

Problem/Question:

How can I more effectively turn a positive response from my outreach into a booked salescall?

Forced connections: What does this have to do with an electrical screwdriver?

1. If you go too fast, you'll lose grip on the screw. (=> if you pressure them to hop on a call too fast, they'll be repulsed and ghost you)
2. If you go too slow, the screw won't spin (=> if you talk too much, say a bunch of fluff, and don't get to the point fast enough, they'll get bored and stop caring)
3. If you choose the wrong head, it won't fit onto the screw and you won't be able to spin it (=> if you offer them the wrong stuff, they won't even care in the first place)

What can I do to make sure that not a single positive response turns into a sales call?

1. Doing too much. Looking like I would do anything to land them as a client. Bombarding them with ideas and „value“.
2. Going into too much detail regarding my ideas. Talking about technical stuff. Making them have to think, confusing them.

Insights:

1. I need to think about the pace of my conversation with prospects. From now on, I will cut down the amount of input I give before getting them on a sales call so I don't come off as needy and spammy.
2. I need to always keep some mystery about my solution. Don't reveal everything right in the beginning.