

Invitations posing as objections



with Jeff Molander

Founder The logo for Communications Edge features a stylized blue and black swoosh to the left of the text 'Communications Edge'.

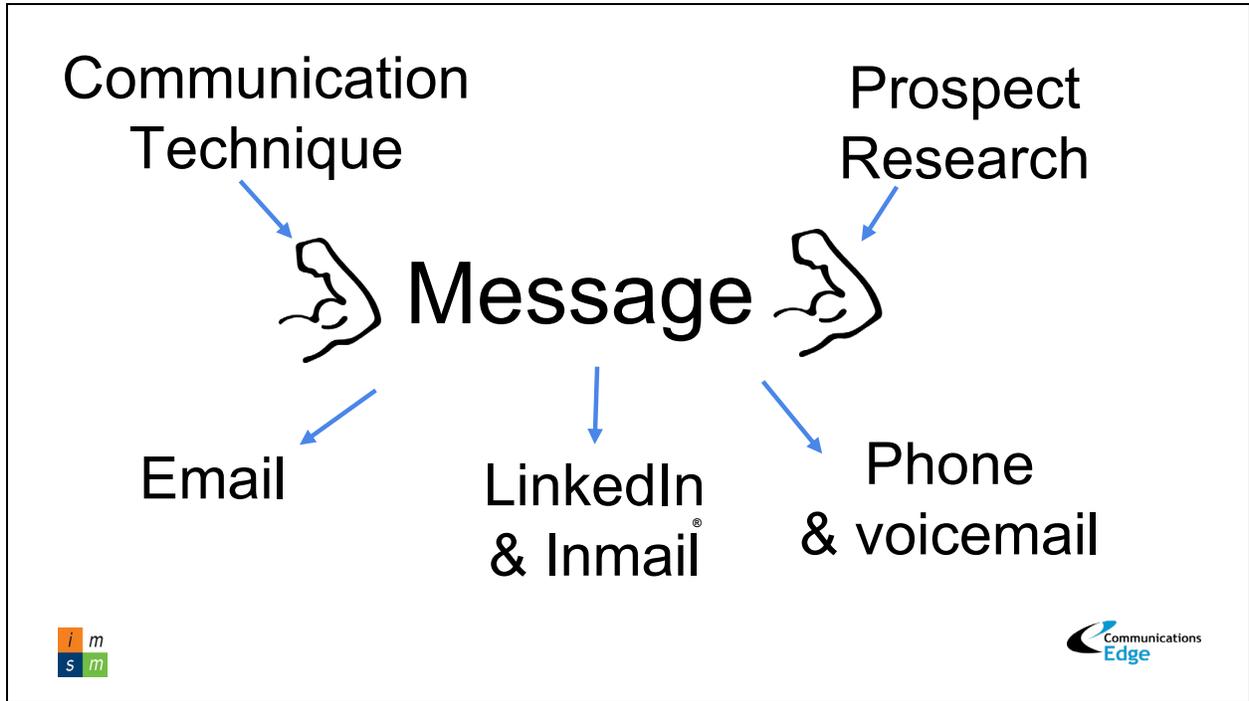
Markus Spiske

Goals

- Part I: Responding to “sure, send me info.”
- Part II: Workshop / show-and-tells
- Part III: “Not interested” or “we’re set” etc.



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





Reviving “gone dark” customers





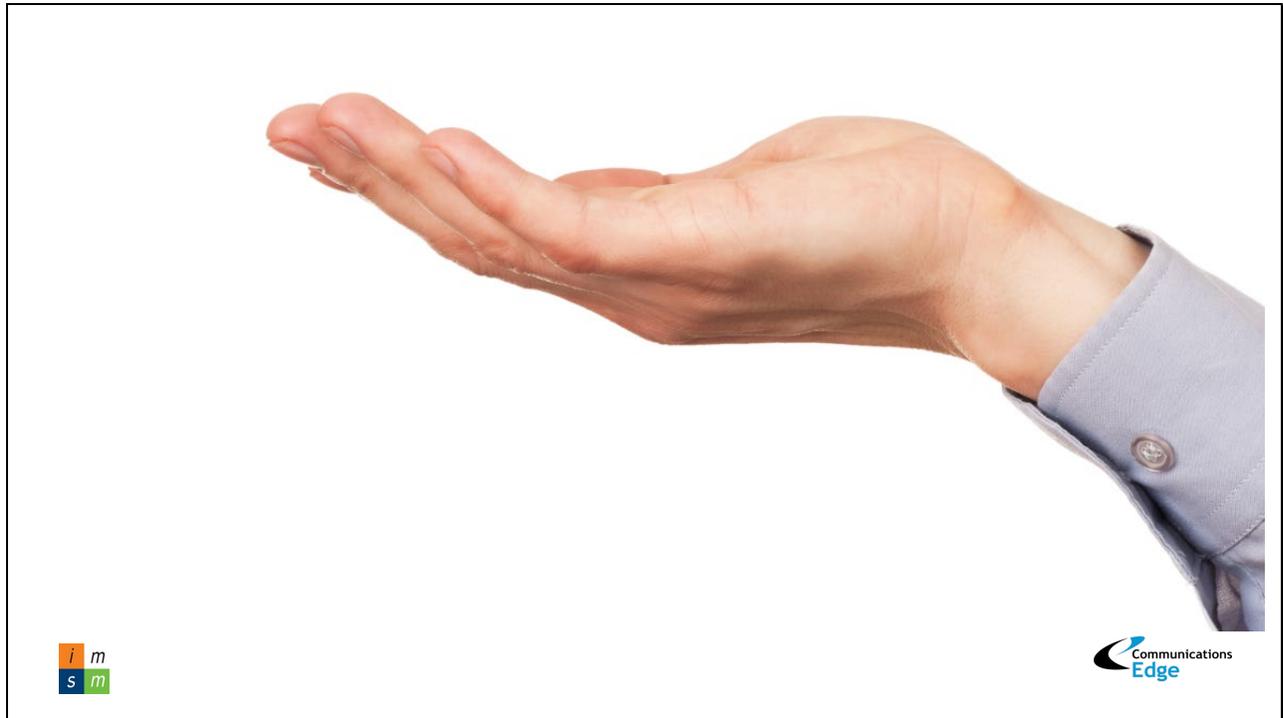
So let's take a moment to talk about how some clients will try to escape a conversation by saying, "sure, send me your information and we'll keep you on file" as a way to get rid of you... as a way to get off the call.

“Send me your info”

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



My best advice is this: We need to listen and immediately know “ah, they're trying to get rid of me.” You need to become very good at listening.. to know instinctively when a prospect is asking for information to be sent -- to get off the phone. Of course it isn't always easy to know you're being blown off. My point is: Don't fall into the trap and say “ok, I'll send some information right over” without getting any firm commitment on next steps. Instead, pivot... immediately ask them what/when/why. What information would you like to see? When would you like to see it? and why? For someone who is genuinely interested, these are relatively easy questions to answer. For example, “I would like information on (specific product X), by Friday because we are collecting information from different vendors and will be setting up meetings next week.” For someone who is just being polite and really isn't interested, these are hard questions to answer. How do you feel about that, everyone? Next, we want to boldly ask for a scheduled callback on the prospect's calendar. Let me take a minute to explain why you want to do this.



As sellers we tend to give and give and give and give... until the very end when we finally get. But the problem with this is we're effectively conditioning the prospect to treat us poorly. Ya know because we've given so much they feel like they can do whatever they want. So what we need to do is make sure we get something all the time in return for what we're giving away. Because when the customer asks for something there's that fleeting moment they feel obligated to give you something in return. But you've got to do it quickly... ask ask for the meeting right then and there. This way it's easy for them to give back to you. So when they ask you for more information, toward the end of the meeting.. and you ask them what they want, when and why... you agree to give them the information, when they ask for it. At that moment.. after you give them your agreement.. customers are open to giving something back. And what we should be getting back from them is the next scheduled meeting date. So it goes like this: "Send me some information." You reply, "Sure, I can do that but first I'd like to know 3 things ok?"

What information would you like?

Why?

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



What information would you like, why and when can we schedule 15 minutes to go over that information.. and see if it makes sense to take the next steps.” So I'm trying to make this a habit myself... and with my sales guy. Asking right then and there for a scheduled next meeting... right after we give them something, ask for something back.

OR... if you're not comfortable with asking WHY...

“I’m glad to share information.

What exactly would you like to see **and** when can we schedule a follow-up call to review your feedback and see if it makes sense to take the next steps?”



