

Following up & Workshop



with Jeff Molander
Founder 

Markus Spiske

Goals

- Part I: Following up more effectively
- Part II: Workshop
 - Amy Nickels
 - Shawn Birch
- Part III: Reviving 'gone dark' clients



Ok... so here's how we'll invest our time.

Clear.
Concise.
Compelling.







**Instead, make your
message pull.**

Attract.

Because
humans value more
what *they ASK for* ...
less what is offered.

Help them want to ask.

Your message should help
them *persuade themselves* to
speak with you.

Avoid asking for a **meeting** in your cold email.

Provoke a **discussion**.
(help clients want to talk,
then meet)

Don't reveal your intent
in the subject line!





We're all practicing. Together. Spark Selling isn't a "program" offered by me alone. We are a community of thousands of researchers and practitioners. As conditions evolve, we all evolve the way we approach customers... always leaning on our success principles. The main one being curiosity.



Sparking curiosity in customers using a “less is more” communication tactic... to spark the prospect’s curiosity... encouraging them to ask for more clarity on the thought you just provoked. Because you've got to help them want another email from you! That's why every technique we show you has this goal behind it: getting prospects curious. When you're writing an email or an InMail or any email message ... or a voicemail message.. Remember this. If you get the other side curious, you're on easy street. Everything I share with you, ultimately, boils down to this one idea: Once you've earned a prospects' attention, getting them curious. Right away. Over-and-over. Until you have move from asynchronous email to a synchronous phone or live conversation.

Typical responses

What's this about?

You can help us with that?

What are you getting at?

I would need more information to understand.

Create a
pattern disrupt

(avoid doing what customers expect)



Whether you're going in cold or chasing a warm inbound lead... create a Pattern Disrupt. Avoid doing what customers expect. Break the pattern. Disrupt what they're used to seeing. Stand out.

Avoid these spam triggers

"I reached out to you"

"I had written to you"

"bubble up" or "bubbling up"

"just wanted to circle back"

"follow-up on my"

"I imagine your inbox gets filled"

"wanted to follow-up"

"I was hoping to introduce my"

"following up from my previous"

"I know you are busy"

"I've been trying to reach you"

"just reaching out to see"

Needy triggers to avoid

"Don't hesitate to"

"Feel free to"

Love: "I'd love to set aside some time"

"Honestly"

"Looking forward to"

"Complimentary online demonstration"

"Completely free, no obligation trial."

"Worst case you will get a free lunch _____."

Other negative triggers to avoid

Adjectives and adverbs in general.

Wondering.

Looking forward to...

Please...

Stumbled or came across...

Things.

Just

If you're "just" doing something, everything you say after that is not important.

"I'm calling about our meeting"

"I'm just calling about our meeting"

Which sounds stronger?

Avoid prefacing

“As you know...” (*I’m about to waste your time*)

“Again...” (same)

“If you're like most _____”

Clutter & stale words

That
Just
You know

Solution
Innovative -- instead, test “different” and “fresh” and “emerging”
Unique -- instead, test “unorthodox” and “unconventional”
Synergies

Following up strong.

Slide 23

lia	my last email - Patricia - I know you're likely super busy but did you have an opportunity to look over the em...
ttom	Trying to reach you.. - Hi Patricia, Axis Software is your technology consulting partner and helps you with al...
eira	call - Patricia McLaren and Allison Galdeira - Hi Patricia - I hope this email finds you well. I understand that ...
ed-it.com	my last email - Hi Patricia - I know you must be very busy, you probably ready a few articles on Covid19 alre...
ttom	Can we connect? - Hi Patricia, My name is Shay Rowbottom and I work with Axis Software Dynamics (a loc...
lia	follow up - I trust that you and yours are doing well and continuing to stay safe and healthy. Not sure if you'...
rosio	call - Patricia McLaren and Jason D'Ambrosio - Hi Patricia - I hope this email finds you well. I understand th...
anfinanci...	my last email - Patricia - I hope this email finds you well. I've tried reaching out to you a couple of times to d...
th	PMP Exam Prep Training Class - Hi Patricia, Hope this email finds you well. I'm trying to get in touch with th...
lia	Hi Patricia - Hi Patricia - I hope that you're doing well and having a great week. I understand you're the Foun...
1	Grow business & Increase customer engagement during Covid-19 with Kcloud - Hi Patricia, I hope all is we...
phries	Touch base tomorrow at 1:00 PM - Patricia? - Hello Patricia, I think you might find value in our sales develo...

We need a way for

- a) Your message to stand out -- based on some clue concerning what provoked this person to ask for contact.

- b) The lead to feel an urge to respond.



Remember to

Keep strong mental framework

- Inbound & cold leads: It's your duty to persist
- Interruption & persistence are *not* dirty words
- Persistence, rejection are the essence of prospecting
- Thus, interrupt gracefully (break patterns & honor time)
- Lean in -- customers will tell you if you've gone too far
- Beware of 'adding value'



Recommend each warm lead

Be researched beyond what is already known

- LinkedIn
- Web site (press releases, etc.)
- Google'd (news)

Receive contextually relevant messages

- Especially in touch #1



Robert Gerdes



Suggestion: Attempt #1

Subject: in touch

Matt, what caused you to reach out about ISO 14001?

Robert



Nothing else. Nothing about you being here to help, loving, hoping, looking forward to hearing from him, etc.

Suggestion: Attempt #1 ALT with research

Subject: in touch

Matt, noticing _____ . What / is this what is causing you to inquire about ISO 14001?

Robert



Suggestion: Attempt #2

Subject: in touch

Matt, did you see my question below? Sorry to pester.

Robert

Subject: in touch

Matt, what caused you to reach out about ISO 14001?

i m
s m

Robert



Suggestion: Attempt #3

Subject: you there?

Matt, only reason I persist is because you inquired about ISO 14001. Is something preventing our conversation?

Robert

Subject: in touch

t, did you see my question below? Sorry to pester.



Suggestion: Attempt #4

Subject: go away

Matt, I've reached out several times w/ no response. You're either really busy -- or priorities shifted away from ISO 14001. Can you give guidance? Should I continue reaching out -- or go away?

Robert

Subject: you there?



Matt, only reason I persist is because you inquired ...



Suggestion: Attempt #5

Subject: change

Matt, since you prefer to not talk -- what would need to change for you to consider speaking?

Robert

Subject: go away

 Matt, I've reached out several times w/ no response. You're either really busy -- or priorities shifted away from ISO 14001. Can you give guidance? Should I



Suggestion: Attempt #6

Subject: you give up?

Matt, did you give up on ISO 14001?

Robert

Subject: change

Matt, since you prefer to not talk -- what would need to change for you to consider speaking?



