

# Success principles

Starting conversations *faster*



with Jeff Molander

Founder



Disagree  
with  
me



# Goals

- Return you to your day! (with homework)
- Deprogram (rewire your mind)
- Reveal
  - How you (really) come across to customers
  - The message behind your message(s)
    - Is likely subverting
    - Can be fixed
  - Actionable success principles



**Stay current,  
confident**



# Curiosity



# Deprogramming!





**Less is more**



# MARKETING!

# Cold message #1

Good Afternoon Susan,

My name is XXXX, the Area Manager for IMSM. We focus on helping businesses attain ISO certifications. Increasing productivity, lowering costs, enhancing sales and improving customer and vendor relationships is the core of what we do.

I received your information from LinkedIn, where both of us at one time or another were looking for quality standards to enhance our businesses.

After reviewing your website, I see how valuable ISO Adoption and Certifications like 27001 could be to foster a stronger, more streamlined, and profitable company.

While we offer a wide variety of Certifications, many companies have asked for our continued support (Managed Services) once Certification is complete to implement the new levels of productivity, revenue growth and regulatory issues.

To be blunt, ISO Certifications are not a quick “cookie cutter” approach to a new customer. It is more of a culture change that needs to be constructed and implemented by certified professionals. IMSM is world-wide leader in ISO Certifications and can help you maximize the benefits that ISO can deliver.

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How much sincerity does  
one have to **fake**  
to earn trust?

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Grab attention

Prove we're authentic

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 don't have an solution for that. What are you suggesting?

I would 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](#)

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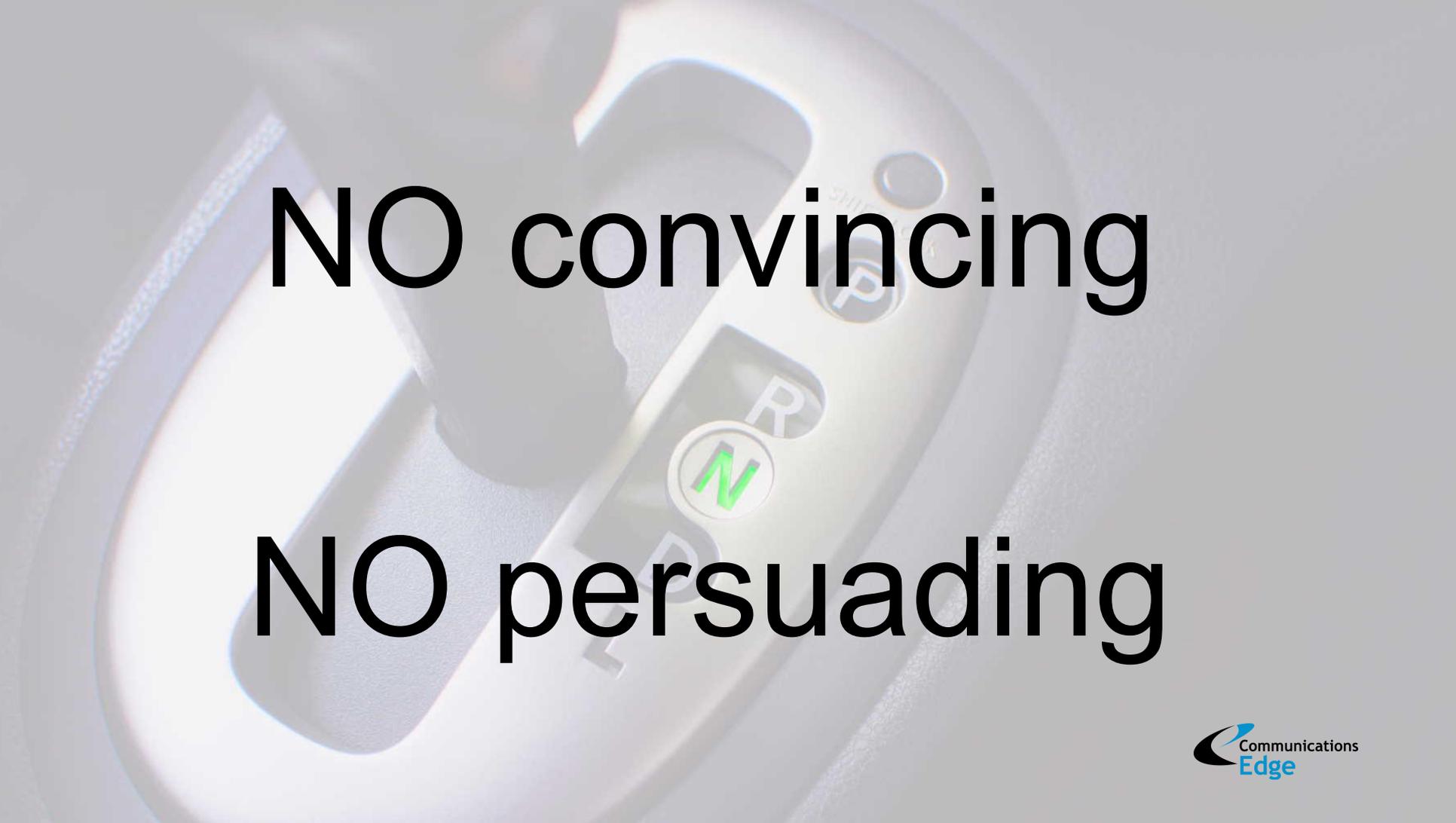
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I provide FREE services to help people find the best franchise and business opportunities.