... you can say, “I’m glad to share information. What exactly would you like to see... and when can we schedule a follow-up call to review your feedback and see if it makes sense to take the next steps?”

How do you feel about that? Also, another tip.....

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- 1) **Listen:** recognize “I am getting blown off.”
- 2) **Pivot:** what/when/why.
 - **What** information would you like to see?
 - **When** would you like to see it?
 - **Why?** (what decision outcome in mind)
- 3) **Schedule** a call-back
 - Get a **specific time**
 - Send **calendar invitation**
 - Get their **direct extension or mobile #**



Schedule a call back.

**Avoid sharing without
getting something tangible
in return.**



Bottom line: never send information without getting something tangible in return. Make this a goal for yourself. It's going to take some practice but will be worth it.



Not interested. The two words we all get sent back to us--when prospecting with email. Or the phone too. I get this reaction too. BUT when decision-makers... busy people with authority... say "not interested" it's unlikely they are not interested. The biggest mistake you can make is assuming these words are true -- as they're written. In many cases you may be misinterpreting these words. Truth is you can usually exploit the situation... go back and work with decision-makers who send you this seemingly disappointing, terse response. So let's start. First you've got to realize a fact: You caused this response.

1. You caused this



What you said either in your call script or email message... you... your words caused this response. But here's the thing: What's the #1 goal of your outreach... in voicemail and/or email? RESPONSE! And what is "not interested." It's a response! Remember what I said in our first session? When practicing a curiosity-driven approach the goal is to earn these kinds of responses...

What's this about?

You can help us address this?

What are you getting at?

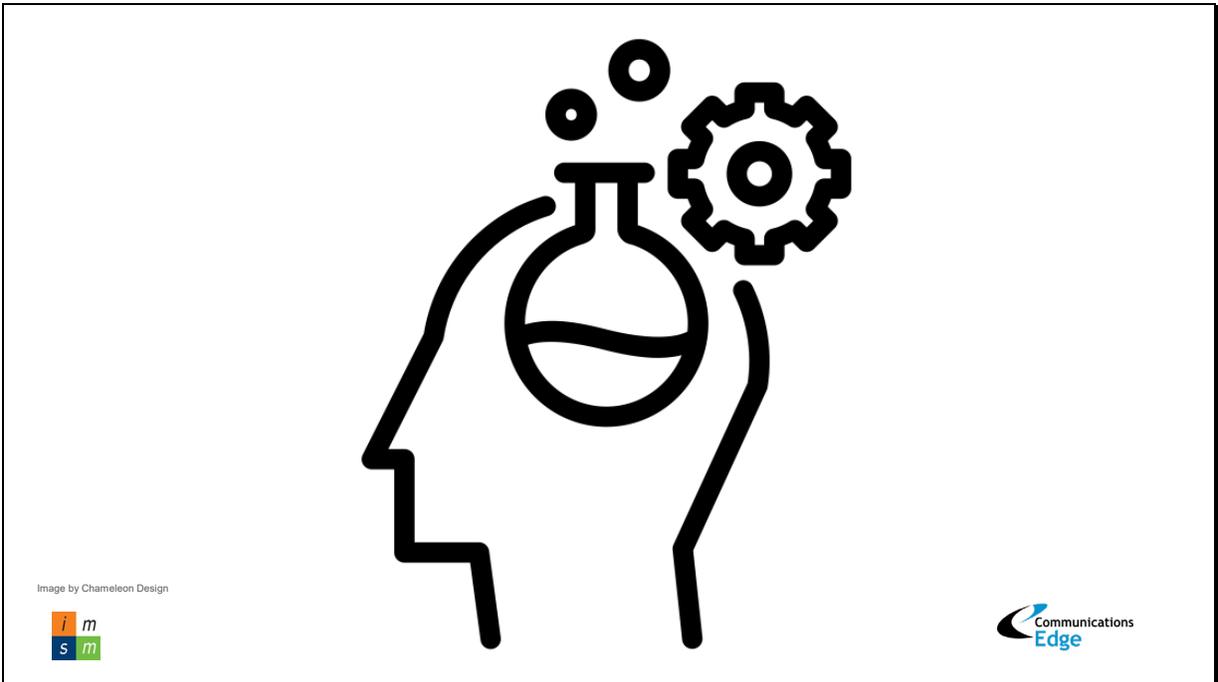
Not interested.

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

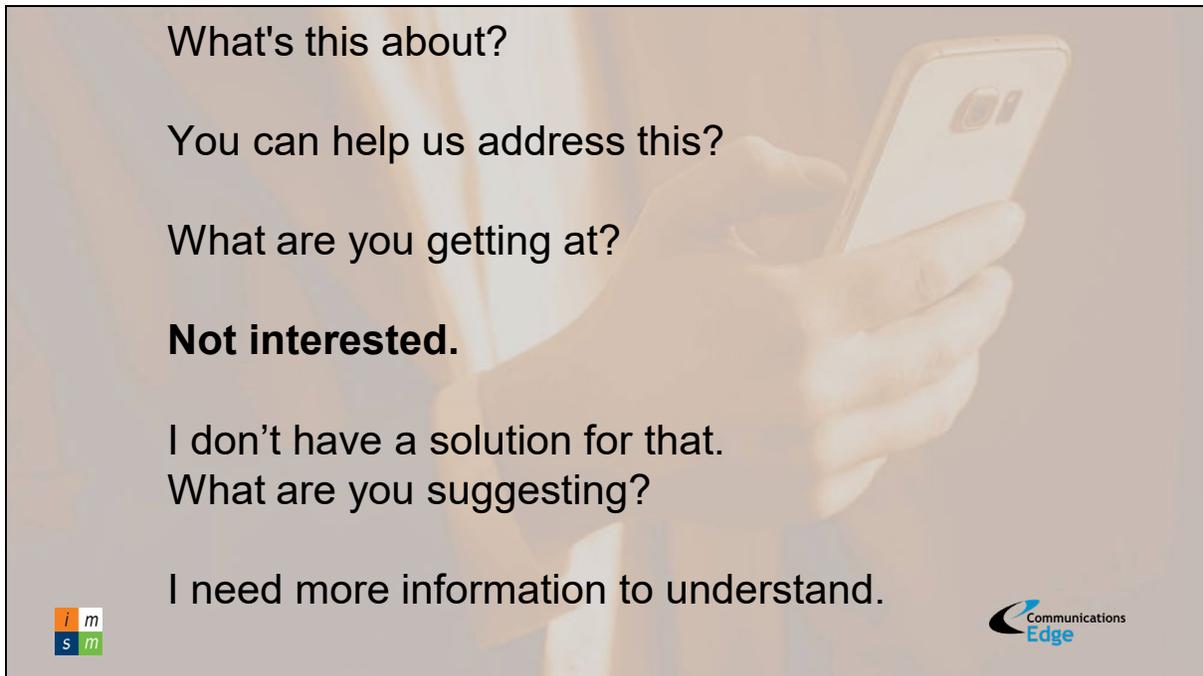
I need more information to understand.



This is what happens when you provoke people... busy people. People on their MOBILE devices. Do the responses you're getting look like this? They might look like that middle one right? Well, these kinds of responses you want. Including "not interested." See.. here's what's going on in your head. And at risk of sounding like I know your situation... I don't... but I see it a lot. This is why most of us tend to see "not interested" as a bad reply.



Because 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 speak. So... the response back, in your mind, should be one that invites a discussion. Ok. Stop. This is what I'm asking you to reconsider: This is simply not going to happen... enough. You'll only get 2% or less conversation rates. That's not enough. You don't ONLY want meetings with 2% people who are ready to buy. You want access to the 80% + who are not ready to buy -- but will be. Yes or yes? Ok. The best way to make this happen is to have a short EMAIL exchange about a potential meeting with prospects. 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...



What's this about?

You can help us address this?

What are you getting at?

Not interested.

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

I need more information to understand.



Like these. Good responses look like these because prospects are replying from mobile devices -- and because of how incomplete or unclear the messages was that you sent.

1. You caused this



So you caused this. And this is good. But what is “this?” Answer:

1. You caused this

2. The message (behind the message)



The message behind the message. The implication. This is what you're probably missing... due to what you're conditioned to expect. And your emotional state. Our aversion to disappointment... and desire to not be rejected. But also our tendency to see "not interested" as a objection. Now don't get me wrong. "not interested" is a blow off. However, when "not interested" comes the prospect is *actually* communicating one of four messages behind the message.

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



... not interested...