Amy Nickels



It's vital to look at each word being shared -- via email and (of course) on voice meetings/calls. People use words that, if we listen carefully enough, are words that indicate "trouble ahead" or "potential roadblock ahead." Or "Oops, I assumed too much." (in this case, there doesn't seem to be a budget -- and the decision-maker actually isn't possessing budget authority).

Amy's issues: Sm. machine shops, fabricators

Needing ISO 9001

I cannot get a contract with xyz because I don't have the certification required.

Other issues

- 1) Too busy (I have so much work, I don't need any more).
- 2) Labor Shortage (I can't hire good labor).
- 3) I want to implement other standards/systems first (ex. CMMI or new ERP).
- 4) Business is down (I can hardly afford to keep the lights on).
- 5) Contract that Requires ISO will justify investment, but there is a risk of not winning the contract (Small businesses do not want to over extend).



Cold outreach to



Lisa Bamford · 2nd 
Global Procurement Manager at Sany America
Atlanta Metropolitan Area · 500+ connections · [Contact info](#)



Cold message

From: Amy Nickels <AmyNickels@imsm.com>
Sent: Thursday, October 3, 2019 10:08 AM
To: Lisa Bamford <lbamford@sanyamerica.com>
Subject: ISO 9001 Planning Meeting for 2020

Hi Lisa,

We had met at Design2Part and you thought perhaps ISO 9001 might be in the budget for 2020. If you all are seriously thinking about certification for next year, I'd be happy to help you with your planning. If you would be available in the next week or two to meet, I could help you understand the costs, requirements, process and benefits of becoming certified.

Here are a few dates and times I would be available:

Thursday Oct 10th at 11am or 1pm
Thursday, Oct 17th at 11am or 1pm
Tuesday, Oct 29th at 11am or 1pm

Let me know if any of those work for you!

Best regards,
Amy



Cold message

From: Lisa Bamford

To: Amy Nickels

Oct 3, 2019 at 12:53 PM EDT

Hello Amy and thanks for your note!

As we briefly spoke about at the D2P show, we won't be ready for ISO for quite some time but I was interested in understanding the costs to conduct a factory survey to document gaps so we could build plans to close. We are still pretty far away from that too. It's been a slower process than expected. I have your contact information and when we are ready I'll be sure to connect back with you.

Thank you much!

Lisa Bamford

Global Procurement Manager



Cold message

Hi John,

Lisa Bamford had suggested I contact you, not sure how I was able to mess up your email, but thanks for setting me straight.

I understand you are considering pursuing 9001 and I wanted to be considered for this initiative. IMSM is an ISO consultancy that has assisted more than 10,000 clients achieve certification. We can provide services such as the gap analysis, documentation creation, training, pre-audit services and complete consulting assistance to bring you to compliance with the standard. I can also provide you budgeting estimates for 2021.

Would you be available for a conference call or in-person meeting to allow me to answer your questions and get enough information to provide you quote or would you like to hold off on any ISO discussions until 2021?

Best regards,
Amy

Amy Nickels, IMSM Georgia Area Manager
(678) 988-3533 - Cell



Cold message

Hi John,

~~Lisa Bamford had suggested I contact you~~, not sure how I was able to mess up your email, but thanks for setting me straight.

~~I understand~~ you are considering pursuing 9001 and ~~I wanted~~ to be considered for this initiative. IMSM is an ISO consultancy that has assisted more than 10,000 clients achieve certification. We can provide services such as the gap analysis, documentation creation, training, pre-audit services and complete consulting assistance to bring you to compliance with the standard. ~~I can~~ also provide you budgeting estimates for 2021.

Would you be available for a conference call or in-person meeting to ~~allow me~~ to answer your questions and get enough information to provide you quote or would you like to hold off on any ISO discussions until 2021?

Best regards,
Amy

Amy Nickels, IMSM Georgia Area Manager
(678) 988-3533 - Cell



Use active tense when possible and reduce "I's"

Cold message

Fast. Pithy. Strong.

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Amy

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(678) 988-3533 - Cell



Cold message

Hi John,

Lisa Bamford is suggesting we speak. ~~Not sure how I was able to mess up your email, but thanks for setting me straight.~~

Noise. Gotta go faster.
He's in a hurry on his mobile.

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Would you be available for a conference call or in-person meeting to allow me to answer your questions and get enough information to provide you quote or would you like to hold off on any ISO discussions until 2021?

Best regards,
Amy

Amy Nickels, IMSM Georgia Area Manager
(678) 988-3533 - Cell



Cold message

Hi John,
Lisa Bamford is suggesting we speak.

Rather than ask provoke curiosity.
Imply you can add something he
cannot access otherwise.

I understand you are considering pursuing 9001 and I wanted to be considered for this initiative. IMSM is an ISO consultancy that has assisted more than 10,000 clients achieve certification. We can provide services such as the gap analysis, documentation creation, training, pre-audit services and complete consulting assistance to bring you to compliance with the standard. I can also provide you budgeting estimates for 2021.

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(678) 988-3533 - Cell



Cold message

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Would you be available for a conference call or in-person meeting to allow me to answer your questions and get enough information to provide you quote or would you like to hold off on any ISO discussions until 2021?

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Amy

Amy Nickels, IMSM Georgia Area Manager
(678) 988-3533 - Cell

He can understand this by visiting your website. He didn't ask for this information. You're pushing it at him. Instead help him want to ask for it.



Cold message: **SUGGESTION -- MOBILE FRIENDLY**

Hi John,
Lisa Bamford is suggesting we speak.

Heard you may pursue 9001. Have you considered _____? [something you're nearly sure he has not but will blow up in his face if he doesn't... and your suggesting the topic will suggest same to him].

Want to be sure because I've seen neglecting this part create disaster.

Best regards,
Amy

Need your help here.



Response from John

From: John Spieth <jspieth@sanyamerica.com>

Sent: Monday, October 26, 2020 1:04 PM

To: Amy Nickels <AmyNickels@imsm.com>; Teresa Gilbough <tgilbou@sanyamerica.com>; Joey Liu <fyliu@sanyamerica.com>; Ma Tom Cooper <tcooper@sanyamerica.com>; Robbie Hegwood <rhegw@sanyamerica.com>; Nathan Giles <ngiles@sanyamerica.com>

Cc: Lisa Bamford <lbamford@sanyamerica.com>

Subject: RE: ISO 9001

NO PROBLEM.

THIS IS THE TEAM.



John Spieth · 3rd

Plant Manager at SANY America

Peachtree City, Georgia, United States · 389 connections ·

[Contact info](#)

John directed Amy to Teresa



Teresa Gilbough · 2nd
Quality Control Group Lead at Sany America
Atlanta Metropolitan Area · 276 connections · [Contact info](#)



Amy,
11/11/2020 at 1:30 PM would be best.

