_\_\_ **Plants seeds** for more questions from prospect



# Wrap up

# Grab attention

Create a  
**pattern disrupt**

*(avoid doing what customers expect)*

# Grab attention

Hint “I may be worth a conversation”

# Common responses

(from mobile)

What's this about?

You can help us address this?

What are you getting at?

I need more information to understand.



People value...

**MORE** what **they** ask for.

**LESS** what **you** freely offer.



# 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](#)

# Avoid offering



**Steve Doherty** Franchise Consultant  
Find Your Optimal Franchise Business Opportunity Fast & Frustration Free  
👥 Chris Joyce and 3 others

Ignore [Accept](#)

Hi Jeff, ⋮

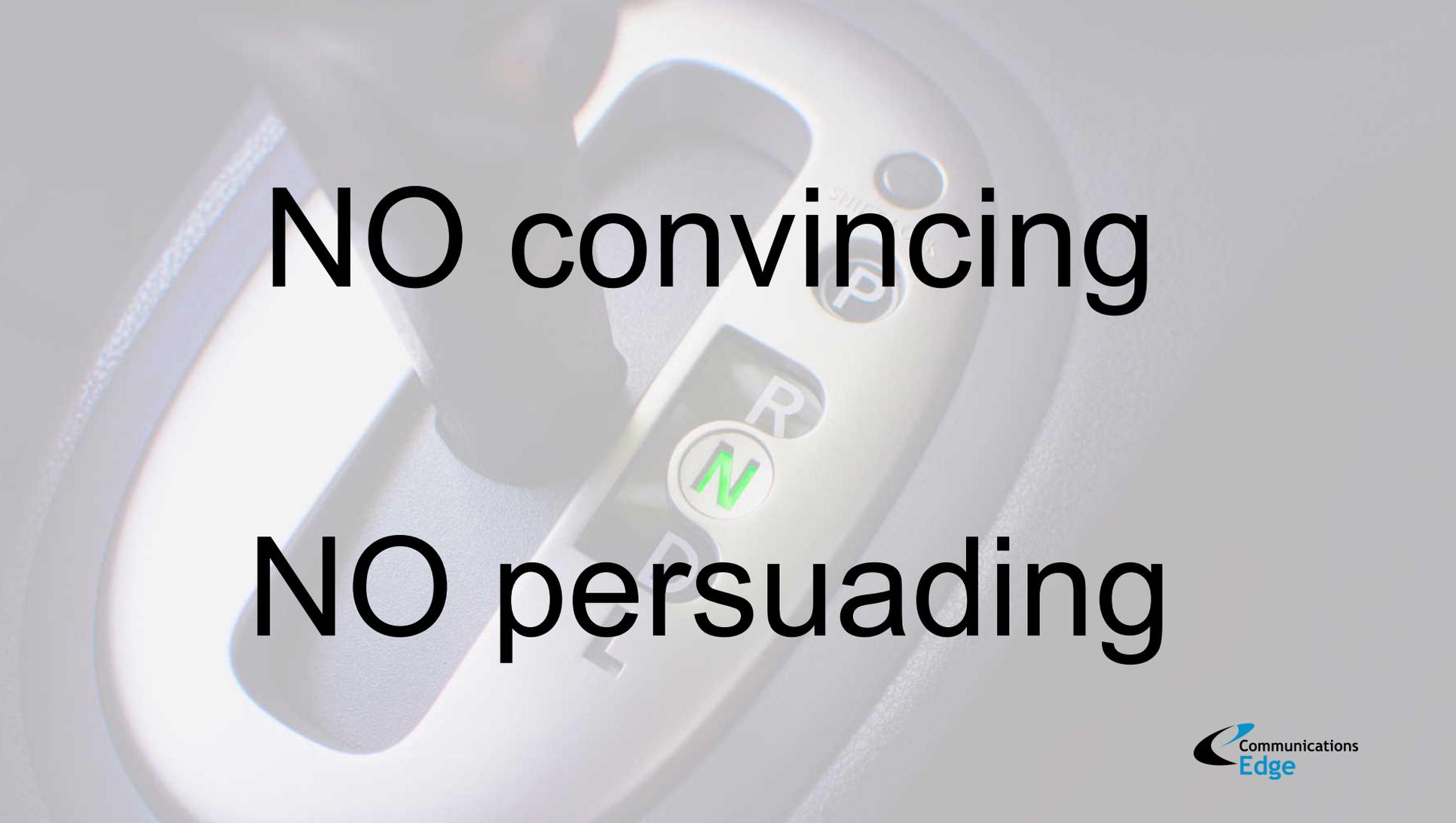
Are you interested in starting a business that can be a semi-passive, second income string for you?

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](#)

**Attract** customers to  
the idea of talking more.



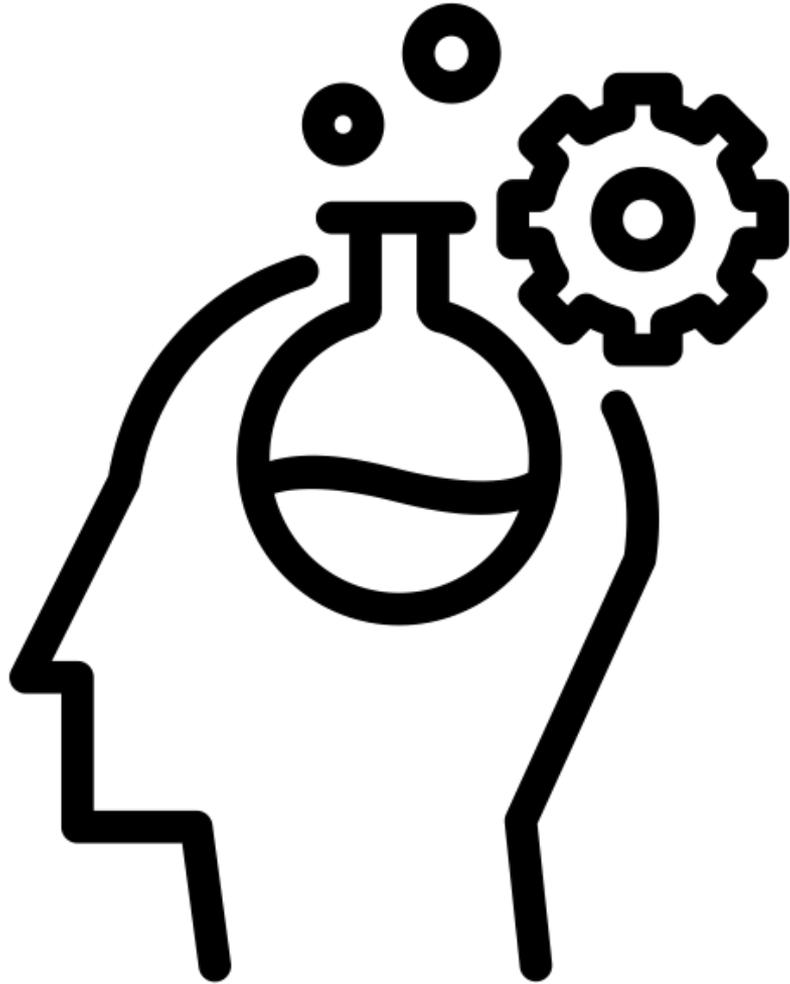
**NO convincing**

**NO persuading**

# Keep working on...

- Getting prospects
  - curious
  - clear why Core is best choice
- Keeping customers on the hook!
- Standing out
- Getting called back more often

“education”



help customers want  
to be helped  
***THEN*** help



# Curiosity

As a conversation-starting tool



with Jeff Molander

Founder