“I’m buying eventually -- but
*this rep/company isn’t
credible.*”

(based on the tactic just used)



So in many ways customers are saying, “look I’m buying eventually but this rep or company (you) isn’t credible.” And they’re basing this reaction on the tactic you used.. probably one being sent by the many low-skilled sales reps or business owners.

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

(your ask is too big)



It could be the message behind the message is “We are making this decision in future -- just not now.” In other words what you asked for in your message is too big an ask. For example, if you asked for a meeting or time for a demo... or to watch a video... whatever. Your ask was too oriented around deciding now.

“I need more time to
understand _____.”



It could be the message behind the message is “I need more time to understand” the thought you just provoked... or the implication you made... or “the how” behind that short story you just told... about how their competitor is operating. Whatever.

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



Said more simply... I’m provoked but I don’t get it. Your prospects are probably actually sending you SHORT HAND for he or she not Understanding your message. Which is exciting. Because you’ve got them. They’re curious. Do you see how this really is an expression of irritation.... but in a good way?



The image is a screenshot of the Merriam-Webster website. At the top, there is a navigation bar with the Merriam-Webster logo, the text 'SINCE 1828', and links for 'GAMES', 'BROWSE THESAURUS', and 'WORD OF THE DAY'. A search bar contains the word 'irritates', with 'DICTIONARY' and 'THESAURUS' buttons below it. The main content area features the word 'irritate' in a large, bold font, followed by 'verb'. Below this is a 'Save Word' button, the phonetic transcription 'ir-ri-tate | \ 'ir-ə-, tā\ \', and the forms 'irritated; irritating'. A section titled 'Definition of irritate' follows, with a sub-section for 'transitive verb'. The first definition is: '1 : to provoke **impatience**, anger, or displeasure in : ANNOY'. A red box highlights the word 'impatience', and a red arrow points from the word 'irritate' to this box. The second definition is: '2 : to induce irritability in or of'. Below this is a sub-section for 'intransitive verb' with the definition: ': to cause or induce displeasure or irritation'. In the bottom left corner, there is a small logo with the letters 'i', 'm', 's', and 'm' in colored squares. In the bottom right corner, there is a logo for 'Communications Edge'.

Merriam-Webster SINCE 1828

GAMES | BROWSE THESAURUS | WORD OF THE DAY

irritates

DICTIONARY | THESAURUS

irritate verb

Save Word

ir-ri-tate | \ 'ir-ə-, tā\ \

irritated; irritating

Definition of *irritate*

transitive verb

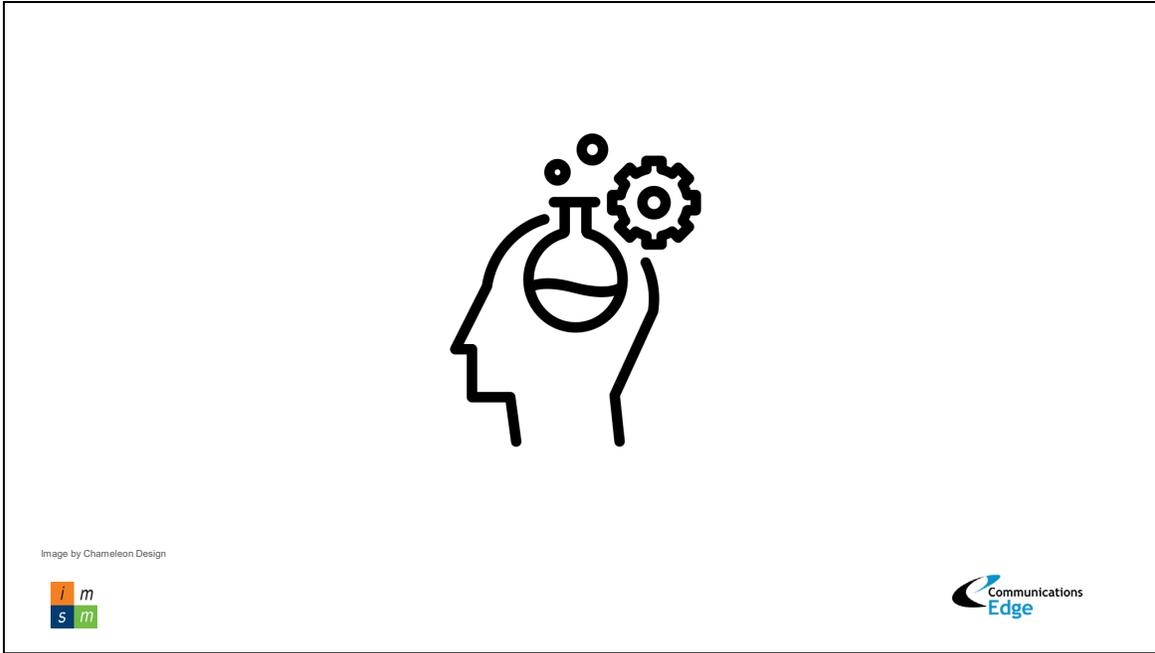
1 : to provoke **impatience**, anger, or displeasure in : ANNOY

2 : to induce irritability in or of

intransitive verb

: to cause or induce displeasure or irritation

Communications Edge



So do you see how, in your mind you've conditioned yourself to send a certain type of message... seeking a certain type of response? And how when you send a clear and persuasive messages -- hoping to earn an invitation to speak -- a response back, like "not interested", in your mind, means "they're telling me to go away?"

“Not interested”



Image by Chameleon Design



Do you see how “not interested” can have deeper meaning... and how prospects who are responding may have formant curiosity? It’s just they’re in a rush and/or a little irritated. Ok. Knowing everything we now know... we need techniques to go back and double-check what the prospect is actually thinking... or trying to communicate. Trying being the key word. Because decision-makers often don’t know what they mean ... hence you’ve irritated them in a way producing curiosity... a sense of anxiousness.

The prospect is actually saying he/she ...

1. Doesn't **understand** your message. (but wants to)
2. Needs more **time** to grasp what you are saying.
3. Has a need but doesn't think you are worth their time.
4. Has future need but sees **no value in meeting now**.
5. Has future need but it's not worth **sharing with you**.
6. Has need but already chose a solution. You don't seem worthy.
7. Has no need now or in the future. (the least likely)



If they're signaling "I'm provoked but I don't get it." These scenarios are opportunistic. So a response you send should help them what? Anyone?? [wait] Should help them process, more deeply understand what you said... And you also should spell out what they will get... or what they can expect... if they commit to a next step with you. (leave it to them -- email, phone or meeting! acknowledge the right to choose). You might also gently respond... or firmly challenge... in ways that help the prospect open up... share more about their situation.

Example from Academy member: Sent

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

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

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

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

Albert



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The logo for 'ism' consists of the letters 'i', 's', 'm', and 'm' arranged in a 2x2 grid. The 'i' is in an orange square, 's' is in a blue square, and the two 'm's are in green squares.

 Communications
Edge

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Communications
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Reply from client

I'm not interested at this time. Thanks.



More than likely customer is responding from mobile and has read this message... and curiosity exists. One effective option when responding is to be VERY brief and focused... respond with...

Challenge Back: Facilitative Question

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



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In this scenario the prospect is signaling “I have a need but you’re not worth my time.” Thus, in this scenario... if you look back at your message.. and figure there’s a chance this is the issue... a better way to go back is to give them more space ... more time .. and reinforce the clarity of your idea (providing you provoked with an idea/solution) or what role you might play in solving a problem. Honestly this is a really tricky one we work on a lot in the Academy. Again, you might go back with ...

Challenge Back: Facilitative Question

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



** Notice we don't say thanks.

The prospect is actually saying he/she ...

1. Doesn't **understand** your message. (but wants to)
2. Needs more **time** to grasp what you are saying.
3. Has a need but doesn't think you are worth their time.
4. Has future need but sees **no value in meeting now**.
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7. Has no need now or in the future. (the least likely)



They're signaling "I have future need" but they're not going to share with you... or if they already have a vendor or solution. In this case you have to give them reason to believe sharing would benefit them. This gets to very early perception of credibility and value... and what they will get if they commit to a next step with you. So in this case we want to respond in ways that help the prospect open up... share their situation.

Put them in charge

Understood. Would you recommend a better time to discuss?



For example, sending them this.

Next ... (after they give the date)

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



Nothing else.

