

# Provocation Deep Dive

## Drive response, shift to neutral

with Jeff Molander

Founder 



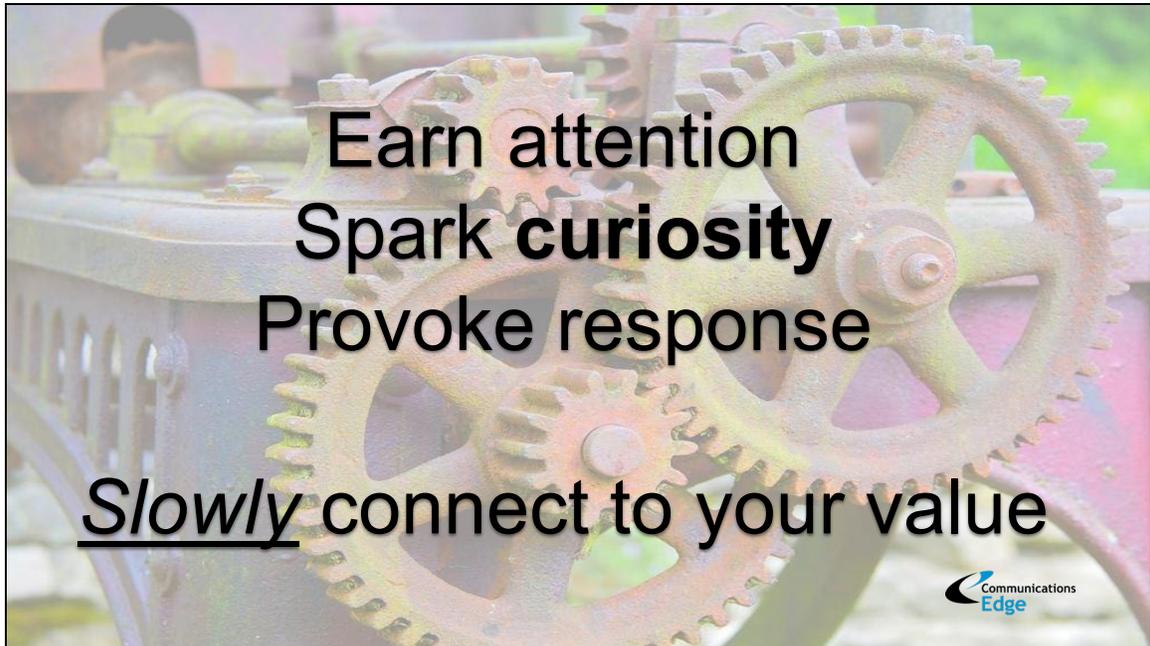
Markus Spiske

Welcome to lesson 1 in our Provocation Deep Dive -- Driving response by shifting to neutral. What you're going to take away from this lesson, and entire course, is awareness. A sense of awareness that may bother you... make you uncomfortable. And I'm not kidding. One of our members, Jeff who is a team leader, said to me and I quote, "It was painful to realize I was 'that guy' (I didn't want to be) in everyone's inbox. Because my old emails / InMails generated (small) results I stuck by them -- like some kind of kids blanket I couldn't let go of. Even though I knew it was filthy, full of holes and fit for the trash... and screamed desperation." Since then, Jeff has been one of the most successful members, and team leaders, I've ever coached. Here's why this matters to you: This deep dive may hurt. What you're about to learn may make you uncomfortable and, for sure, will challenge you to create positive change. So you will become more aware of your bad habits in this course. And we're starting here: By examining what's actually going on in your messages. What are the biased, selfish messages within your current messages that you are not seeing -- but your customers are. And how can we get rid of that -- once and for all. That will take a mental transformation on your part. A transformation I'm confident you'll make... and make quickly. So you'll take away awareness of how your current thinking is preventing success -- but also what to do about it! Ok Let's begin.

Slide 2



Most likely you've been discussing who you are, what you do, how you're different or adding value in outreach messages... in voicemails, emails, call scripts whatever. You may be asking for meetings, attaching PDFs to emails, sharing ebooks with LinkedIn connections, presenting benefits in your messages, pushing pains, flashing your client list to look credible. But here's the problem: These create a biased, selfish tone. Instead, today you'll start shifting to neutral. You'll take away a way to craft customer-centric provocations that spark curiosity.