How long is your presentation?

It will be to our team that was copied in the email.

I hope that you will take this as intended as you may “hear” my tone.

I would like to give you some insight into Sany America.

It will be the team that I selected that will be making the call on certification.

The Manufacturing Group is a bottom up group and not a top down.

Lisa is a part my team but is only one voice. The implementation will be Teresa and James key process indicator.

This only to help you in how you would present to us as a group.

Thank you,
John



From: Amy Nickels <AmyNickels@imsm.com>
Sent: Tuesday, November 3, 2020 11:44 AM
To: John Spieth <jspieth@sanyamerica.com>
Subject: Re: ISO 9001

John,

Thank you for your insight. The presentation itself is about 30 minutes, plus time for questions/discussions. I will certainly take that to heart when preparing for our meeting. I will plan to send you the slides in advance so you can get them onto your projector.

Question: Since the team is involved in the decision, **I will assume that pricing information should be included?**

Best regards,
Amy



From: John Spieth

To Amy Nickels
Nov 3, 2020 at 4:50 PM EST

Yes.
It's part of Teresa's Budget



After first meeting: Follow-up email

From: Amy Nickels <amynickels@imsm.com>
Date: Wednesday, November 11, 2020, 10:19:55 PM Z
Subject: ISO 9001 Contracts
To: Teresa Gilbough <tgilbough@sanyamerica.com>
Cc: John Spieth <jspieth@sanyamerica.com>

Hi Teresa,

It was great to meet you and everyone at Sany! I'm glad you were "elected" ISO Coordinator and that the team would like to partner with IMSM for the implementation of ISO 9001 at Sany America! Please feel free to forward this to the team as appropriate.

Attached is the contract for the Consulting Services for implementation assistance of ISO 9001 - From Gap Analysis to Compliance. So you have the full picture, I'm also attaching the optional contracts for the PreAudit (which likely will not occur until late 2021) and Internal Auditing Assistance (which also will likely not occur until late 2021).

Please return the signed contract (s) and purchase order. Once received, I'll work on the invoice. We will work towards having the gap analysis meeting in January!

Best regards,
Amy



+ 7 days (no response yet)

On Nov 18, 2020, at 12:16 PM, Amy Nickels <AmyNickels@imsm.com> wrote:

Hi Teresa,

Hope you are having a great week. I will be on vacation next week and wanted to get the contracts in the system before I leave. We are off to Mississippi to visit my husband's family. Do you think you'll be able to get them signed by Friday or do you think it will be after Thanksgiving?

Amy



Prospect response

From: Teresa Gilbough <tgilbough@sanyamerica.com>
Sent: Wednesday, November 18, 2020 6:17 PM
To: Amy Nickels <AmyNickels@imsm.com>
Subject: Re: ISO 9001 Contracts

Hi Amy,

Sorry for the late response, but I was in training today. I will get with John to discuss the budget, along with the contract and I will get you an answer by the end of the week.

Thank you and have a great evening!

Sent from my iPhone



Amy's response

On Thu, Nov 19, 2020 at 1:47 PM, Amy Nickels <AmyNickels@imsm.com> wrote:

No problem, thanks for the update!



About 2 weeks later: Amy follows up

From: Amy Nickels <AmyNickels@imsm.com>
Sent: Tuesday, December 1, 2020 9:07 AM
To: Teresa Gilbough <tgilbough@sanyamerica.com>
Subject: Re: ISO 9001 Contracts

Hi Teresa,

I hope you had a great Thanksgiving Weekend! I had the whole week off and I am now trying to catch up... Do you have an update on the ISO 9001 contract?

Thanks!

Amy Nickels, IMSM Area Manager



Client responds immediately

From: Teresa Gilbough <tgilbough@sanyamerica.com>

Sent: Tuesday, December 1, 2020 11:35 AM

To: Amy Nickels <AmyNickels@imsm.com>

Subject: RE: ISO 9001 Contracts

Hello Amy,

I hope that you enjoyed your much needed time off.

However, It will definitely have to be next year before we can proceed with the ISO contract.

Right now with the second round of COVID-19, there are still some uncertainties lingering here at SANY on whether we can fit it into the budget.

Just when we think everything has leveled out, another brick wall is put into place.

I will definitely keep you in the loop and updated on the status, moving forward.

Thank you for reaching out.

I will stay in touch.

Have a Happy and Safe Holiday.



Jeff's analysis



Budget

From: Teresa Gilbough <tgilbough@sanyamerica.com>

Sent: Wednesday, November 18, 2020 6:17 PM

To: Amy Nickels <AmyNickels@imsm.com>

Subject: Re: ISO 9001 Contracts

Sounds like budget does not exist currently



Hi Amy,

Sorry for the late response, but I was in training today. I will get with John to discuss the budget, along with the contract and I will get you an answer by the end of the week. Thank you and have a great evening!

Sent from my iPhone



Budget

From: Teresa Gilbough <tgilbough@sanyamerica.com>

Sent: Tuesday, December 1, 2020 11:35 AM

To: Amy Nickels <AmyNickels@imsm.com>

Subject: RE: ISO 9001 Contracts

Hello Amy,
I hope that you enjoyed your much needed time off.

However, It will definitely have to be next year before we can proceed with the ISO contract.
Right now with the second round of COVID-19, there are still some uncertainties lingering here at SANY on **whether we can fit it into the budget.**

Just when we think everything has leveled out, another brick wall is put into place.
I will definitely keep you in the loop and updated on the status, moving forward.

Thank you for reaching out.
I will stay in touch.

Have a Happy and Safe Holiday.

Seems to confirm. There are other priorities.



I get the feeling there are other priorities ahead of you. Would be great to know what those are -- mainly because it *could* create an opportunity for you to explain how ISO could enhance objectives they *are* going forward with (which they don't know, but you could explain if it were a fit).

I'm sure you go back and ask for a suggested date... at least right (to re-approach)?

You might consider responding -- first -- asking for a little more insight. Then ask for when would be best to re-approach.

Suggested facilitative question

"Sometimes certification isn't aligning with priorities.
Other than budget is anything else giving John pause?"



Here's how you might go about it: This should give her an opportunity to give you a, "No... the number isn't an issue. We just have A and B projects as priorities -- ahead of certification."

At which point you now have everything needed for a strong follow-up message on a date she can specify.

You might then reply with,

ALT facilitative question

"Ok. Considering everything you've shared are you opposed to putting a date on the calendar -- when we can reconnect?"



But you may also be able to bring a certification benefit to her attention -- which she may not be aware of.