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**

Joe,

Are you open to a different (yet safe) tactic that may result in an 8 - 14% savings on your print and marketing purchasing?

I have an idea; may I share?

Some companies have a poor method for sourcing and purchasing their marketing materials that take them away from core business activity, and creates maverick spending, which is a nightmare to administer.

Now they use an on-line, technology-based, print management portal to source products and make better, money saving buying decisions.

Are you open to hearing how you could achieve these same results in a short email?

Regards,  
Steve

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Regards,

I look forward to...

At the very least you will...

Very happy to chat with you about  
this if you're interested...

Not sure it's a fit for you. Open to a short email exchange to see if a larger conversation is justifiable?

If not, no worries.

# Grab attention

Prove we're authentic

Hint "I may be worth a conversation"

# Earning attention

Prove we're authentic

Hint "I may be worth a conversation"

Create a **pattern disrupt**

(*not* doing what customers expect)

*“Hi. This is a cold call. Care to hang up?”*



**WIIFM  
AIDA  
Persuasion  
Trust & Credibility**

Subject: Time to meet

**Too long + too much, too fast.**

**Also, very standard format (cut-and-paste).**

Hi John,

What if you could achieve balance in your IT environment that would allow you to have it all: delighted customers, satisfied end users, and results that executive management expects at a cost that doesn't break your budget? As I saw you are the Sourcing Analyst at CLIENT CO, I thought we could help you and your team:

- Improve employee productivity by up to 40%
- Find cost savings of 10-30% on Device Life Cycle Management
- Move to a consumption based, utility or subscription pricing models

Watch our 2-minute video about how ABCCORP is enabling the digital workplace. Let me know if you'd like to explore how we could specifically assist CLIENT CO in tackling your projects and challenges in 2018. FYI - I have availability Thursday afternoon and Friday morning.

Rebecca



Subject: Time to meet

“I want to meet with you” (without having you decide if you want or need one with me)

Hi John,

What if you could achieve balance in your IT environment that would allow you to have it all: delighted customers, satisfied end users, and results that executive management expects at a cost that doesn't break your budget? As I saw you are the Sourcing Analyst at ABC Company, I thought we could help you and your team:

“I'm asking you a question that clearly shows my intent to place my solution.” A popular marketing hook.

“You are in my target market, yippee!”

- Improve employee productivity by up to 40%
- Find cost savings of 10-30% on Device Life Cycle Management
- Move to a consumption based, utility or subscription pricing models

“Look at my benefits!”