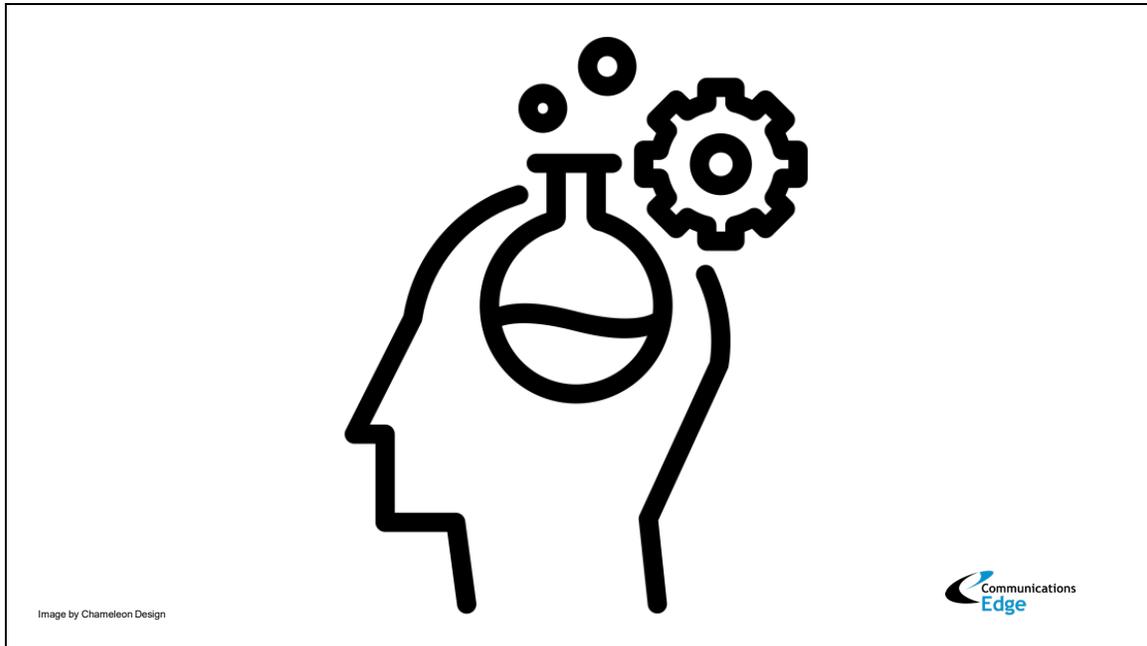


And remember... the way forward is simple: A 3-step process. A communication process. Where now you will have a better way to earn attention, spark curiosity and provoke response more often. Then you'll SLOWLY connect that conversation to your value... If, in fact, that conversation needs to happen.

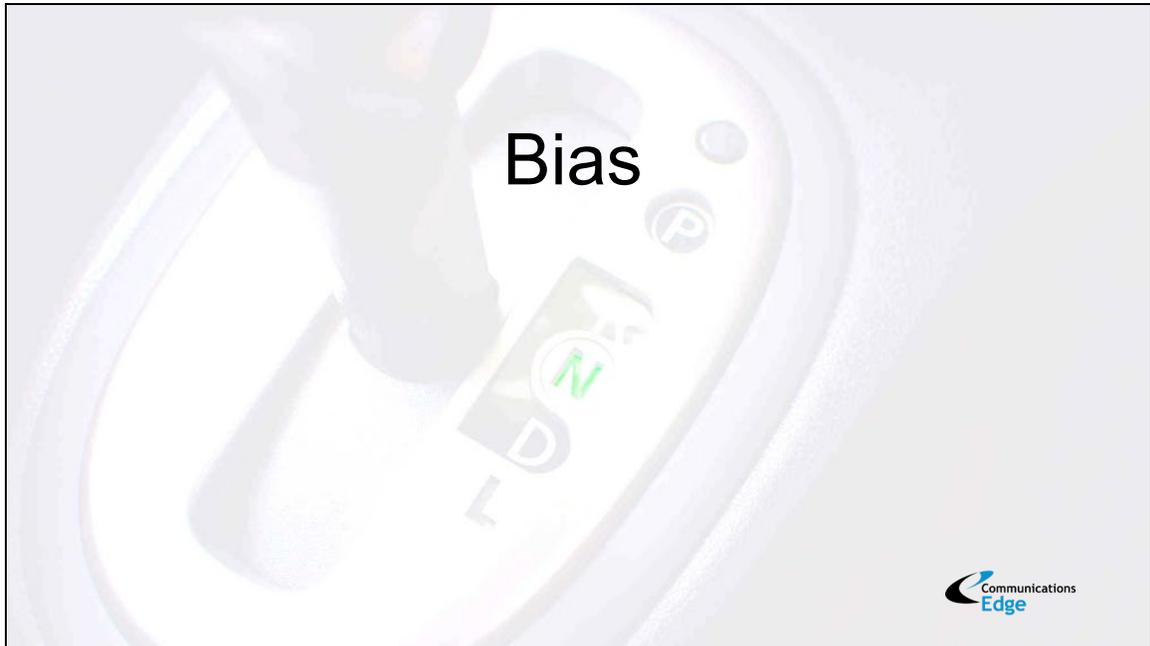
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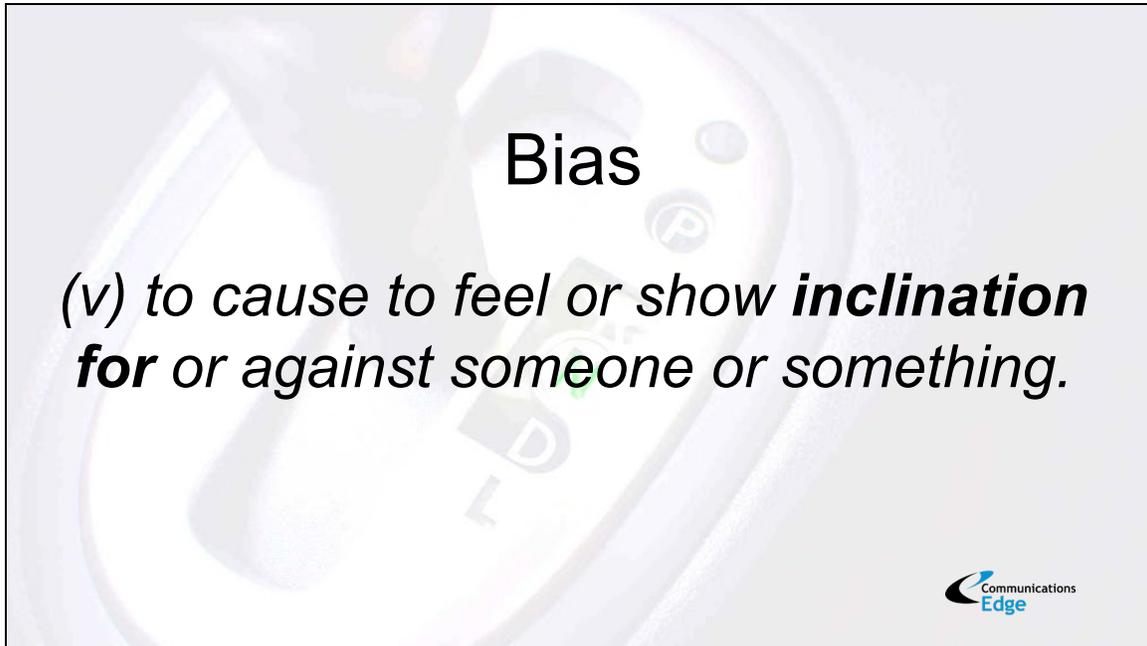
Here's what I mean by neutral: Making your message nearly exclusively about the prospect -- less about you. In easy to spot ways. I'll demonstrate this in a moment. And I expect you to, today, make the adjustment to your messages. It's easy and quick to do... and be assured it will strengthen your message. But beyond the obvious ways to neutralize your messages there are other tactics. But applying the better tactics requires, first, being able to a) see weaknesses in your message... which you are likely not seeing and b) understanding the psychology behind why those weak spots are weak. Now you might think, "Molander, I don't need to understand... I need to know what to do and move on... get back to my day. Get to the point please." I appreciate your attitude and I, also, need to get back to my day. So... hear me out: In most cases taking bits and pieces of what I suggest... tactics Academy members practice -- and applying within the context of your existing message -- won't work. In some cases the baby and bathwater must both go. Now, what we practice isn't for everyone. ...