ALT facilitative question

"Teresa, are you aware of how ISO can play a helpful role in achieving the same goal?" (as project A or B)



Amy's response (actual)

From: Amy Nickels <AmyNickels@imsm.com>
Sent: Thursday, December 3, 2020 9:09 AM
To: Teresa Gilbough <tgilbough@sanyamerica.com>
Subject: RE: ISO 9001 Contracts

I'm so sorry. I'm sure you are really disappointed. Hopefully, it will make it in the budget for 2021.

Another way we could approach this is to split out the contract into smaller pieces. For example, we could start with just the gap analysis portion. It would keep the ball rolling and the team engaged. I could probably get the gap analysis fee to about \$3K, if you think you could get it approved. Then we would reduce the original contract by \$3K.

Let me know if that is something you could make fly at Sany.



Teresa is the quality person, and she was so excited about finally being able to get ISO. I had spoken to her boss, who said Teresa and the team had the decision-making authority. It really is just a budget issue which she does not have control over to reprioritize ISO. See my below response.

Discussion



Tracy: Our salespeople don't understand what selling a solution is. This exposes the fact that many of our AMs are "box" sellers or order takers only. We are not providing the connection to the clients between the customers issues and an ISO offering. We are stating ISO common observations and going right to feature/benefits and discounted pricing as the means to entice the buyer to say yes.

Discussion on budget, financial considerations, or justification are not a reason to buy, as they are the logic side of the sale and used to support the sale not to be the reason of the sale. If we don't know why a prospect is buying our services (what problem they are solving or goal they are going to reach), and have agreement on its value from the desired offering, we need to work on this before we go into financial justification.

JEFF:

- I felt this was reaching for discounting too quickly... which weakens IMSMs position
- Amy is essentially answering the "no not now" with "ok, but what if we..." which I also don't feel serves her or IMSM
- If Teresa doesn't have authority to control priorities, she's not the decision-maker

Shawn Birch





ISO Prospecting
BrainCheck
www.ims.com



CQI



IRCA
LEADING QUALITY FOR 100 YEARS



EFQM
Recognized for Excellence
5 Star - 2018

Identify a potential target prospect

New leads. These leads came from a new software product we are using that works on triggers. The triggers are setup to find people that are investigating Quality in their organization and therefore have some potential to be pursued. We will be adding these to HubSpot but I wanted to get them in your hands to start your initial investigation.

Company	Domain	Trigger	City	State	Country	Industry	Company Size	Phone	First Name	Last Name	Title	Email	LinkedIn
AIM Solder	aimsolder.com	regulatory compliance	El Paso	TX	US	Electrical/Electronic Manufacturing	201-500 employees		Jesus	Ochoa	Global Manufacturing And Engineering Director	jchoa@aimsolder.com	http://www.linkedin.com/in/
Vantix Construction Management, Inc.	vantix.com	com	Houston	TX	US	Construction	201-500 employees		Rejo	Gloria Barroca	Vice President, Area	rejo.gloriabarroca@vantix.com	http://www.linkedin.com/in/5a7a27a
BrainCheck	braincheck.com	thehealthtech	Houston	TX	US	Health, Wellness and Fitness	1-10 employees		Mosheh	Potomac	V.P Of Product And Marketing	mosheh@braincheck.com	http://www.linkedin.com/in/

Send an informative email and track it with HubSpot.

ISO 9001 for small businesses: 8 reasons it makes sense

Shawn Birch
Mon 8/3/2020 4:58 PM
To: mosheh@braincheck.com
Bcc: 3038466@bcc.hubspot.com

ISO 9001 for small businesses: 8 reasons it makes sense

<https://www.imsm.com/us/news/iso-9001-for-small-businesses-8-reasons-it-makes-sense/>



ISO 9001 for small businesses: 8 reasons it makes sense | IMSM US

In 2017, ISO 9001 was awarded to over 1,000,000 businesses worldwide, making it far and above the most popular ISO, especially within the construction and wholesale industries. This is because, universally, a best practice quality management system (QMS) is an integral part of any well-run organization; if you're struggling to implement an efficient QMS, ISO 9001 could also help you become ...

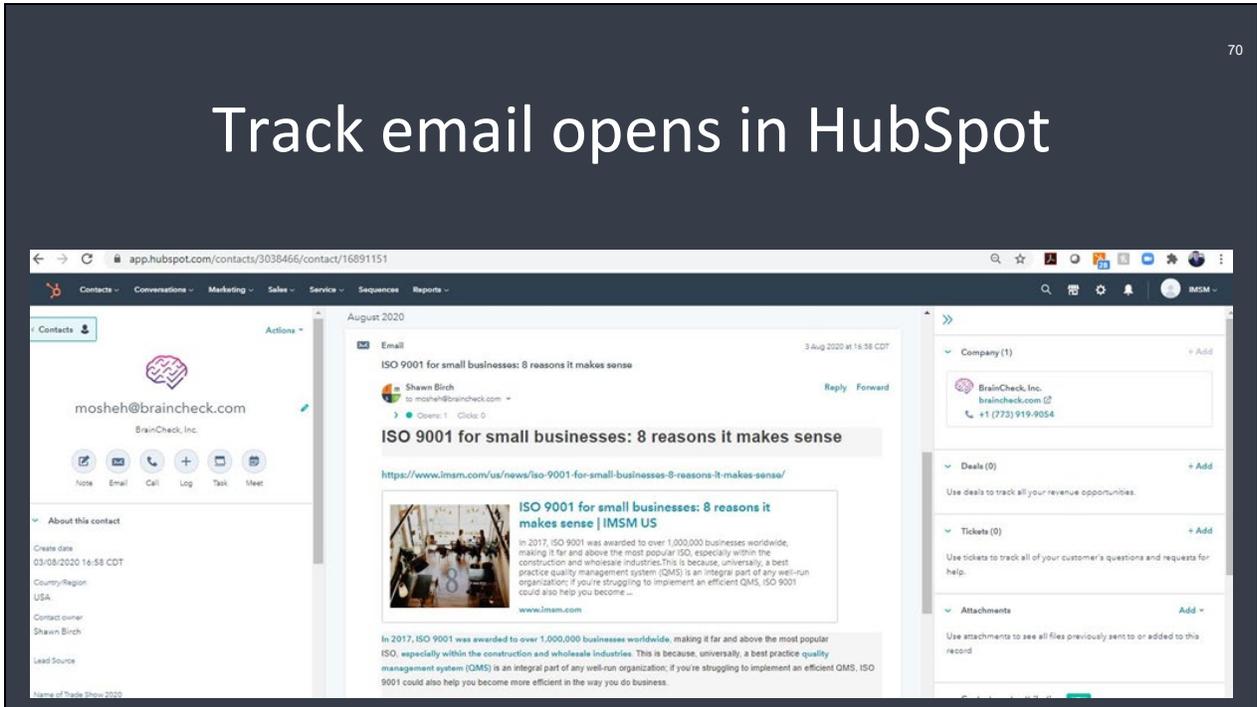
www.imsm.com

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But isn't this useful for large businesses only?

