Aug 10, 2026

Meeting Aug 10, 2026 at 14:58 CEST

Meeting records Transcript Recording

Summary

The team reviewed platform functionality and established sales procedures for targeting senior leadership through Artificial Intelligence strategies.

Platform Features and Training
The platform offers a 14 step training program and tools like the Magic Box for network management. Users encountered technical inconsistencies regarding Customer Relationship Management integration and event check in codes.

Sales Outreach Strategies
Standard operating procedures prioritize 5 warm connections daily using Artificial Intelligence to identify targeted senior leadership. Messaging should leverage ego and specific pain points rather than purely technical product descriptions.

Partnership and Licensing Outcomes
The agency license supports increased product pricing through turnkey infrastructure solutions. A partnership with Fliplet focuses on defining business models before applying Artificial Intelligence to build technical documentation.

Next steps

- [ ] [Will Nicholls] Train Eddie: Spend time with Eddie to demonstrate the Fliplet processes and implementation strategies.
- [ ] [The group] Create Templates: Develop personal introduction templates for networking and business activities.
- [ ] [The group] Review Templates: Submit drafted introduction templates to Will and Charlie for feedback and refinement.

Details

- **Meeting Introduction and Platform Setup**: Will Nicholls and Elaine Godley opened the meeting to demonstrate using the "My Most Trusted" platform for lead generation, despite some initial camera issues (00:00:18). Elaine Godley shared their screen to navigate the Chrome extension and dashboard, noting that new features are released frequently (00:01:16).
- **Personal Training Program**: Elaine Godley highlighted the available personal training program, which consists of 14 steps, including setting up a profile and learning about Customer Relationship Management (CRM) and calendar scheduling (00:03:28). They mentioned that completing the profile involves answering questions with the help of an Artificial Intelligence assistant named Gemma to generate a personalized training plan (00:08:48).
- **Platform Features and Tech Support**: The "My Most Trusted" dashboard allows users to search a "trusted universe" of 88,291 people using a "Magic Box" feature, with the ability to filter results within their own network or the entire community. A tech support button is available to report glitches, which Elaine Godley recommended using when encountering system errors (00:04:35).

- **Circles of 12 and CRM Integration**: Will Nicholls explained that the "Circles of 12" feature, an original setup reintroduced to the platform, is designed for users to organize groups of people who know, like, and trust them (00:05:40). Regarding CRM integration, Elaine Godley noted current confusion over the connection status, as it indicated no connection despite the user having successfully tested it that morning (00:06:43).
- **Events and Check-in Features**: Elaine Godley discussed the "Events in Checkin" feature, noting that past attempts to use Quick Response codes for meeting check-ins had encountered system glitches. The group was encouraged to practice these features to identify and report any technical issues (00:07:40).
- **Affiliate Links and Quick Response Codes**: Users can access their own affiliate link, Quick Response codes for event check-ins, and other tools by clicking on their profile picture within the web app (00:08:48). Elaine Godley demonstrated how to copy these links for personal use and learning (00:10:01).
- **LinkedIn Access Challenges**: During the discussion, Gyana Geetha inquired about creating a LinkedIn profile, but Will Nicholls and Charlie confirmed they were unable to access LinkedIn due to ongoing technical issues with their Internet Protocol address, despite being early adopters of the platform (00:11:08).
- **Standard Operating Procedure for Sales**: Will Nicholls shared a Standard Operating Procedure document, created using Artificial Intelligence, designed to help the sales team achieve the goal of five warm connections per day (00:12:52). The process requires a 10-minute daily commitment to engage, thank introducers, and invite new leads to a 15-minute chat via an email booking system (00:14:08).
- **Artificial Intelligence Prompting for Targeted Outreach**: Will Nicholls emphasized using Artificial Intelligence to identify specific target audiences, such as senior personnel in the print industry, by entering prompts regarding job titles and sectors with investment authority (00:15:23). This approach helps the user find the right people to talk to, aiming for at least two calls per day (00:16:43).
- **Introduction Templates and Strategy**: The Standard Operating Procedure includes an introduction template for first or second-degree connections that highlights helping printers unlock revenue, cut operational costs, and maintain compliance (00:18:03). Will Nicholls advised that senior individuals are primarily interested in making money, saving money, and ensuring regulatory compliance (00:19:11).

- **Psychology of Sales Messaging**: When communicating with senior leaders, Will Nicholls recommended leveraging ego-based language, such as acknowledging their leadership, while using "alarm bells" like "trapped in outdated models" or "burn cash" to capture their attention (00:20:17). Messaging should focus on how the product improves their life and mood, rather than simply listing product features (00:26:07).
- **Agency License Benefits**: The agency license offers geographical protection and access to infrastructure for £75,000, allowing users to provide clients with digital products through the app without the need for the client to build their own technology (00:22:36). This turnkey solution supports an increase in product pricing of 20 to 40 percent (00:23:39).
- **Handling Detailed Information**: Will Nicholls advised that while senior leaders typically avoid detailed technical discussions, the provided documentation contains a "red text" section for more analytical individuals, such as accountants or those responsible for schedules who require specific technical data (00:27:13).
- **Future App Documentation**: Will Nicholls announced plans to integrate necessary documentation directly into the user login areas of the new app versions, such as Solaris, eliminating the need for a separate, complex academy structure (00:29:42).
- **Fliplet Partnership Approach**: Will Nicholls detailed a partnership with Fliplet where they establish the client's business model first before using Artificial Intelligence to generate technical documentation and app-building prompts (00:31:10). This method contrasts with traditional approaches where technology is imposed by developers without understanding the business model (00:32:17).
- **System Usage and Reporting**: Users were encouraged to explore the platform freely as it cannot be "broken" (00:33:24). Peter is developing a central reporting system to provide clients with quarterly snapshots of app success and Quick Response scan statistics (00:34:45).
- **Sales Lead Generation**: Will Nicholls clarified that sales leads are not provided by the company; instead, team members must personally create them by getting known, liked, and introduced to others (00:35:59). The meeting concluded with Will Nicholls agreeing to stop the recording to discuss matters further with Gyana Geetha (00:37:01).