Because #1, it's a mental shift... a transformation in how you think. And a commitment to this new belief system. And it's not for everyone because, #2, it's a practice. It's not a program or some kind of hack. It's a never-ending experiment. It also evolves over time.... what piques customers' curiosity today won't tomorrow. So you've got to have an endless supply of better ways. I'm giving you the better way. But you must be willing to understand the psychological reasons -- why your message isn't starting enough conversations -- if you take pieces of what I show you and apply them. If you do you'll be able to evolve the practice. Ok. The challenge is this. Bias. Your natural way of thinking is to reach your goal. Nothing wrong with that. But we need to be sure to not reveal this so soon and so selfishly.



Bias. Your writing likely has too much of it... it's too selfish. Your tone and goal needs to be more neutral... in order to trigger curiosity and response. It may sound trivial -- when I say "being aware of yourself (aware of your bias)" is important. But it's true. Being aware of your bias is the FIRST piece of the puzzle -- IF you're serious about building a successful career in sales or growing your business. Without a sense of what you're doing... that is hurting you... you will never be able to write, or leave a voicemail, in a way that consistently earns conversations.

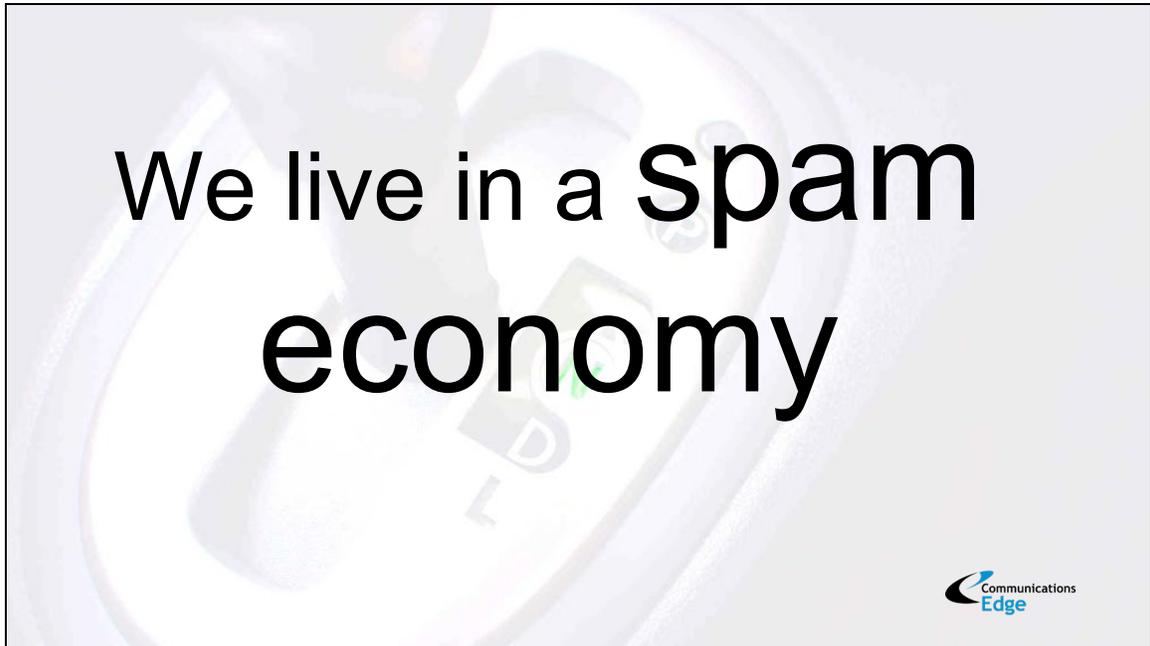


# Bias

*(v) to cause to feel or show **inclination for** or against someone or something.*



Bias in your messages is probably causing prospects to feel your inclination for serving your goal... earning a meeting, placing a solution, giving a demo. And that's turning them off. Because the truth is... we live in a spam economy.