Actually, the structure of ISO 9001 means it's cost-effective for you no matter your industry, annual turnover or number of employees. There's always a demand for quality products and services, no matter the size of your business; customers are always seeking competitive prices and

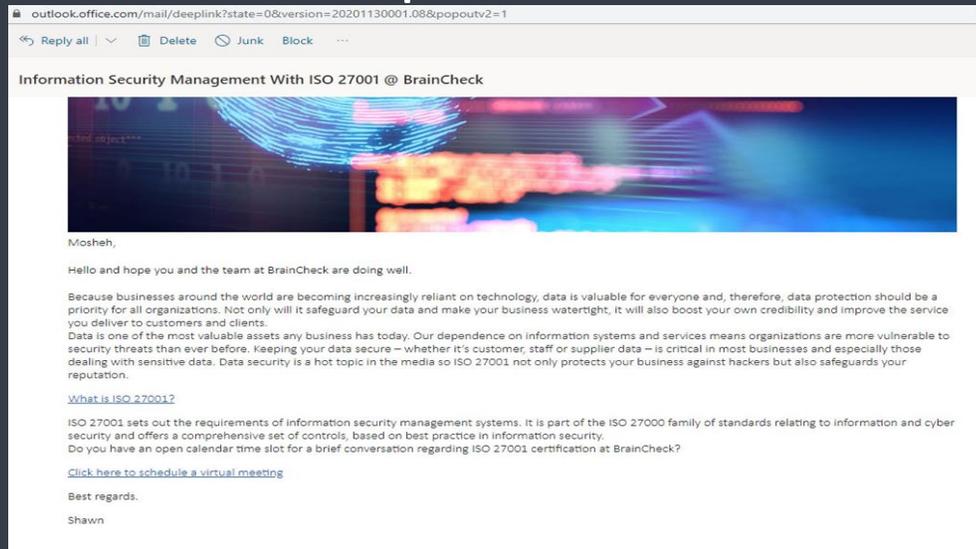
Track email opens in HubSpot



Email delivery error???

The screenshot shows an email interface with a subject line "ISO 9001 for small businesses: 8 reasons it makes sense". The sender is identified as "Microsoft Outlook" with a long alphanumeric address. The recipient is "mosheh@braincheck.com". A message icon indicates a 71 KB attachment. Below the email header, the Office 365 logo is present, followed by a non-delivery report (NDR) stating: "Your message to mosheh@braincheck.com couldn't be delivered. mosheh wasn't found at braincheck.com." A progress bar shows the status for "ShawnBirch" (Unknown To address), "Office 365", and "mosheh" (Recipient). A red bar under "Action Required" spans the "ShawnBirch" and "Office 365" sections. A "How to Fix It" section follows, explaining that the address may be misspelled or non-existent and providing a step: "Send the message again following these steps: In Outlook, open this non-delivery report (NDR) and choose **Send Again** from the **More options** in Outlook's task pane, select this NDR, then select".

Send another email....no response???



Would a shorter more cryptic email work better?

27001@ BrainCheck



Shawn Birch
Tue 12/8/2020 10:45 AM
To: benjamin@braincheck.com
Bcc: 3038466@bcc.hubspot.com

Benjamin,

What's your information security management strategy?

Can we pencil in a time slot to review 27001 at BrainCheck?

Best regards,

Shawn



Shawn Birch
Area Manager
IMSM, Inc.
Office: (713) 364-8658
Mobile: (832) 477-0355
Web: www.ims.com/us



Target Prospect...no longer at BrainCheck

The screenshot shows a LinkedIn Sales Navigator profile for Mosheh Poltorak. The profile includes a header with the name and a 2nd-degree connection indicator, a bio, location (Houston, Texas), and connection counts (500+ connections, 8 shared connections). The work history is divided into 'Current' and 'Previous' roles. The 'Current' section lists 'Principal Consultant at EOM Consulting' (9 months) and 'CMO (fractional) at VidaFuel, Inc.' (5 months). The 'Previous' section lists 'VP Product & Marketing at BrainCheck' (2 years 8 months) and 'Director of Digital Marketing at Global Custom Commerce / Blinds.com (a Home Depot company)' (4 years 2 months). The education section shows a degree from 2005-2009. On the right side, there are buttons for 'Save' and 'Message', and sections for 'Reports to' (Add manager), 'Mosheh's contact info' (Twitter link), and 'Activity' (Add note). At the bottom, there are three tabs for 'Highlights': 'What you share in common', 'Your best path in', and 'Mosheh's recent activity on LinkedIn'. The browser's taskbar at the very bottom shows several open files like 'Remittance Advice.pdf' and 'Blalock Site plan.pdf'.

Identify new client prospects on LSN or LI

The screenshot shows a LinkedIn search results page with three filters at the top: '34 Total results', '2 Changed jobs in past 90 days', and '3 Share experiences with you'. Below the filters, there are three profile cards for BrainCheck employees. Each card includes a profile picture, name, title, company, tenure, location, and shared connections. Action buttons like 'Message' and 'Save' are visible on the right of each card.

Profile	Title	Company	Tenure	Location	Connections	Action
Jordan Weinstein	Chief Revenue Officer	BrainCheck	2 years 5 months in role 3 years 7 months in company	Houston, Texas, United States	3 shared connections	Message
Kerry Rupp	Board Member	BrainCheck	3 years 8 months in role and company	Austin, Texas Metropolitan Area	4 shared connections	Save
Joshua Lipton	VP of Product	BrainCheck				Save

Send LI connection requests to all new identified prospects at BrainCheck

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The screenshot displays the LinkedIn Sales Navigator interface. At the top, the navigation bar includes 'SALES NAVIGATOR', 'Home', 'Lists', 'Saved searches', 'Smart Links', and 'Messaging'. A search bar is present with the placeholder text 'Search for leads and accounts'. The main content area shows the profile of Jordan Weinstein, CRO at BrainCheck, with a '2nd' degree connection and an 'OPEN' status. A 'Send invitation' dialog box is overlaid on the profile, containing the following elements:

- Title:** Send invitation
- Profile:** Jordan Weinstein - 2nd
- Message:** Jordan - As a fellow business professional I'd like to connect with you. Best regards - Shawn
- Checkbox:** Save as lead
- Buttons:** Cancel, Send Invitation

The background profile card includes sections for 'Current' (Chief Revenue Officer at BrainCheck), 'Previous' (EVP of Business Development at WithKids), and 'Education' (University of Texas, 2004-2006). The 'Highlights' section at the bottom shows '3 shared connections', 'Your best path in', and 'Jordan's recent activity on LinkedIn'.