1. You caused this

2. The message (behind the message)

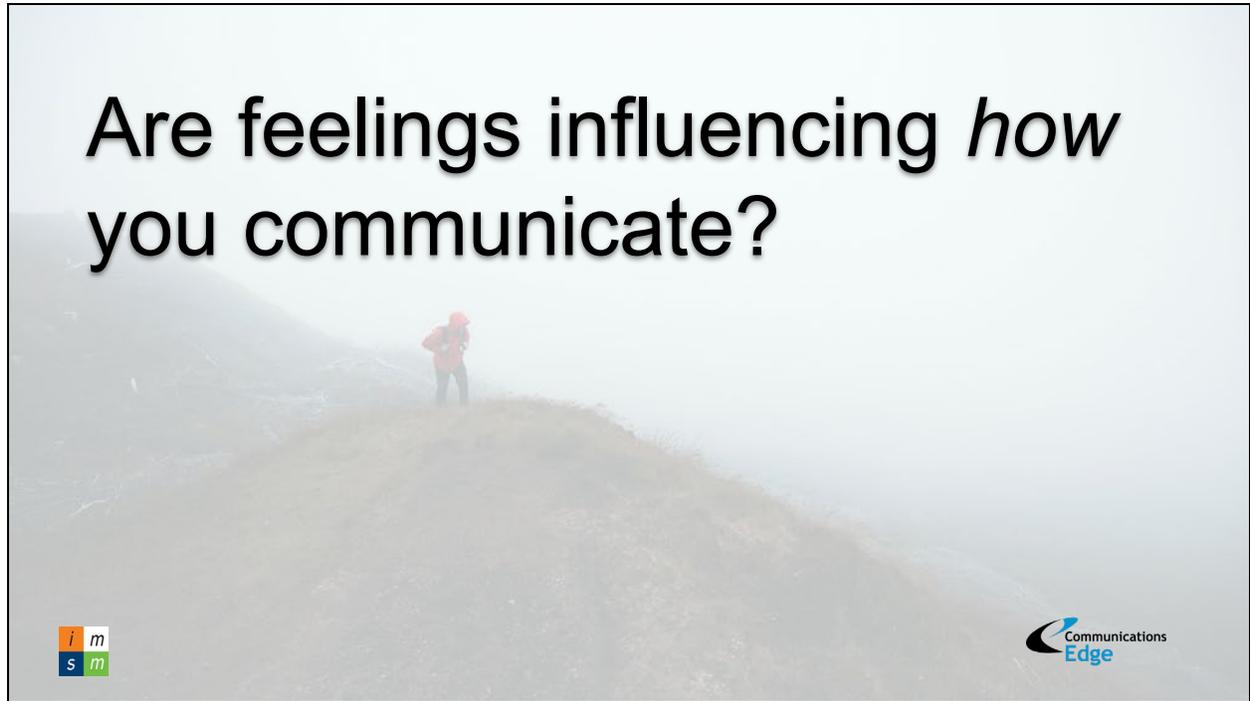


So let's recap. When you receive a "not interested" reply ... you caused this. And this is, generally, good. "THIS" being what your message said. And "not interested" is a genuine response. Which should prompt you to examine the message behind the message. The implication. This is what you're probably, before this workshop, missing... due to what you're conditioned, mentally, to expect. And your emotional state. Your aversion to disappointment.... and desire to not be rejected. Don't let that get the best of you.

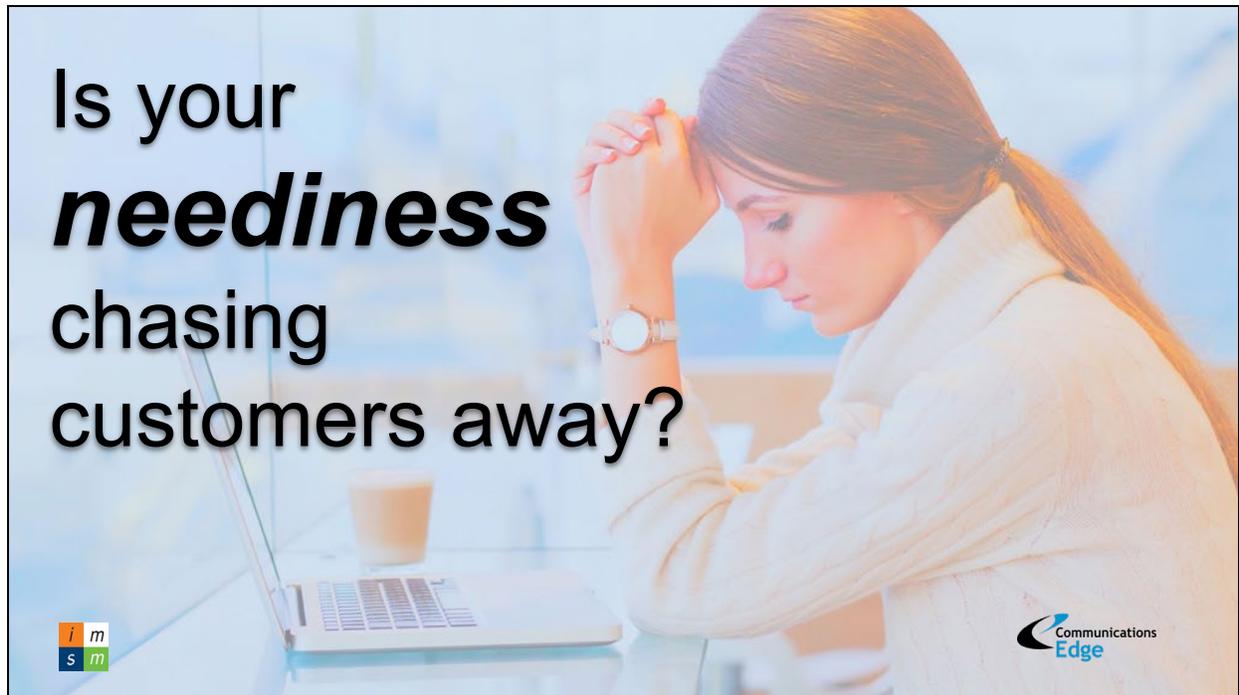
Slide 41



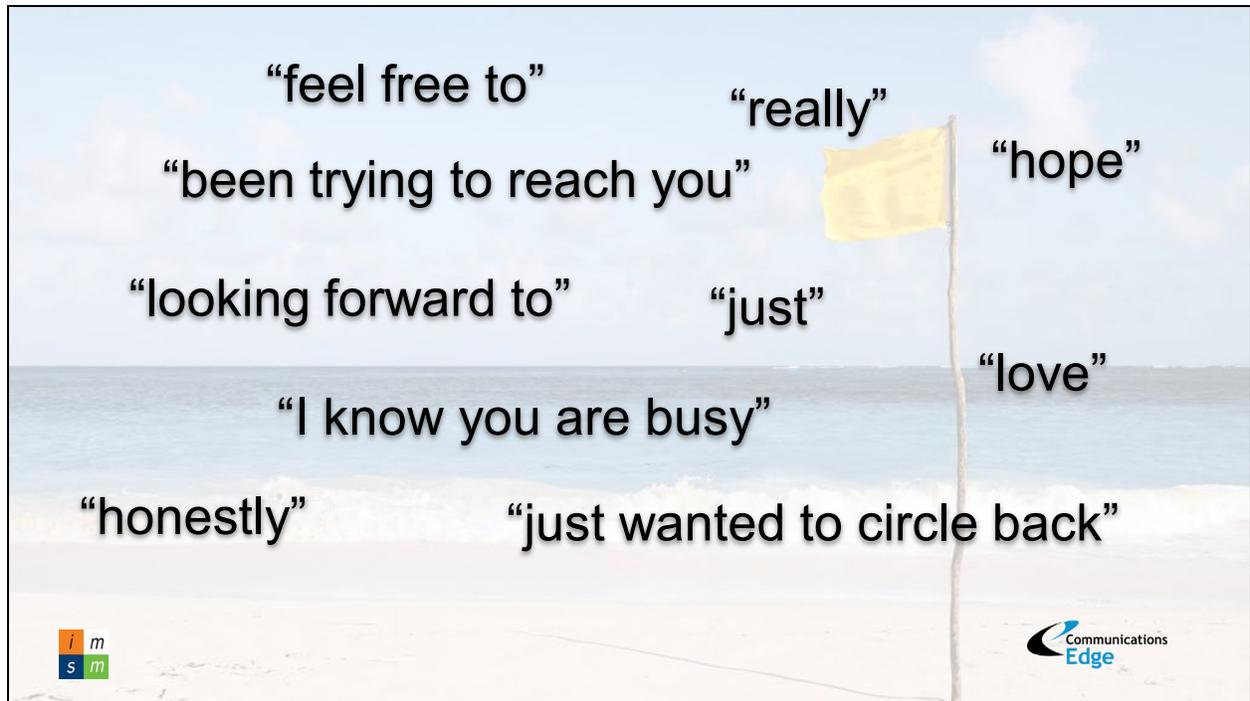
Because email prospecting can result in a lot of silence. A lot of emails sent and a lot of nothingness coming back. So I want you to think... to seriously consider...