It's out of control and only getting worse. The defensive posture against sales and marketing email is increasing every month. People and machines are getting much better at spotting your messages and marking as spam. Generally. So why make it easier for them?



Think about your own experience: It's easy to clear your inbox right? What do you do -- when you want to never, ever see a message again from a sales person? You probably teach your email client to look out for it. Mark as spam. Prospects are the same... and they're replying less and less with "take me off your list." They aren't clicking unsubscribe links. That takes time and usually results in more messages. So if a message does get past the hardware and software tools you are met with a defensive human being who's seen messages just like yours before... over and over. Ok. So what are we doing about this. Time to get into the weeds with an example.

# Steve Riley

Founder  
BetterBeer.com LTD



Meet Steve Riley. Steve is a Spark Selling practitioner who is in the business of serving Canadian businesses -- large and small. If you have a bar he has a program to sell you. And his program is all about helping bar owners pour better...cleaner, tastier and safe-to-drink beer. In doing so keeping customers happier... so they return to the restaurant or pub. Let's dive in...

### Situation analysis

- Competitive landscape: No direct competitors, highly niche
- Market segments
  - **Brewers** (main) who underwrite for distributors & retailers as perk
  - Value to brewers: **quality** of product/experience is key!
  - Creates **brand preference** among retailers
- Target market
  - VP ops *or* director of beverages (regional or national chains)



Steve's competitive landscape: He has no direct competitors. He's super niche. Market segments: Brewers, distributors and retailers. Beer brewers invest in Steve's program ... they underwrite it for distributors and retailers as a perk... to keep them loyal to their brand. So he's calling on brewers who need to keep retailers preferring their brand and happy in general... good at what they do. Serve their customers to keep them coming back.

### **Situation analysis**

- The product
  - Online training subscription to keep retailers profitable
  - Audits: Draught beer quality (this is the “way in”)
  - Beer glass cleaning kits
- Main challenge to start convos
  - they don't know what they don't know
  - urge to make *perfect* messages (fear of wasting time)
  - has case studies



What he's selling is basically online training -- to help hospitality and restaurants be more profitable. He does on site audits and sells beer glass cleaning kits as loss leader type of ways in to sell his subscription. His challenge when we first met with starting conversations: His customers don't know what they don't know. So...

**Target**

**Jesse Topliffe**

**Business Dev. Manager, Landing West  
Recipe Unlimited Corporation**



- 6 months in, Ops guy so not sure why Biz Dev now
- Founded in 1883, RECIPE Unlimited Corporation is Canada's oldest and largest full-service restaurant company
- 1,382 restaurants
- 85% of RECIPE's restaurants operated by franchisees and joint venture partners.



Example: Jesse was one of Steve's targets.

Hi Jesse,

Hope all is well. Some of your stores are already using our beer glass cleaner, and as you know, I do the draught quality training for your new stores. I'm looking to get 20 minutes with you to take you through some of the other draught quality solutions we offer and see if there is a fit. We don't clean lines or sell/service equipment - I'm not looking for you to switch suppliers. Recently, we have helped Jack Astor's lower their spillage and improve quality.

How is next week, Tuesday morning (Jan 30) or anytime on Thursday (Feb 1)?

Cheers, Steve



AVOID! Signals "unsolicited sales pitch ahead."  
If you have an established relationship still wastes *precious* time.

Hi Jesse,

**Hope all is well.** Some of your stores are already using our beer glass cleaner, and as you know, I do the draught quality training for your new stores. I'm looking to get 20 minutes with you to take you through some of the other draught quality solutions we offer and see if there is a fit. We don't clean lines or sell/service equipment - I'm not looking for you to switch suppliers. Recently, we have helped Jack Astor's lower their spillage and improve quality.

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Avoid prefacing like the plague! Signals "I'm about to waste your time telling you something you already know."

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There's a better (less self-centered) way to *earn* his time... in a way that reveals his general interest level (qualifies him).

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Larger issue: This “ask” sounds like exactly like what Jesse sees over-and-over-and-over in his inbox. “Another sales person who wants to show me all his offerings... and see which one he can sell me based on my reaction.”

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STRENGTH: Point of differentiation (but it's currently buried)

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Hi Jesse,

STRENGTH: Finally we get to a specific reason why it may be worth talking to you.

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Working on getting stats. Essential!

How is next week, Tuesday morning (Jan 30) or anytime on Thursday (Feb 1)?

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Instead, let him decide if a meeting is justifiable.  
Give him the right to choose or decline.

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We MUST provoke him  
(plant seed: a reason to suspect it's worthwhile).

Cheers, Steve



**ACTION ITEM:**

**Make this more about Jesse, less about YOU.**

**Reduce BIASED tone.**

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## IMPROVEMENTS

SUBJECT: Jack Astor's

Jesse,

Are you open to **reducing spillage and improving draught quality**--to the extent it hits top and bottom lines? **I have an idea. May I run it by you?**

Your stores are already using beer glass cleaner. But this leaves \$ on the table. Jack Astor's is using this tactic and seeing lower spillage and higher quality. (driving profits)

Open to hearing about how they are doing it?

Cheers, Steve

Get to the point *faster*.  
Problem-solve.  
Provoke by being incomplete.

Provoke by being incomplete, unclear.  
(this is unconventional --- that's why it works!)

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Remove references to yourself.

Open to hearing about how they are doing it?

Cheers, Steve

**SHIFT TO NEUTRAL!**

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The (curiosity) provocation is:

1) the story not

2) your fresh idea.