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Send an email to new client prospects and track with HubSpot to identify opens and clicks.

The screenshot displays an email client interface. On the left, a sidebar shows a list of sent items under the heading "Sent Items" with a star icon and a "Filter" dropdown. The list contains five entries, each with a sender email address, a subject line "Information Security Manage...", and a timestamp. The first entry is selected and highlighted in blue. The main content area on the right shows the details of the selected email, titled "Information Security Management With ISO 27001@ BrainCheck". It includes a profile picture of Shawn Birch, the name "Shawn Birch", the date and time "Mon 12/7/2020 9:06 PM", and the recipient and bcc information: "To: david@braincheck.com" and "Bcc: 3038466@bcc.hubspot.com". Below the text is a large, vibrant image with a digital, futuristic theme, featuring blue and purple light trails, binary code (0s and 1s), and abstract patterns.

Follow the client organization on social media – like and comment on their post.



If the prospect does not reply or respond to the email then look for email opens and clicks in HubSpot then follow up with a phone call.

The screenshot displays the HubSpot CRM interface for a contact named 'david@braincheck.com'. The left sidebar shows contact details such as 'About this contact', 'Create date', 'Country/Region', 'Contact owner', and 'Lead source'. The main activity feed is filtered for 'December 2020' and shows several events: 'Email tracking' (7 Dec 2020 at 21:34 CST), 'Lifecycle change' (7 Dec 2020 at 21:04 CST), 'Email' (7 Dec 2020 at 21:04 CST) from Shawn Birch to david@braincheck.com, and 'Contact created' (7 Dec 2020 at 21:04 CST). The right sidebar contains sections for 'Company (1)', 'Deals (0)', 'Tickets (0)', 'Attachments', and 'Contact create attribution'.

Warm phone call based on email open or click: *Hi David, it's Shawn with IMSM – the ISO consulting company...I'm looking for an open time slot on your calendar to chat about information security management at BrainCheck. If client does not answer then leave a voice mail message: Hi David, it's Shawn with IMSM – the ISO consulting company...I'm looking for an open time slot on your calendar to chat about information security management at BrainCheck. You can reach me at (713) 364-8658*





Chicago Office
Michigan Avenue
#1200
Chicago, IL 60611

New York Office
590 Madison Avenue, 21st
Floor
New York, NY 10022

UK Head Office
The Gig House
Oxford Street, Malmesbury, SN16 9AX
01666 826065

IMSM Inc
International Management Systems Marketing Inc



Shawn Birch
Area Manager

832 477 0355
ShawnBirch@imsm.com

   www.imsm.com



Successful meetings. We love when they happen. But then prospects sometimes disappear... go dark--- stop responding to emails and voicemails. It makes no sense. Because when good meetings end prospects are enthusiastic. They show interest in meeting again... to go deeper into Aranca's solution to their challenge. But suddenly, and without reason, crickets. Now what?

RE-START CONVERSATION - FOLLOW-UP #1

Subject: did I lose you?

[name],

I haven't heard from you in a while. Your _____. ["big ABC project was scheduled around this time"] I am sure you are busy with it.

When would be an appropriate date—after completion—to continue our discussion about _____? [R&D Strategy Roadmap development]

Thanks,



Ok. Here is one of the best techniques we know of.

RE-START CONVERSATION - FOLLOW-UP #2

Subject: did you? OR you give up?

[name],

Did you give up on your _____ project?

Thanks,



Ok. So here it an even better technique. You might be wondering what is going on here? Why would this work?



This is one of the best performing tactics we know of. Because it is counterintuitive... and because it helps clients feel safe and in control when they reply. Let me explain: Imaging if you could send a follow-up email provoking clients to define *and* explain their position to you? They would feel safe enough to do it... and in control over the conversation. The technique I'll show you works because it is cloaked with the *safety* of "no."

Yes



Think about it this way: 'Yes' is commitment. 'No' is protection. There is no shortage of times during the day when someone is trying to trap us with 'yes.' Especially in N. America, salespeople send emails or have discussions that "sprinkle a small trail of 'yes' to lead us down the path to the big bear trap of 'yes.' We try to persuade, convince. Think about it in your life as a buyer of goods or services. Well, there are 3 kinds of 'yes.'

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



Most of your prospect are becoming experts at giving the counterfeit “yes” as a reply to the bear trap “yes” lurking around the corner. This is what makes “no” so powerful. “Yes” is commitment. “No” is protection.

When prospects say “no” they are:

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



RE-START CONVERSATION - FOLLOW-UP #2

Subject: did you?

[name],

Did you give up on your _____ project?

Thanks,



Here's why this works. Provoking "no" plays to prospects' natural aversion to experience loss. This question "did you give up?" encourages the client to respond with "no" because it makes the implicit threat you may walk away, on your own terms. If your prospect does not want to lose you they will stop it from happening.

Typical Reply

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

”

...



They’ll say “No, our priorities haven’t changed. We’ve just gotten bogged down with ...”

Prospects will explain *why* they have not responded to you. That’s the gold. Here’s another mental trigger... why this works. Potential buyers will take pleasure in proving their power over you... they will hit reply and disagree. That’s the beauty of this technique. If you don’t receive a reply you likely have an unmotivated prospect. Cut bait and move on!

RE-START CONVERSATION - FOLLOW-UP #3

Subject: Sorry

[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 _____ [client goal]?

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

Thanks,
The logo consists of four small squares arranged in a 2x2 grid. The top-left square is orange with a white lowercase 'i', the top-right is green with a white lowercase 'm', the bottom-left is blue with a white lowercase 's', and the bottom-right is green with a white lowercase 'm'.



Another top performer...

RE-START CONVERSATION - FOLLOW-UP #4

Subject: Still interested in this?

[name],

Much time has passed since we last spoke. I reached out several times with no response. I can take that as you are really busy—or priorities have shifted away from _____? [R&D Strategy Roadmap development]

Please guide me. Should continue reaching out?

Thanks,



RE-START CONVERSATION - FOLLOW-UP #5

Subject: close your file?

[name],

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

If you are “on hold” do I have permission to close your file?

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

Thanks, [name].



RE-START CONVERSATION - FOLLOW-UP #5 ALTERNATE

Subject: stay or go?