Are your feelings influencing how you communicate -- when sending LinkedIn messages, email messages and also in your voicemails? For example...



Is your neediness chasing customers away?... causing them to not hit reply? Now I don't know your mental state... from day to day. But we all have occasional desperate times. Me too. We try to minimize them but we often find ourselves financially challenged. And the negative feelings associated with those moments go one place: Into your words. Your written and spoken words.



Words like these. “Feel free to.” Do you really need to tell prospects they’re free to do whatever you want them to do? Because telling them, “Feel free to” borders on sounding desperate. And when you combine the use of one of these words or phrases with others... when they are found together inside a message.... look out. The message begins to scream needy. You’ll also notice how many conventional templates... that are recommended by various sources ranging from software companies to self-appointed LinkedIn experts and sales gurus... you’ll notice how many of these words are found in many canned templates. “I know you are busy” is a terrible phrase we often find in follow-up templates. We’re told we need to empathize with prospects.. which is a dangerous idea because it often results in writing phrases like “I know you’re busy” and “just wanted to circle back”... phrases that make us sound needy... too needy. Not to mention sounding like everyone else. Hope. Love. These are terrible, terrible words you should avoid. Nobody wants to hear about your hope. Be aware of these words. These words are poisonous... for some very scientific, psychology-driven reasons. These words scream needy. And just like on a first date when looking for a life mate -- needy is not attractive. Sales is the same.

Success is mostly about creating a

pattern disrupt

(*not* doing what customers expect)

“Not interested”

is rarely true but IS a blow-off.

Challenge it.



Response is mostly about creating a **pattern disrupt** (*not* doing what customers expect) When customers respond “not interested” that’s rarely true.. as you may read into it. But it IS a blow off. So challenge it back. Be confident. Break the pattern. Do what most won’t do -- go back and find out the message behind the message.

Your response to “not interested”
depends on the **context (& strength)**
of the message you sent.



Remember: Your response to “not interested” depends on the **context (& strength)** of the message you sent. Understanding these components requires an understanding of the people you’re mailing to... and confidence in what you’re sending. Your words. Your communication technique. Your ability to spark curiosity using a less is more approach.



When clients reply
(seemingly)
NEGATIVELY



Ingmar Lambregts Director



Ingmar (at the time) was selling consulting and technology. He's a Dutchman stationed in the UAE and calling mainly on UEA clients. He told me he was calling on top executives who are not very sophisticated with marketing data. CEOs, CIOs and CMOs who are leading multi-million dollar businesses but who do not do much, at all, with their marketing data. They're not generating any insights across their Web marketing and ecommerce... and connecting what's going on with stores and traditional marketing. So Ingmar has a solution for this that will help justify and improve marketing results and increase customer loyalty. Ok. Now this doesn't happen often but it does happen. Part of Ingmar's strategy is to prospect NEAR-term buyers. So it's a numbers game.. and he's looking to meet people who are, in the near term, looking to invest in the marketing technology he's selling.

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>



So this is Ingmar's first touch draft that got him a reply.. from a decision-maker named Frederik. Now I'm not going to critique this but I will say it's not the strongest approach. I think he can do better. But it did generate a reply. So I can't argue with that. I just feel it's a little heavy-handed. But this is often OK and even necessary when you are pushing out messages looking for NEAR term buyers.. like this one. I also don't like this link down here at the bottom.

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



So this is the negative reply Ingmar received back. The client has 2 objections: Price and operational disruption. He's wary of both. But does anyone see anything interesting about Frederik's word choice here? Now, Ingmar did pick up on this. So when you get a “no” like this pay attention, right? Ingmar was paying attention. But he was also put off. Because Frederik is making assumptions about Ingmar's pricing and implementation procedures—without really knowing.

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



So this is how Ingmar responded: Brief, blunt and basic. And he admitted to me being a bit emotional when he wrote it. Which, in this case, worked out well for him I think. Because he's in total control of his negative emotions. And he replies very candidly. Why this worked: I think 70% of why this worked is how he acknowledged Frederik's right to choose in the first sentence. And made peace with it. Then, he immediately got to the problem Frederik having with him: An assumption made about the pain Ingmar would cause him if he continued to consider him: 1) operational disruption to the status quo and 2) your pricing. So, Ingmar claimed to have a work-around and admitted the standard pricing scheme is not appealing—and he proudly does not propose that to clients. Then, he very briefly asks the prospect if he would like you to “show the highlights so you can decide yourself.” Just brilliantly executed here. Again, giving Fredrik the right to choose. This is a very powerful psychological negotiation technique that has a lot of research standing behind it as an effective way to persuade the other side to consider what you just asked. The entire exchange here is also very much like negative reverse selling.. where the seller pushes back a bit and slows the process down.. and is not overly eager about moving forward. In fact, Ingmar is cautious.

CLIENT REPLY

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



So this was the resulting response.. Fredrik does want to meet.

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



But Ingmar, wisely, pushes back. And I encourage you to do the same in your sequences of emails following the first touch. It never hurts to qualify your lead... to help them qualify themselves more for you. Don't be so eager. So Ingmar went back and forth with Fredrik trying to line up a date. And then suddenly this email arrived..

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



.. and cc'ed was Frederik's Chief Finance Officer.

Now, I just want to point out here how much information we have on the screen here—how well Ingmar has done in getting this lead to self-qualify... and why we know Frederick holds REAL potential as a buyer.

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)



So, in your reply to their first, positive invitation to talk.. it's best resist the urge to talk more than them. Go slow. Don't rush the meeting. Make it safe for them to talk about their situation. Don't ask questions which, if they reply, will make them feel vulnerable... as if you've hooked them. People naturally love to talk about themselves. Just like during courtship between 2 people. People will open up to a stranger. But only if the stranger follows the rules: They've got to prove the encounter is not random. You've got to prove to the other person you have genuine interest in something about them. That's the research piece. No matter how random that observation is.. it's proof that you are paying attention to them. Unlike most of the solicitations they're receiving. This helps you break the ice and start a conversation about what is most important to them. So remember to show the prospect you only want to talk about them (for now). Write each email in a way that helps the other side feel safe. Help them to vent frustration, fear or excitement about what's important to them—at this exact moment. The idea is to reveal “just enough” about what you have in mind to keep them curious about where you're going with this. This helps the customer become more open to being curious about Aranca's solution. Even if they may not (yet) realize they need what you're offering.// Finally, don't be afraid to push back. If and when appropriate instead of pushing forward, pull back. Directly say or hint that it might not be a good fit. When a prospect starts to object, you might choose to suggest it might not be suitable, after all. This is an old Sandler technique. It's also referred to as the “Pendulum Theory” where we shift the momentum in order to help the prospect introspect more deeply.

Michael Wager

UK Sales Lead





Steven Trippier · 2nd

Group CISO at Anglian Water & Advisory Board Member at
Cyber Owl

Peterborough, England, United Kingdom · 500+ connections ·

[Contact info](#)



By covering all aspects of cyber security from **PCI compliance** to automated threat intelligence, IRM supports organisations at every step of their cyber maturity journey.

Michael: Connection request

Hi Steven, we have enough shared connections that you come up in my feed, occasionally bemoaning rubbish 'outreach' - hopefully I avoid that fate - I work with other companies in the utilities 'space' and have seen an increased focus on the NIS-CAF standard, if this is on your radar, let me know KR

Michael

Hi Steven, thanks for the connection - I know anything that looks/smells/sounds/IS a 'pitch' on first message is generally bad form, but NIS-CAF is clear focus in utilities and something that is very much in my head at the moment, so your name came to the forefront of my mind.

Steven

Yep. We're all
over it. Thanks.



The stone wall response I *deserved* based on the initial outreach

Michael

Thanks for coming back to me. Out of curiosity, and not expecting you to share anything sensitive obviously; what does "all over it" mean for **(organisation name)**?

If the previous response had been on a cold call, the kind of person that says "all over it" wants 1 of 2 things:

To hang up and get you out of their life.