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Let him decide if a meeting is justifiable.  
On follow-up demonstrate you're at  
peace with his right to decline.



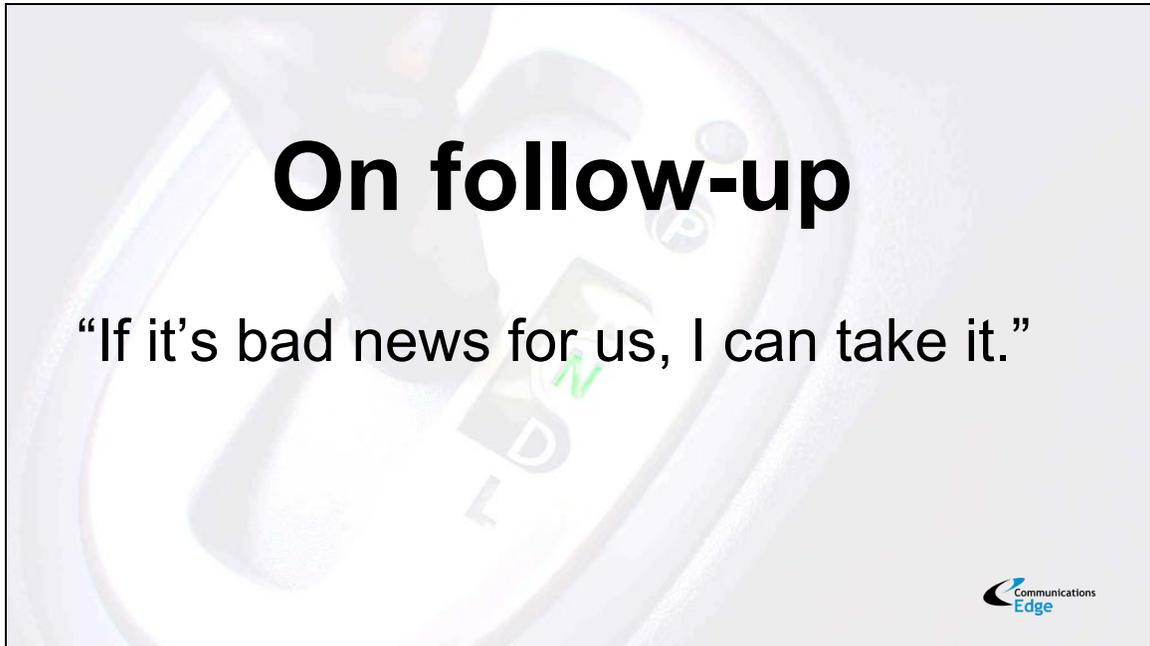
So overall reduce the bias by not asking for the meeting, not referencing yourself so much and, in this case, make the story you have to tell do all the work... let it help the prospect feel an urge to ask for more details... to hit reply. And we do this by making your messages more neutral...less biased and, also, stronger...you look less needy.



So consider caring a little less. Now, of course you want the reply... but don't want it so much. You do care. Because you are sending the message. But try to care a little less. For example, remove the meeting request.



Stop asking for meetings from go. Also, be at peace with their saying no... and write it into the tone of your email. Let the prospect know you're at peace with their decision--no matter what it is... to delete or reply to you. And acknowledge their right to choose. Use words that put them in control. It's a huge mental trigger... acknowledging the customer's right to choose a conversation – or not. Letting prospects know you're ok if they don't want to talk is a huge way to stand out in the inbox. Let's say you are following up on a customer who's gone radio silent on you. You delivered the proposal and now no response to calls and emails. They've ghosted you.



# On follow-up

“If it’s bad news for us, I can take it.”



On follow up sending them words like this within your message shows how you are at peace with their negative decision---you just need to know. “If it’s bad news for us, I can take it.”



Create a  
**pattern disrupt**  
(*avoid* doing what customers expect)



But from cold it's important to create that Pattern Disrupt. Avoid doing what customers expect. Zag when customers expect you to zig. Don't ask for the meeting. Don't use a call to action telling prospects what you want them to do next. Don't ask a leading question that serves you more than them... teeing them up for your pitch. Break the pattern. Disrupt what they're used to seeing.

# Bias is everywhere

It's in your...

- cordial introduction
- 'hook' (marketing inspired) questions
- case examples ("our client")
- persuasive research
- selfish asks (meetings, demos)
- premature meeting request

# Remove it by

Eliminating or cutting back,...