Watch our 2-minute video about how ABCCORP is enabling the digital workplace. Let me know if you'd like to explore how we could specifically assist ABC Company in tackling your projects and challenges in 2018. FYI - I have availability Thursday afternoon and Friday morning.

When you're done watching, let's meet!

“Watch my marketing video... so you can see how we're 'enabling the digital workplace'” (push marketing language pushing a marketing video).

Rebecca

# Cold message #1 **TOO LONG!** **Must be *smartphone short*.**

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Immediately signals, "Sales rep -- sales pitch / meeting request ahead!"

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# Cold message #1

**Pattern:**  
**I'm a seller -- here's what we do for clients.**

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Vague claim -- "you probably need what I'm selling."

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**“Here’s what we offer, how we offer it.” + “We’re big and can help.”**

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**“Oh -- and let me explain how we’re different than the others!”**

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**“Just to prove our marketing team wrote this ...”**

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**“I’ll share FAQs with you -- because I don’t know what else to do.”  
+ “Ready or not here I come!” (I’ll be calling soon)**

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It's a **pattern** they see  
all day long!

Subject: Insight – Strategy Meeting

Hi Jed,

I am looking to introduce myself and Insight. Goal of my reaching out is to explore how you are transforming your end user support structure over the next 3-5 years. I would love to briefly explain how we are modernizing our clients end user experience and saving them over 20% on their IT spend.

Please let me know when I can call. I will work around your schedule.

Thank you,  
Patrick



Subject: Insight – Strategy Meeting

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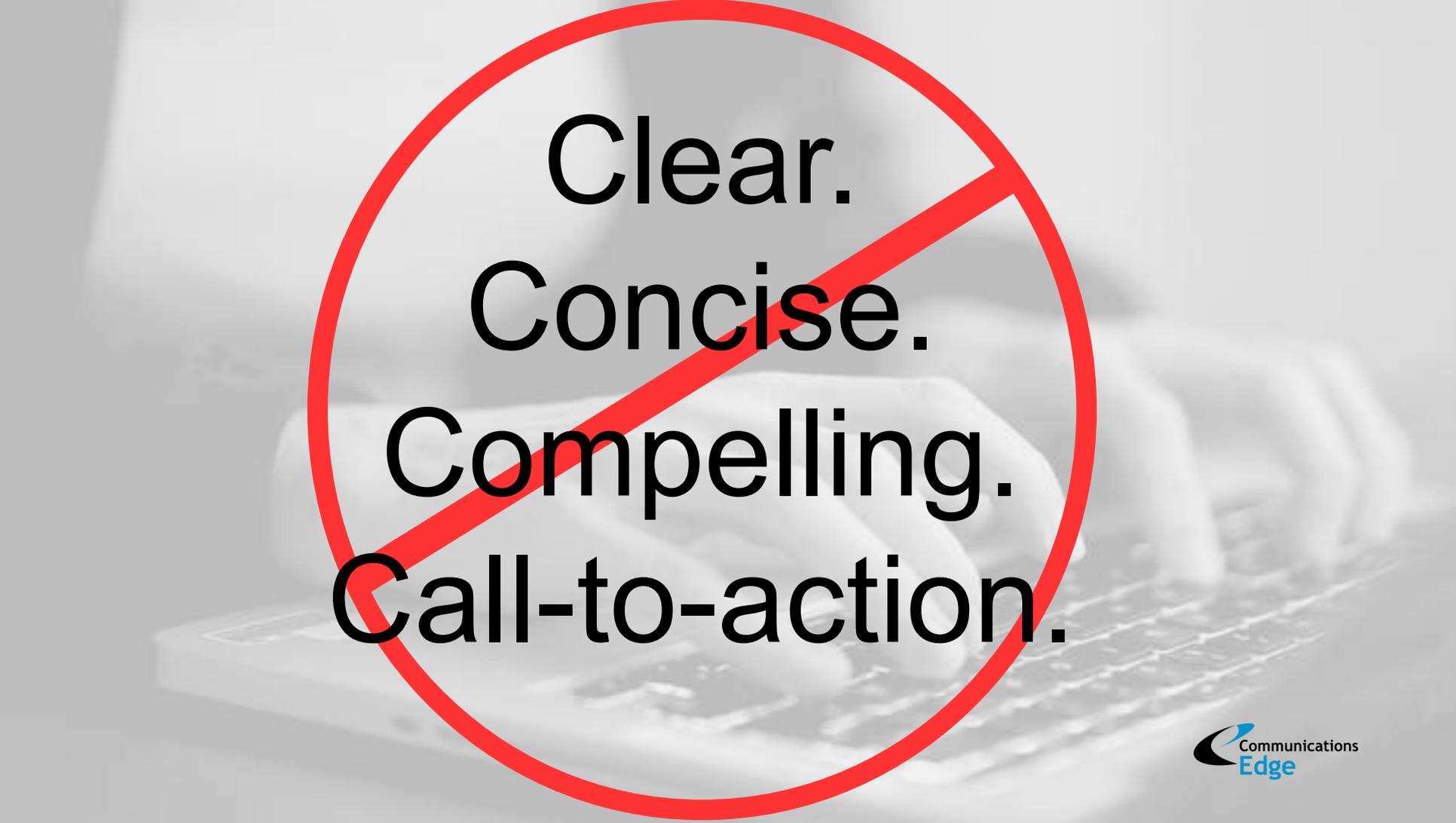
Thank you,  
Patrick