[name],

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

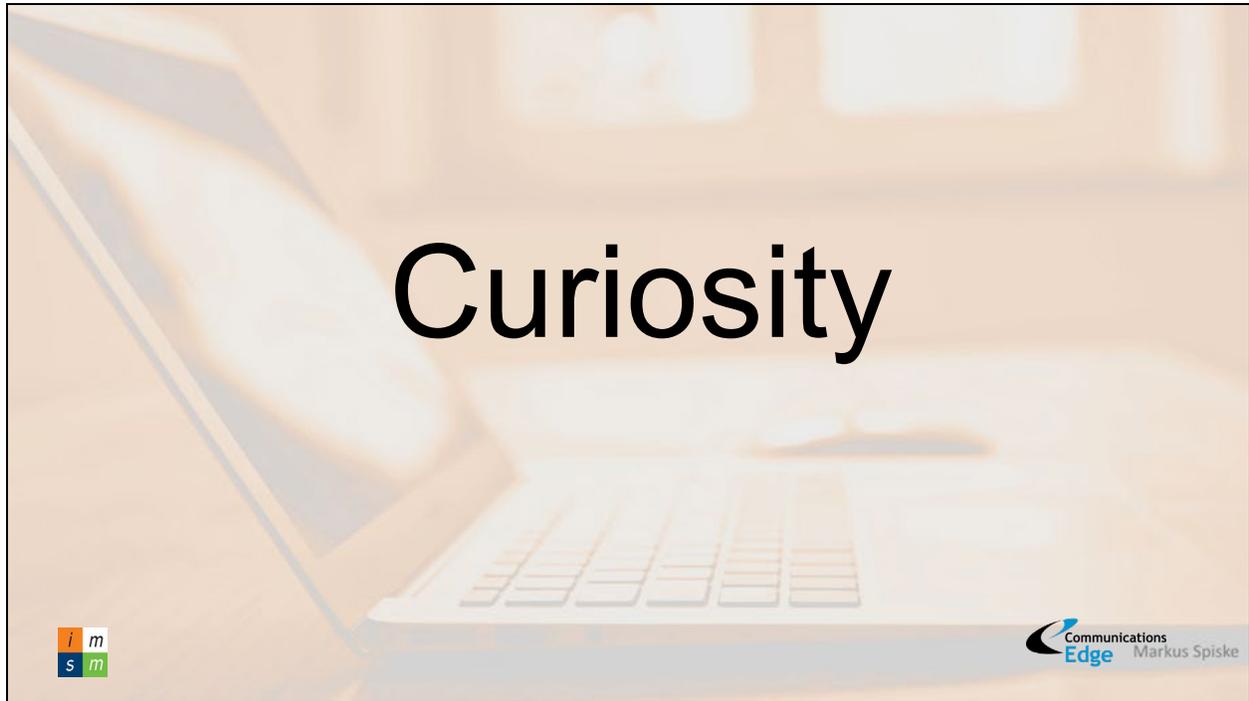
If you remain enthusiastic, what do you recommend as a next step?

Thanks, [name].