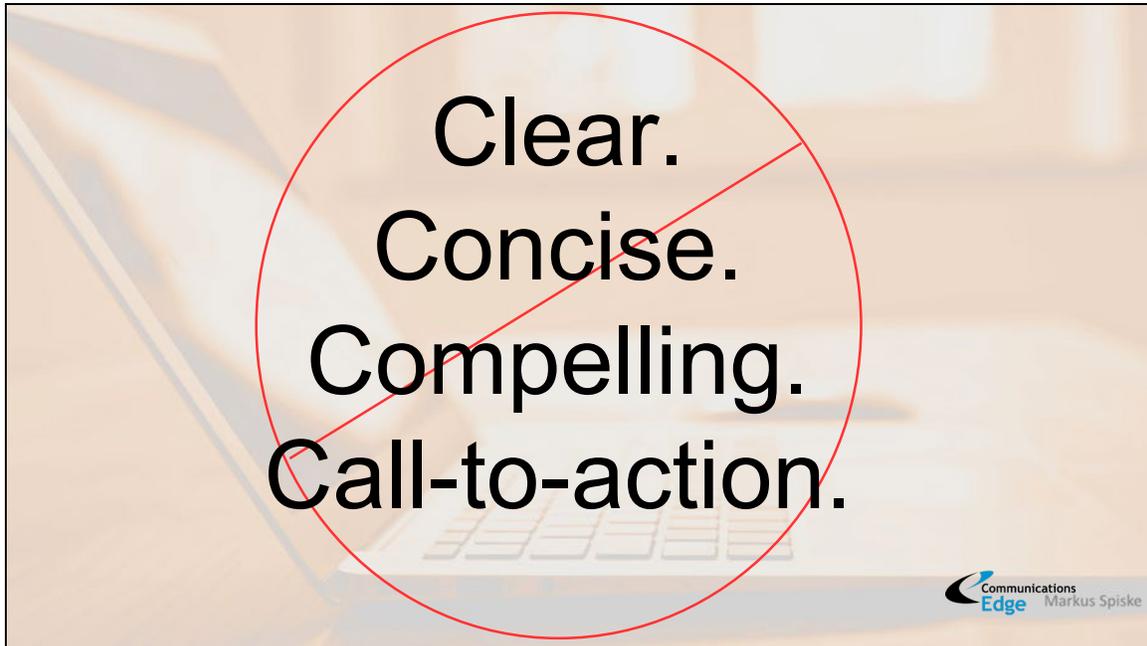
- salutations & introductions
- references to yourself
- references to yourself *in case examples*
- adj/adv and attempts to posture, look credible

Instead...

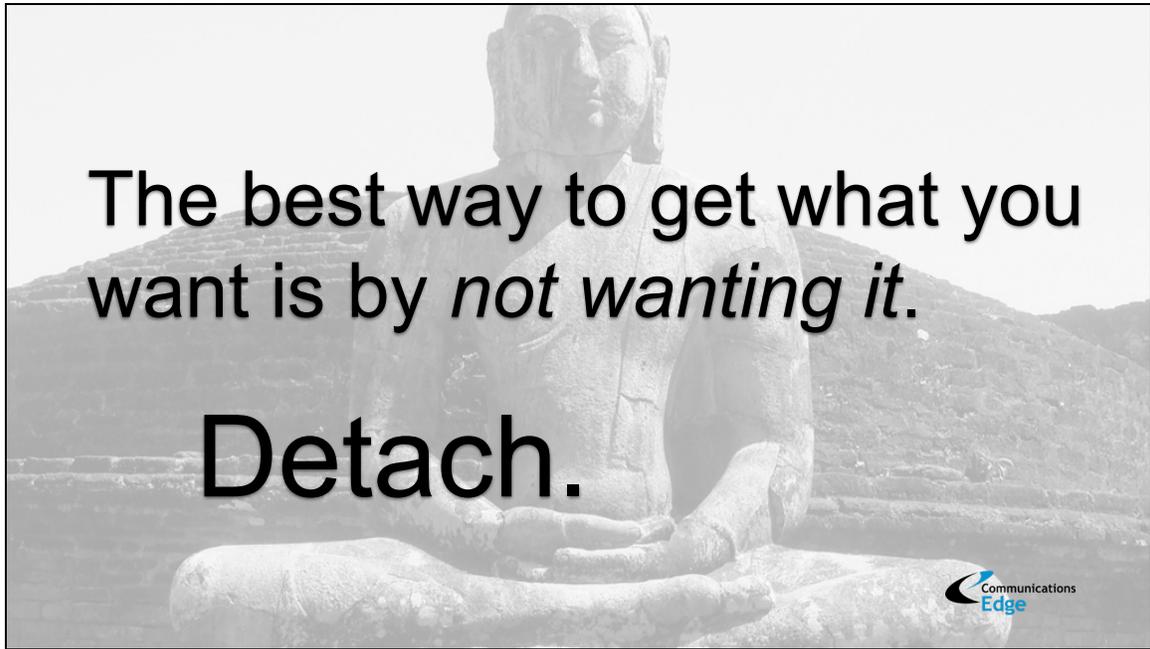
- shift to neutral, status quo-challenging questions
- make smaller asks (conversations about issues)
- look confident by avoiding 'needy words'