**Wrong mindset = wrong tactics**



**FOMO**  
**Loss aversion**  
**Rewards & bribes**



**Clear.  
Concise.  
Compelling.  
Call-to-action.**

**Be unclear,  
not persuasive.**

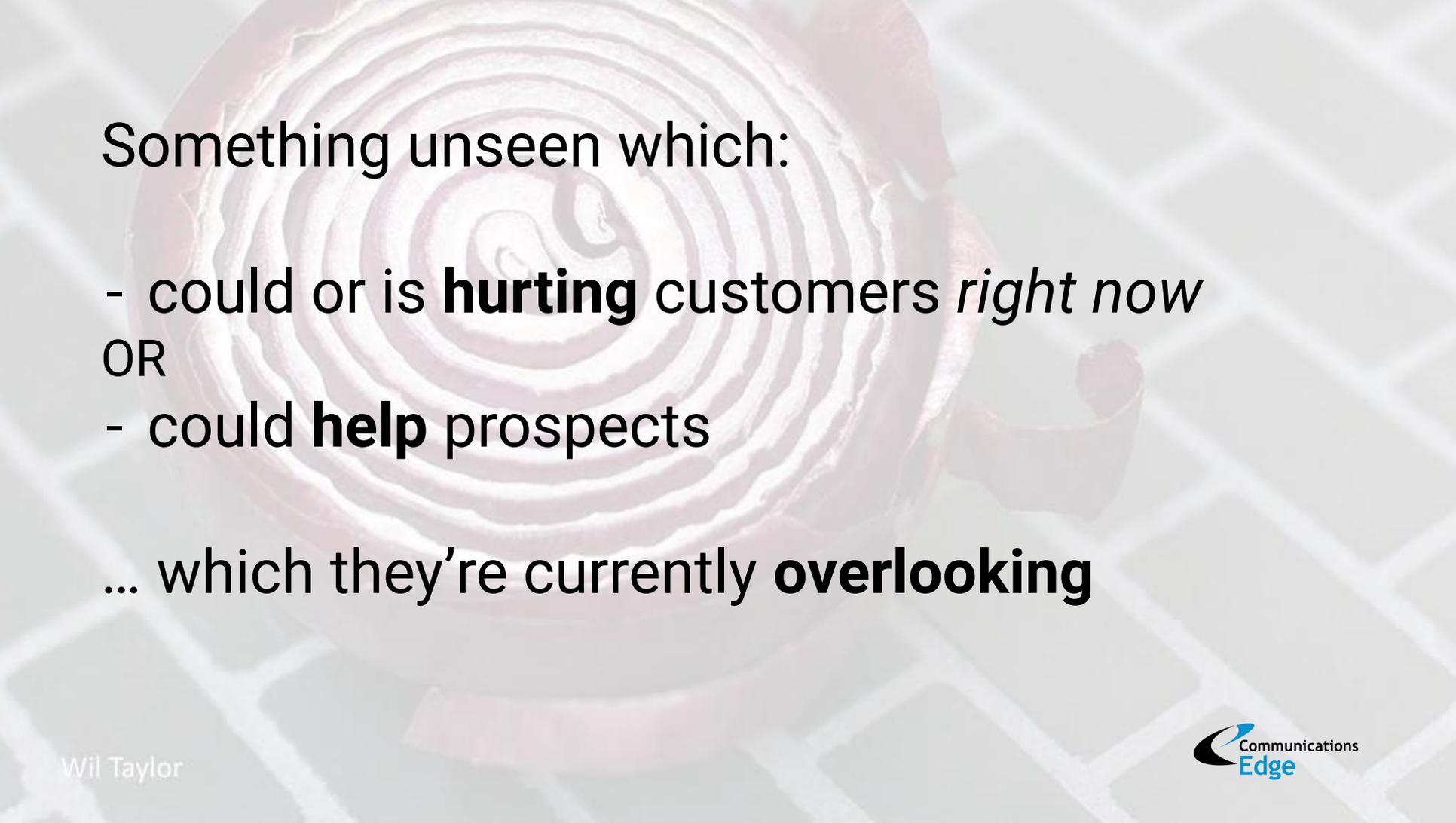
# Dave Weddle

CMO at YourKaizen, LLC



Focus: **Construction**, medical & IT sectors.





Something unseen which:

- could or is **hurting** customers *right now*

OR

- could **help** prospects

... which they're currently **overlooking**

Subject: WSIB surcharges?

Mimi,

Seeing an unpredictable pattern in your WSIB surcharges. This short-term pattern could have long-term detrimental effect.

You open to reducing this risk?

Cheri





# Dave' thoughts on issues:

I believe that due to the Pandemic, the main "blood and guts" issues are trust and competence. Most **companies are using COVID as an excuse to provide less than normal service**. I think that a company showing new and decisive commitment to quality and customer support... no excuses could be very valuable.

# Cold message OSHA

Subject Line: Protect your assets

Dear (Customers first name)

What does OSHA and your workers have in common? Both can be a pain in your assets if you are not well prepared.

No one wants an accident or to be over regulated. How can you make sure you are best protected?

What if you could show:

1. How much you value your employees with great education and protections.
2. OSHA and other regulatory agencies that your company is focused on safety and compliance.
3. Your insurance carriers why your WC premiums should be reduced.

What if you could do all of this at 50% less than the average fine handed out by OSHA?

IMSM can help you implement ISO 45001, which could be your best insurance policy to help you with the numbers above. 45001 is the gold standard when it comes to OHS policies and practices and has helped 1000s of companies become leaner and more profitable. How does 45001 do this?

Better employee retention, job satisfaction and less work-related injuries.  
Employee safety becomes the standard practiced throughout your organization.  
Less Risks = Less Exposures = Less Expense in All Areas

I would like the opportunity discuss with you if ISO 45001 could be a game changer for your company.

Would you be open for a Zoom call over the next week or so?

My Best,  
Dave Weddle



# Cold message OSHA

Beware: Cute & humor rarely works

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Would you be open for a Zoom call over the next week or so?

My Best,  
Dave Weddle



# Cold message OSHA

Subject Line: Protect your assets



Subject line's job is to create curiosity.

“What’s this?” (tension)

**AVOID looking like a problem solver! (seller)**

Dear (Customers first name)

What does OSHA and your workers have in common? Both can be a pain in your assets if you are not well prepared.

No one wants an accident or to be over regulated. How can you make sure you are best protected?