To tell you how great they are. As they can't 'hang up' – there was no reason not to ask a question, that would give them the chance to tell me how impressive they are

Steven

Comprehensive gap assessment completed against CAF IGPs, risk assessment done and approved. technology road map and architecture build and reviewed by nsc and our regulator. Large budget sought and approved, delivery programme launched and operational. Board briefed and supportive and engaged. Bau processes to operate and report incidents in and tested and working. Training and education delivered face to face to 100s of ops teams. Secure by design established and standards built into project processes. New cyber team up and running three years ago.



He told me how impressive he is – which opened up the conversation

Michael

Just off the top of the head 🤔

"Board briefed and supportive and engaged." arguably the biggest win amongst all that?

The most common challenge in InfoSec, is getting the board to understand the importance, the relevance, the impact and the likelihood of them being affected; CISO's have responsibility to highlight this, but their budget is filtered through a CIO in turn from the board – to get legitimate board level engagement on an InfoSec project, is a truly significant win

Steven

Well maybe not all of them, but the important ones are :-)

How are you seeing others responding?



I have earned the chance to verify my claims of understanding his issues – so now, I have to show I genuinely do

Michael

I presume you too, have multiple standards to consider - are you using the UCF for compliance or running them in parallel ?

Presumptive summary followed by facilitative question. Nothing else. No other noise. Brevity.

Steven

No we don't really which is easier. Just nis, so we can align against the igp items in the caf. (Tla overload!)

Maybe it would be good to chat, week after next sometime if you're free for a quick 30min slot?

Ps this is a good example of relationship based sales :-) sharing some useful info or insight not hard sell. This is what I like!



Michael

Well I said I wanted to avoid the fate of bad outreach, so I am glad we've been able to have the chat. w/c 23rd is relatively open for me, barring the Thursday I can make 30 minutes work most days.

Gives me time to hit the NCSC website and bone up on the details a bit too! NIS-CAF has the odd quirk of some controls being non-compliant, but you can be compliant to the standard overall, if I recall what a client at a Gas company was describing? I assume that is where the IGP comes in?

Steven

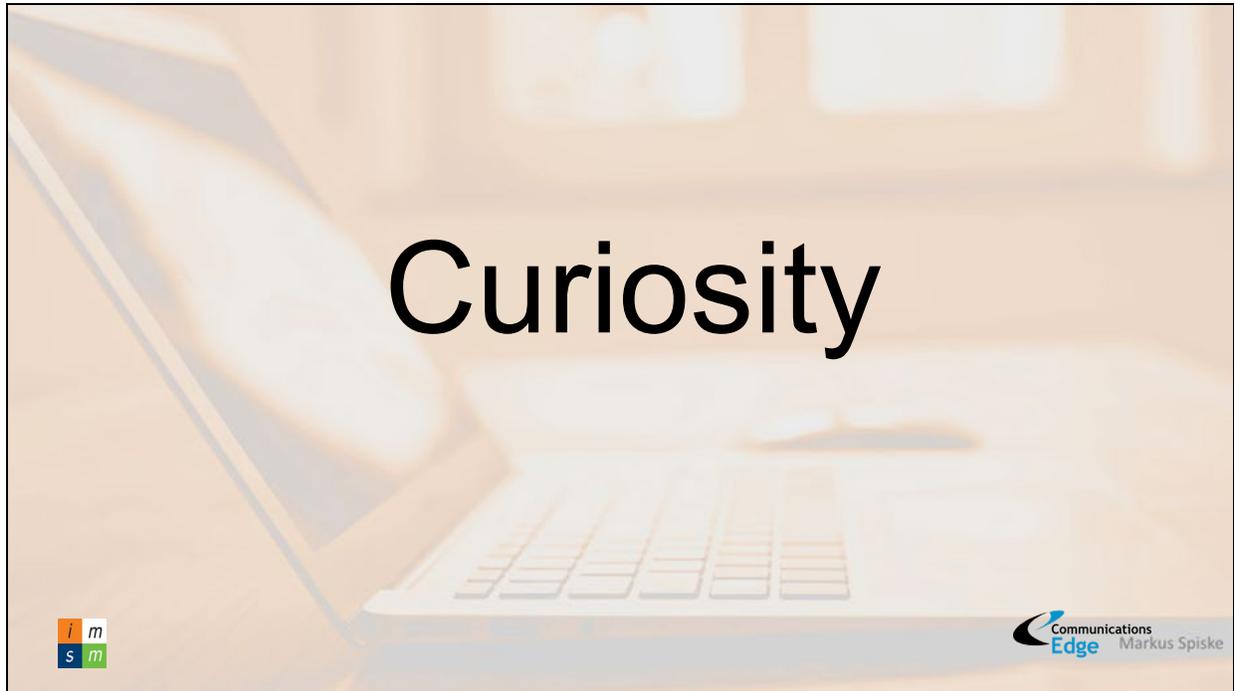
Also different for each sector!
Will check diary and confirm
tomorrow

Yes, I think each regulator has a
different take on what is critical
based on unique challenges of the
different sectors.