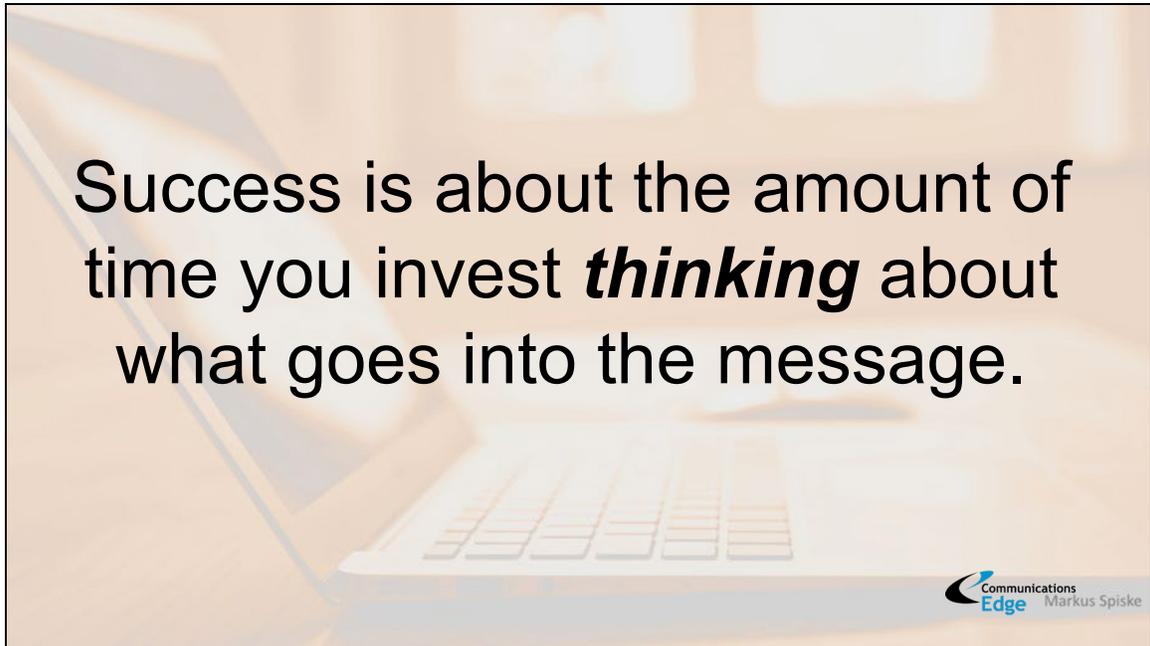
You see, in your mind you've conditioned yourself to send a certain type of message... seeking a certain type of response. You're sending clear and persuasive messages -- hoping to earn an invitation to meet. Ok. Stop. This is simply not going to happen... enough. You'll only get 2% or less conversation rates. That's not enough. You want access to the 80% + who are not ready to buy -- but will be. The best way to achieve this is to have a short email exchange about a potential meeting with prospects. Shift to neutral. So. I want you to think differently.... about the outcome you want. I want you to want a different kind of response... one that almost looks like an irritation. We discussed this in the Quick-start Course.



Clear, concise, compelling emails are not what most prospects are responding to. Because it's a spammy, marketing pattern. So, today I want you to consider a clean break. Forget about sending persuasive messages to earn conversations. And forget about having meetings with clients that try to persuade them. Do you see how curiosity can be used to your advantage... to help customers begin to convince themselves? And do you see how your mental framework... how you are approaching the task at hand... is driving the way you approach how you communicate with customers? Do you see how caring less might benefit you?



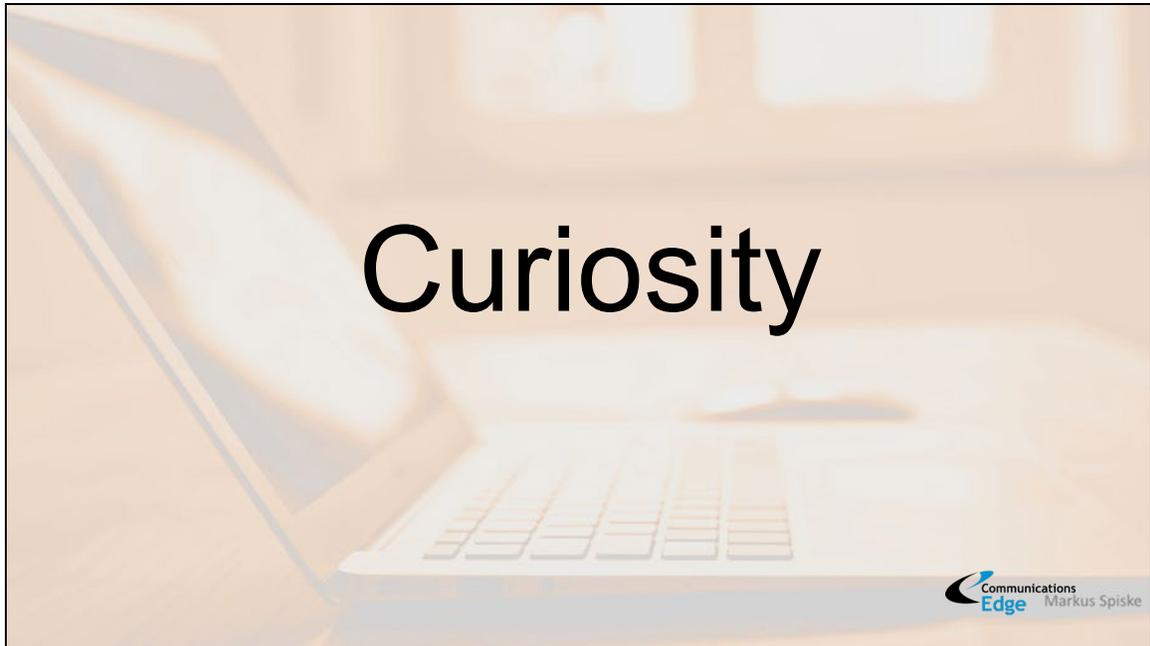
It's an ancient fact: The best way to get what you want is by not wanting it. Detaching from the outcome you desire. Caring a little less. And demonstrating this attitude to those you're seeking to influence. This mental state of mind allows you to write differently -- more thoughtfully. Less persuasively, with less selfish bias.