What if you could show:

1. How much you value your employees with great education and protections.
2. OSHA and other regulatory agencies that your company is focused on safety and compliance.
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My Best,  
Dave Weddle



# Cold message OSHA

Ties. Good!

Subject Line: Protect your **assets**

Dear (Customers first name)

What does OSHA and your workers have in common? Both can be a **pain in your assets** if you are not well prepared.

No one wants an accident or to be over regulated. How can you make sure you are best protected?

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# Cold message OSHA

Remember: Can be seen w/o opening!

Subject Line: **Protect your assets**

Dear (Customers first name)

**What does OSHA and your workers have in common? Both can be** a pain in your assets if you are not well prepared.

No one wants an accident or to be over regulated. How can you make sure you are best protected?

What if you could show:

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# Cold message OSHA

Subject Line: Protect your assets

**AVOID Dear at all costs.  
Consider dropping salutations.**

Dear (Customers first name)

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# Cold message OSHA

Subject Line: Protect your assets

Dear (Customers first name)

**What does OSHA and your workers have in common?** Both can be a pain in your assets if you are not well prepared.

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**Beware: Questions up front are risky.  
BUT this is not a yes/no -- more like puzzle.**

# Cold message OSHA

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Unclear on if they'll appreciate a joke.  
Test it!

# Cold message OSHA

**Beware: Educating tone is a negative trigger.  
Signals "I'm here to help..."**

Subject Line: Protect your assets

Dear (Customers first name)

What does OSHA and your workers have in common? Both can be a pain in your assets if you are not well prepared.

**No one wants an accident or to be over regulated.** How can you make sure you are best protected?

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# Cold message OSHA

**Beware: Marketing 'hook' question.**

**Biased to an answer you seek.**

**Message behind message: "I'm about to sell you."**

Subject Line: Protect your assets

Dear (Customers first name)

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# Cold message OSHA

Whoop there it is!

Subject Line: Protect your assets

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# Cold message OSHA

And you're making an INSIGHT here...  
Doing the math.

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# Cold message OSHA

Good way of framing the solution.

Subject Line: Protect your assets

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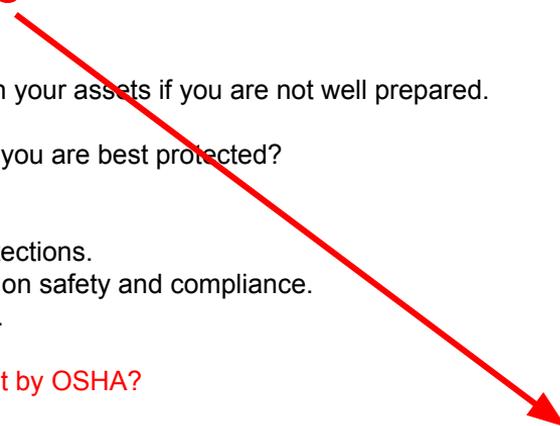
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# Cold message OSHA

**Resist going down the rabbit hole too soon.  
Avoid offering “the how.”**



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# Cold message OSHA

**We want THEM to ask this question.  
We'll lead them without making them feel led.**

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# Cold message OSHA **Then you can explain this -- and they'll listen. (because they asked!)**

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# Cold message OSHA

So they'll ask you to meet  
-- OR -- be **primed** for your ask.

Subject Line: Protect your assets

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Subject: OSHA

[name],

Noticing \_\_\_\_\_ in your OSHA \_\_\_\_\_. What is preventing you from \_\_\_\_\_ -- in ways that will likely offset the cost by 50%.

You open to reducing this risk?

David

[name]

Noticing \_\_\_\_\_ [observation OR insight].

I have an idea that may give you the ability to \_\_\_\_\_  
[specific better outcomes or avoid disasters or cut costs, etc.].

Are you open to an unusual way to \_\_\_\_\_ [goal or  
desire]?

Brent

# See you in 2 weeks

## Workshop intensives begin!



## with Jeff Molander

Founder