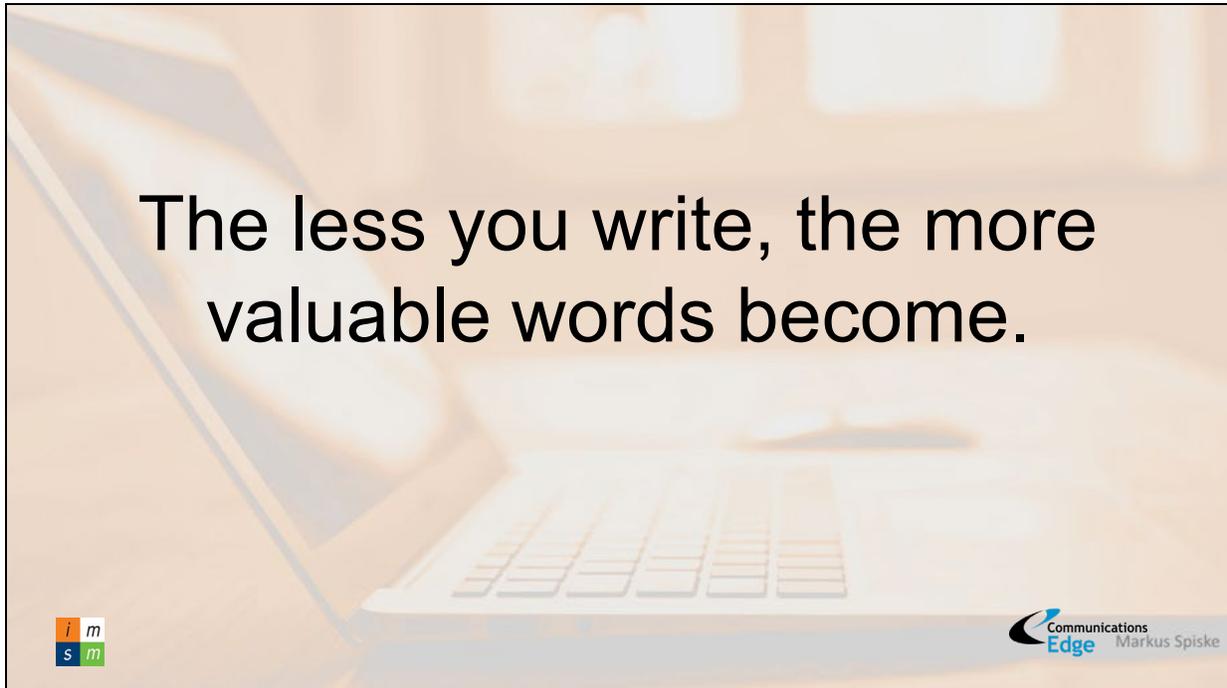




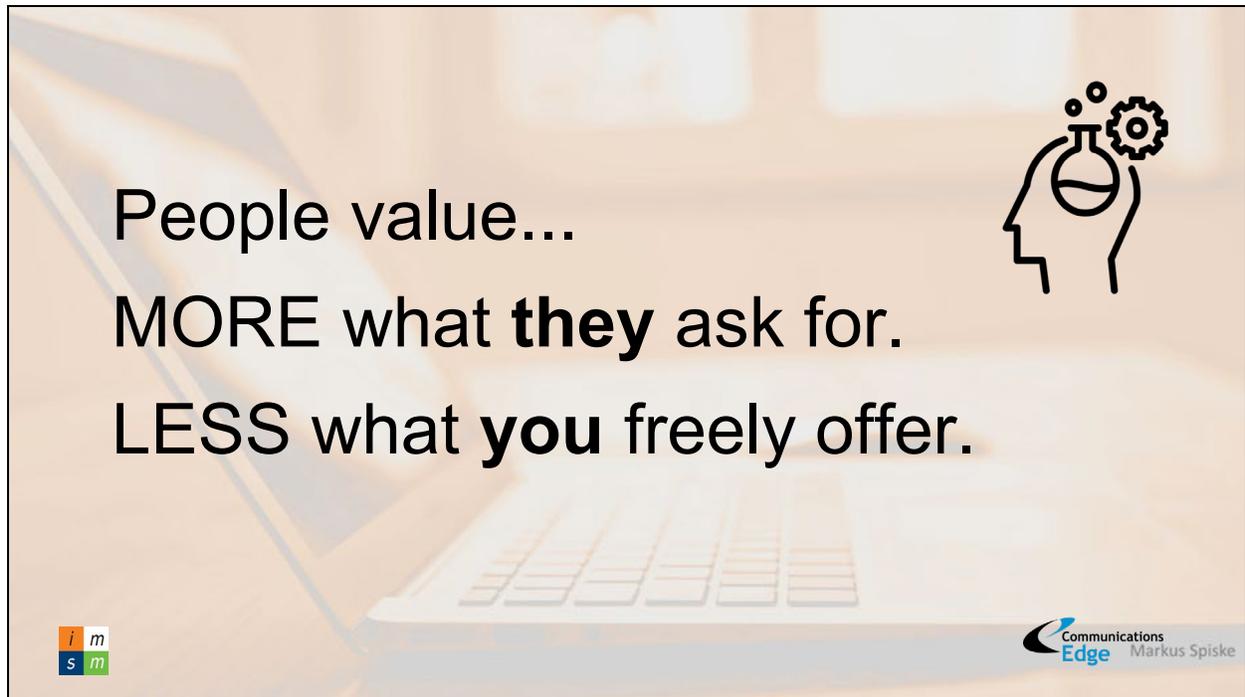
As a general rule, with subject lines and messages in the sales and marketing contexts... Less is more. It's also true in your follow, up... discovery meetings, voicemails.



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...



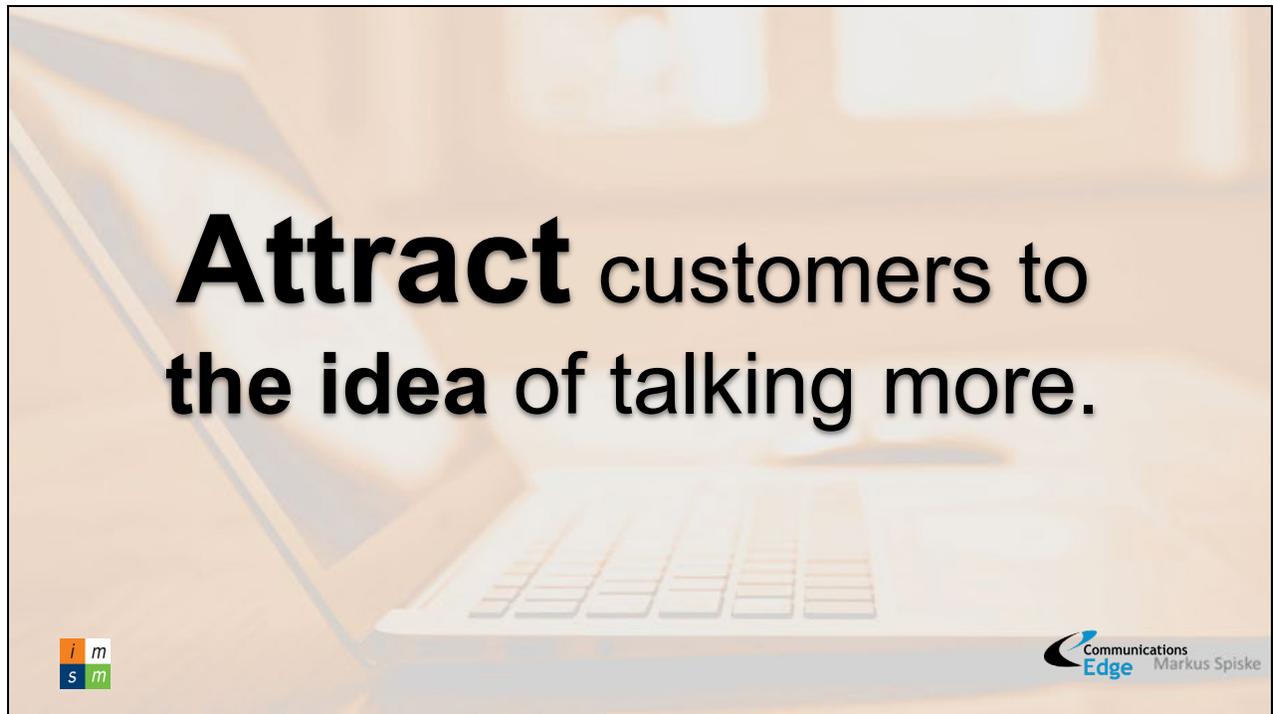
Because the less you write, the more valuable words become. And the more provocative they become. It's sales copywriting law. The less you write the stronger your words become. And the less you sound like a marketing hack.



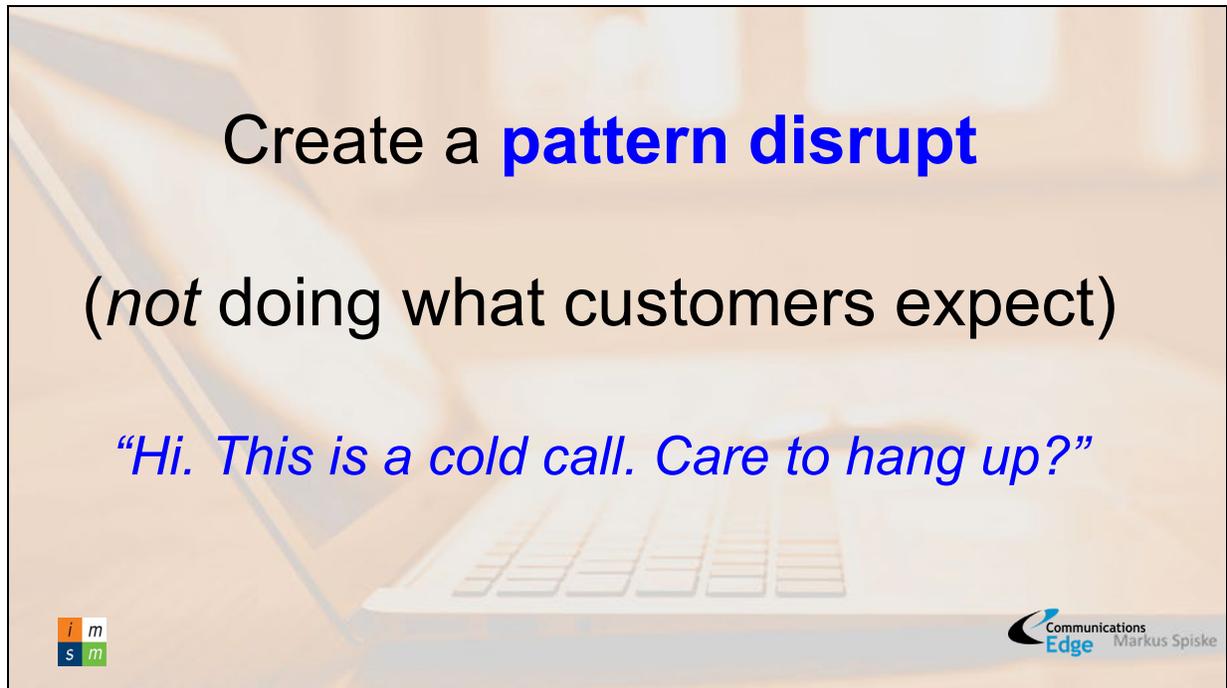
People value...
MORE what **they** ask for.
LESS what **you** freely offer.



People value more what they ask for. Less what you freely offer. Not only in your cold approach. But also on your next approach... the early stages of business courtship. This is why curiosity works better than, say, a call to action. A command: "Do this. I want this from you... so let me be clear about it." Is that what you want to communicate in your email? No, you don't. And in the dating world if you sit there and talk too much about yourself -- and then ask for another date -- guess what? You'll have given too much away about yourself. You didn't provide space for the other person to get curious. You'll get rejected more often. Think about it in your life: You need space to become curious. And once you've become curious you naturally ask for what you want. You don't need to be lead to it. You don't need to be persuaded. Because you've persuaded yourself. And that's what I mean by the customer will request the meeting from you. Not offering it will usually Earn it more often. Providing you've provoked enough curiosity. Example time... you've seen these on LinkedIn I know you have... people hawking franchise opportunities... but doing it in poor form. Pushing.