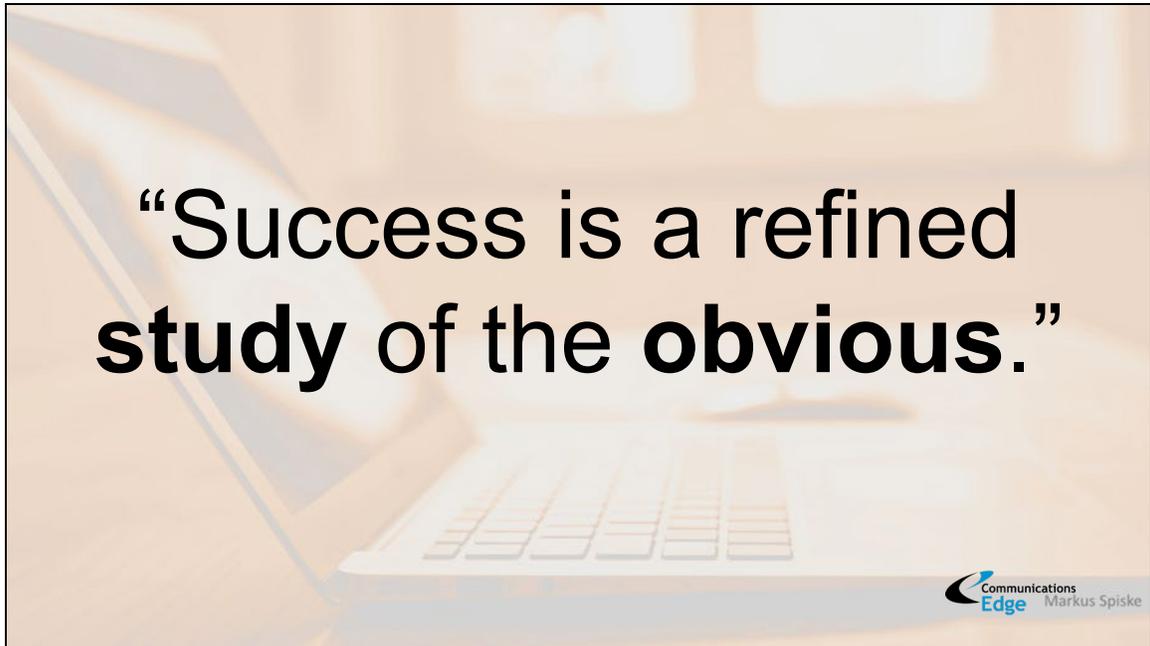
Success is about of time you invest in thinking about what goes into the message. And here's the truly shocking and exciting part, y'all.



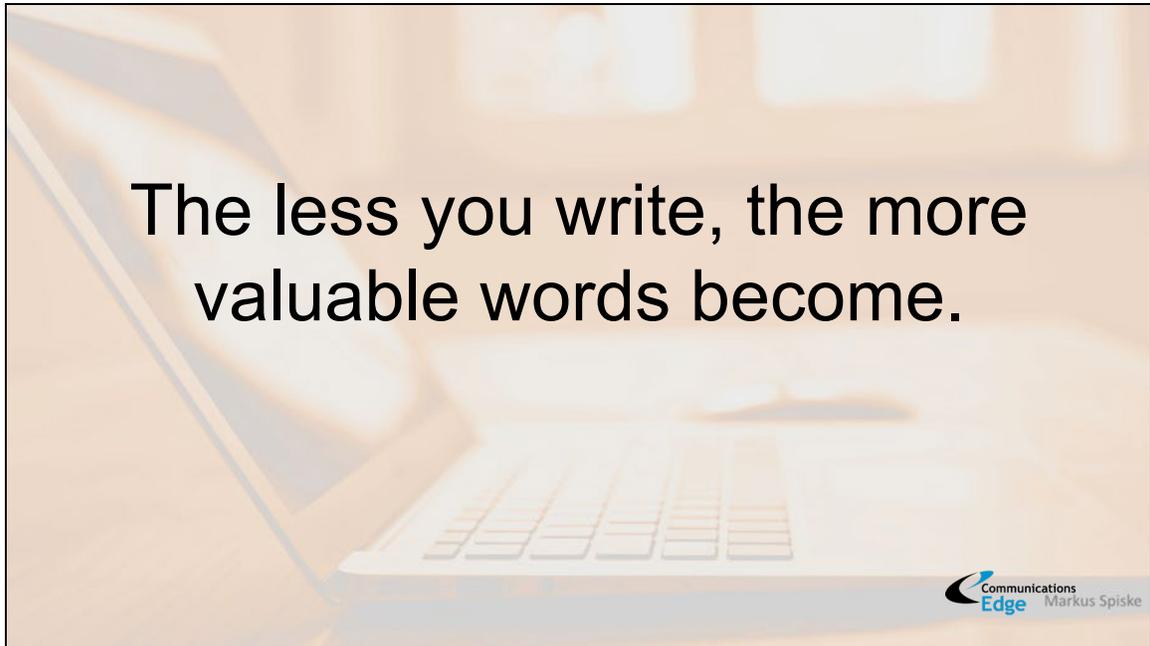
Less is more. In all contexts... all situations. It's not only true in cold calling and emailing. It's also true in your follow, up... discovery meetings. Ok. In closing, provoking curiosity is fundamentally different than sending meeting requests.. and persuasive messages.



Sparking curiosity requires sending totally different messages.... messages that stand out from 98% of what everyone else is sending. Likewise, what you should expect to get back from customers is also different. Ok. Jim Rohn's words come to mind right now. All of this seems obvious right? Well...



Success is a refined study of the obvious. All of this seems easy and obvious. Well, it can be. But only with the right guidance to help you get on the right path and stay on it. The path to using less words. And this IS a practice, not a program. That’s why the Academy is a subscription... a membership... where we are all helping each other in the member Forum. And where if you need personal coaching I’m here for you.



Because the less you write, the more valuable words become. And the more provocative they become.



**See you in lesson #2**  
**Earning conversations by removing needy tone**

**Jeff Molander**  
Founder 



Markus Spiske

Ok with that we'll wrap and see you in lesson 2: Earning conversations by removing needy tone in messages.