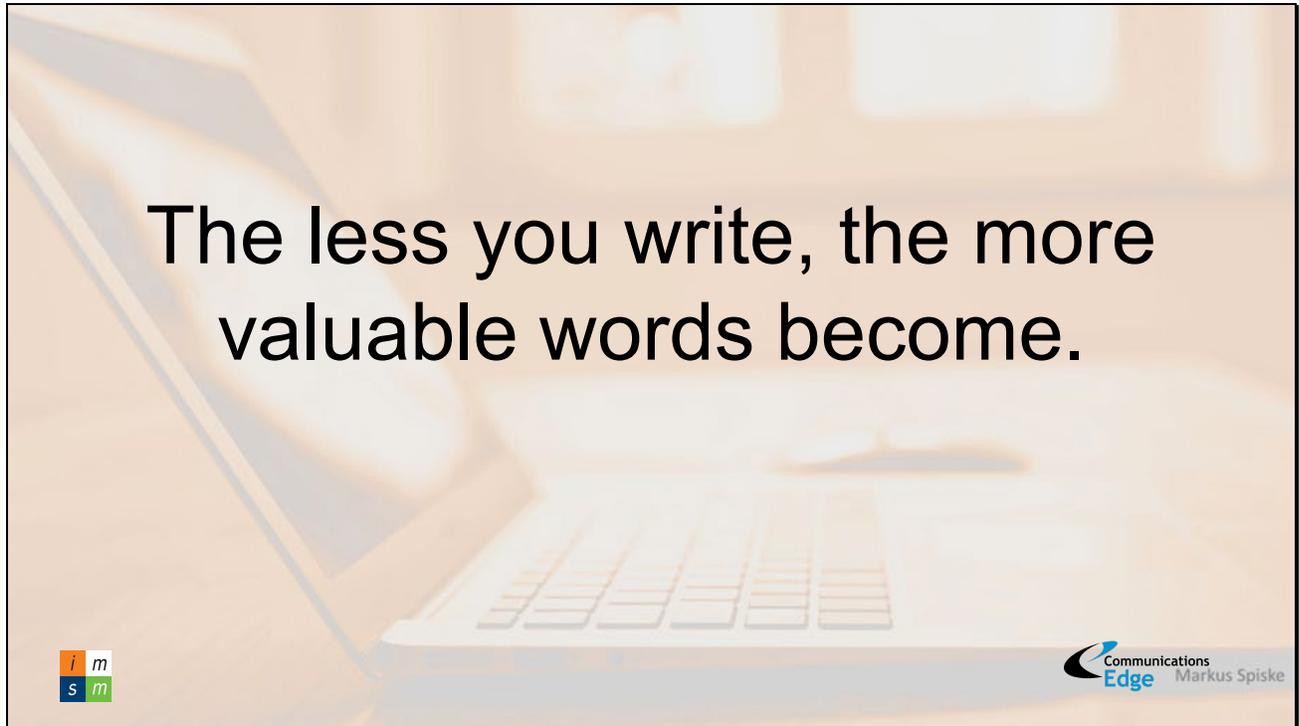




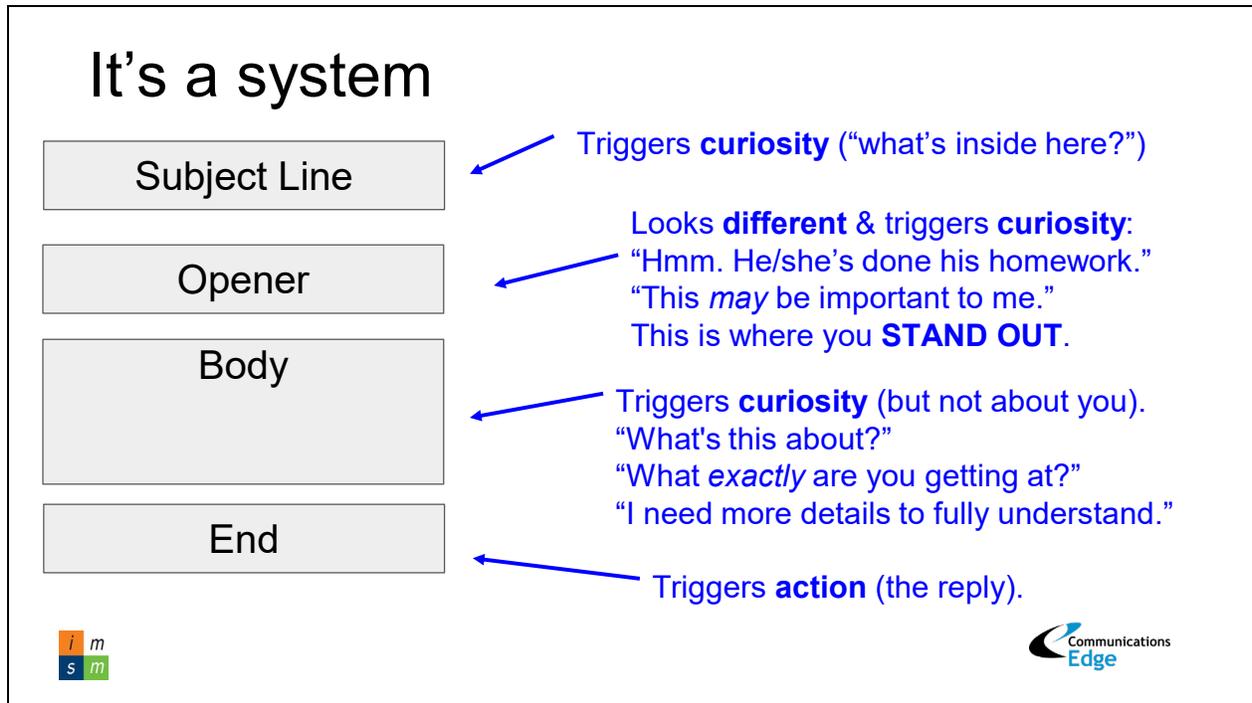
As a general rule, with subject lines and messages in the sales and marketing contexts... Less is more. It's also true in your follow, up... discovery meetings, voicemails.



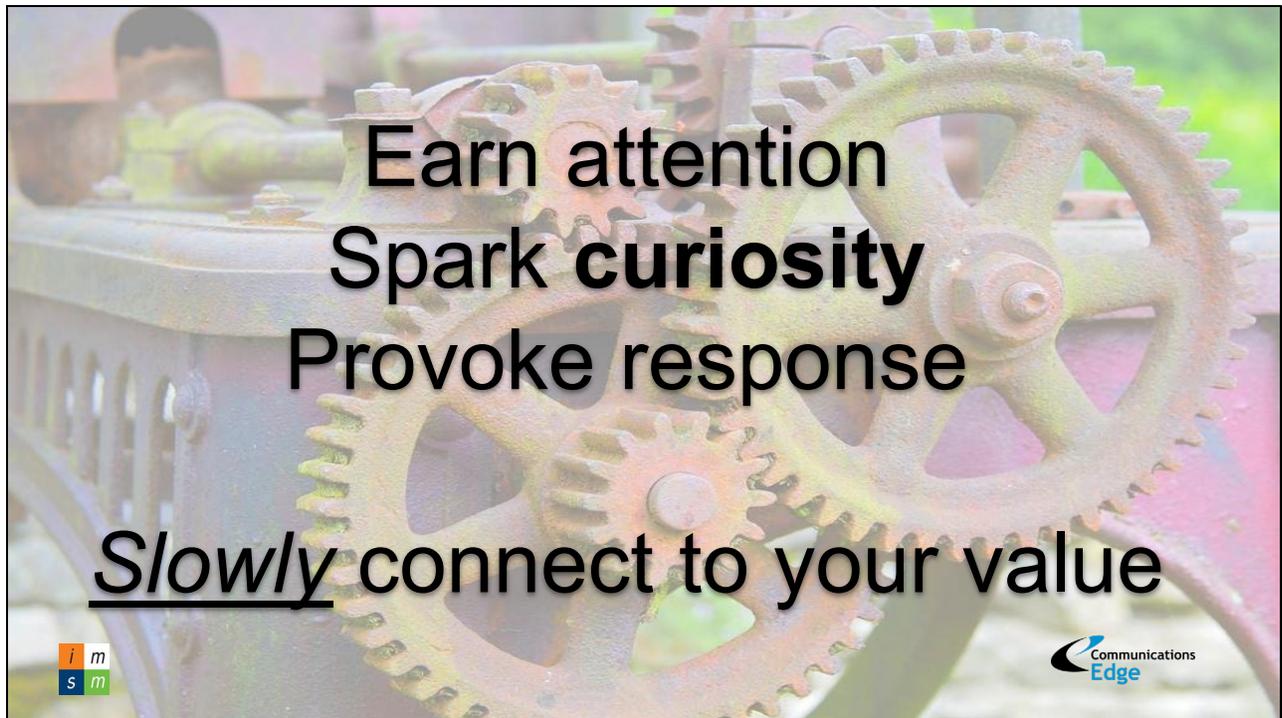
Sparking curiosity requires sending totally different subject lines and messages.... messages that stand out from 98% of what everyone else is sending. Thus, what you should expect to get back from customers is also different. And we discussed typical responses last week. Ok... to wrap up, Jim Rohn's words come to mind right now. All of this seems obvious right? Well...



Because the less you write, the more valuable words become. And the more provocative they become. It's sales copywriting law. The less you write the stronger your words become. And the less you sound like a marketing hack.



And remember... the subject line is part of a system. One based on triggering curiosity. Using a behavioral science approach. And notice how it's a flow of curiosity. We trigger curiosity with the subject line... the opener stands out, looks different... and triggers more curiosity. And we have various ways of achieving this in our practice. This is a practice, keep in mind. Then the body should (you guessed it) trigger more curiosity... as should the end of the provocation. And there are various tactical options to achieve this. But all involve a less is more, behavioral method of structuring your message to provoke response.



Earn attention
Spark **curiosity**
Provoke response

Slowly connect to your value



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. Ok. Now coming up next, we're going to dive into questions... a really, really important part of earning conversations with prospects.



See you in 2 weeks



with Jeff Molander

Founder 



Markus Spiske

Next up:

- Luis Dominguez
- Jay Gillam
- Robert Gerdes
- Dave Nissel
- Pamela Damato