Attract customers to the idea of talking more... to the scent of value you might contribute. Not the value. The scent of value. The idea that talking more might be smart. No adding value in your first email touch. Try it. Sounds crazy right? But listen: Do you have any idea how many people are trying to push value at people -- marketing style? To educate customers? All to what: to convince. But you, as a salesperson, are not out to persuade them. This tends to repel. Instead, it's more effective to attract them to the idea of having a short conversation to see if having a longer conversation makes sense... or not. Shift to neutral. No convincing. No persuading.



Create a **pattern disrupt**

(*not* doing what customers expect)

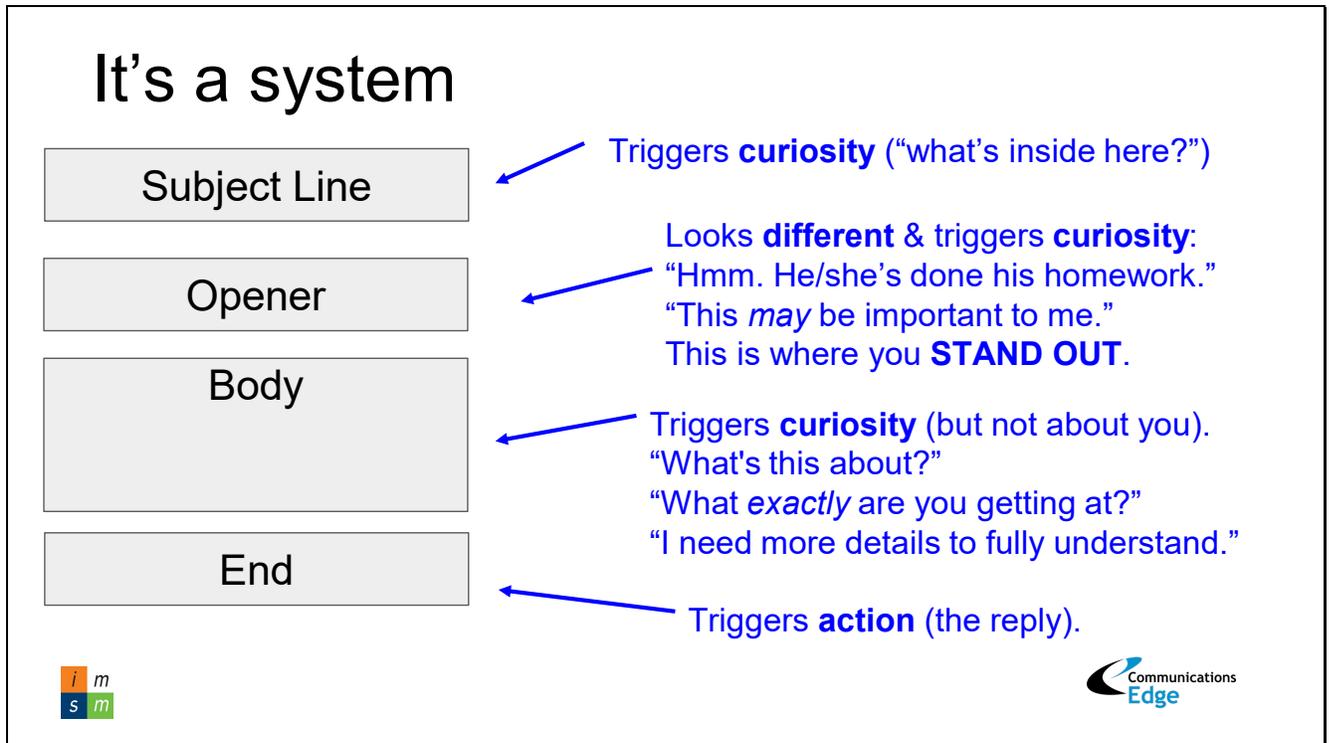
“Hi. This is a cold call. Care to hang up?”



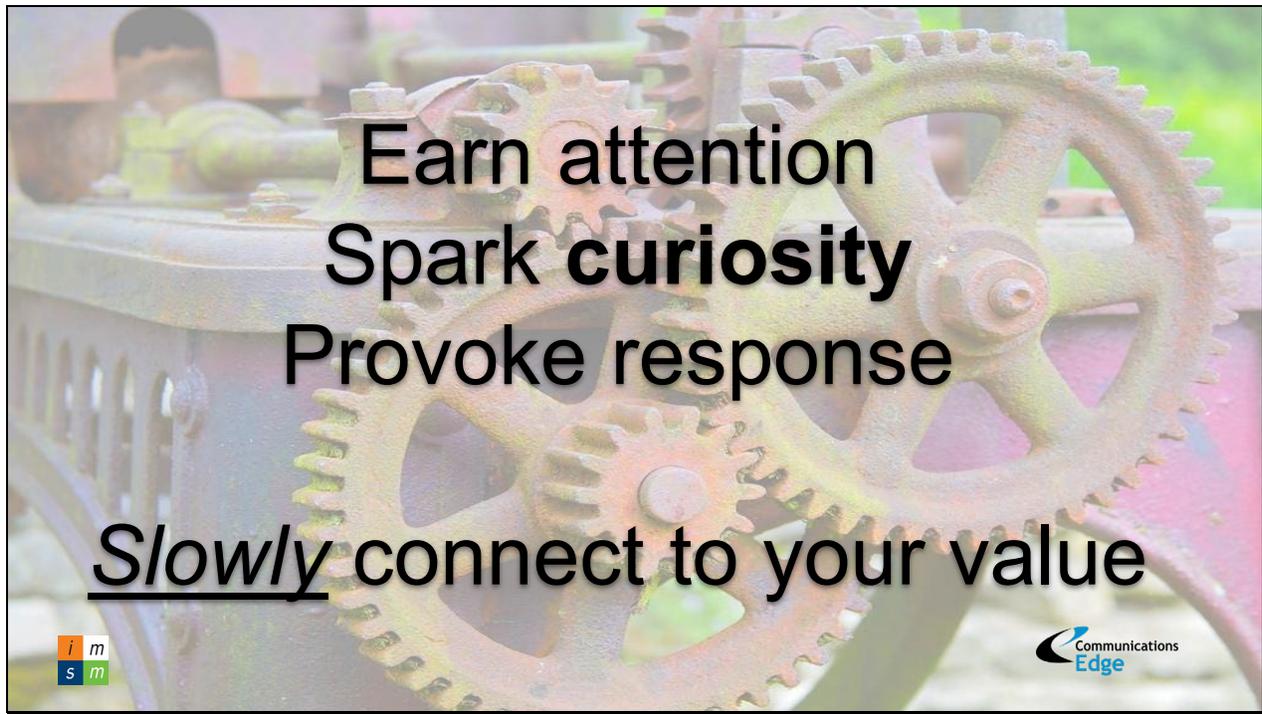
Create a **pattern disrupt**. In other words: *Avoid* doing what customers expect. If clients expect you to zig you zag. It breaks the pattern. It's unexpected. For example: Have you ever used this tactic? I'm sure some of you have -- and use it well... when cold calling. When the prospect answers you say, "Hi, this is Jeff... this is a cold call. Care to hang up or can I have 15 seconds?" It works quite well because it breaks the pattern most cold callers use. The average cold caller is fearful. So they won't do it. They don't know how powerful acknowledging the customers' right to choose can be... And how effective it can be when done in a way that zags when customers expect the zig. Breaking the pattern. Another example: Not being clear in your email. That's right, not being totally clear. Being UNclear often earns more conversations. Sparks curiosity. This is how the pattern disrupt manifests. As a general rule, we do want repeatable ways to prospect. But you must avoid falling into typical patterns your customers see day in, day out. For example... marketing concepts like these...



We've been told to make sure the customer can understand, clearly, "What's in it for me"... WIIFM... and follow the AIDA model (create attention, interest, desire and make a call to action)... use persuasion, write to create trust and credibility... Following these conventional marketing practices is only going to put you in the wrong mindset.



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.



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.



Glad to know you!
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edge.com



 Communications
Edge

Markus Spiske

Next up:

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