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00:00:18

Elaine Godley: Hello.

Will Nicholls: Hello.

Elaine Godley: Hello.

Will Nicholls: I'm just going to uh I'm just going to monitor things and let people in here. So, I'm going to start recording straight away. Is that

Elaine Godley: Okay.

Will Nicholls: okay?

Elaine Godley: Okie do. Bye, Precious.

Will Nicholls: Hi, Precious.

Wk Tari Precious: Hi.

Will Nicholls: Right. Okay. So, we're recording. So, let's crack. I sent precious this document um this morning or yesterday. I can't remember.

Wk Tari Precious: Open.

Will Nicholls: So, all the sales people have had it. But obviously, what we're trying to do here is show anybody who wants to run their business through markets connect um how how to do it, how to generate leads, and this is how you do it. Let me hand over to Elaine.

Elaine Godley: Okay, we can't see you, Precious. I'm not sure if we're supposed to or not. All we can see is a a blurred outline

Wk Tari Precious: Yeah, my camera is having a little issue,

Elaine Godley: shadow.

00:01:16

Wk Tari Precious: but I'll fix it.

Elaine Godley: Okay, no worries. Um,

Wk Tari Precious: Thank you.

Elaine Godley: so, okay. So, I'm going to share my screen if I may,

Will Nicholls: Yep.

Elaine Godley: young.

Will Nicholls: You

Elaine Godley: And I love screen sharing. Yes, it's my favorite pastime.

Will Nicholls: look

Elaine Godley: So, um, entire screen share and let's hopefully I can just go straight on to the the thing I want to show you guys. Right. So,

Will Nicholls: Okay.

Elaine Godley: fingers crossed. I'm going to click on the my most trusted. Has has it opened? Can you see my most trusted?

Will Nicholls: Yeah.

Elaine Godley: Yay. We've finally got it susted.

Will Nicholls: Yeah.

Elaine Godley: Okay. So,

Wk Tari Precious: Yeah.

Elaine Godley: um I can't seem to make it any bigger, but um when you go into my most trusted, uh Chrome extension, uh there's new features coming on all the time. And um Scotty is um is turnurning the fe new features out faster than we can keep up.

00:02:21

Elaine Godley: So, I'm not 100% up to date with this, I have to confess. Um I'm always telling people the best way to uh test and and learn stuff is to practice with it, which which I do, too. So you you open your um your Chrome extension. You you then go on to um the dashboard at the top here, something called connect. So where it says dashboard, the last one, if you click connect, and this is a new a new thing that's popped up now, you can go open the app. So you you click connect. Then you click open the web app. You open that and you got a whole load of new stuff on here. Um, which takes a while to get round. And as I say, I haven't got

got around it all myself yet. But if you if you just basically work your way work your way through it. So you just literally hover on all of these headings here and they then you follow through um whatever it says on here.

00:03:28

Elaine Godley: But you can see here there's there's a personal training program. So what what what um my most trusted invites us to do is to set up our own training profile. As you can see, I've started, but I've not got very far. I've only it's I've only done step one of 14. So you go through here and you set up your profile. I' I've actually gone through the whole setup, but I've not gone through what it's asked me to train in. So um there's 14 steps that you say what you would like to be trained in. You've got the CRM system, you've got the connect, how to make introductions, how to make golden um recommendations, how to do everything is step by step and there's 14 steps. Um the step one that I've I've only just done is whatever it was I asked to be trained on. I think it was calendar possibly. Um so I have gone through the the scheduling but it's it's not the um the actual training program that I've um failed in. It's the implementation.

00:04:35

Elaine Godley: So you just scroll down and you can see here we've now got 88,291 in our trusted universe. Massive amount and every week we get more and more people in there. And you can search you can search in here. Um they they copied the the magic box um into here. So you can search in your own network which is my trusted in your second degree or in the entire

community. A new feature over on the right here is tech support. So if you're going through something and it doesn't make sense, it's possible that there is a glitch in the system. So use that tech support button there to report anything that you found that's not right. This is why I've only just done step one of 14. I'm particularly interested in learning about the calendar. So I I got to to point there where I couldn't set up the calendar and um I invoke the tech support. So when I next go back in hopefully something's been resolved on that. I'm not going to do it now because I only got a few minutes here.

00:05:40

Elaine Godley: I've got to off to the dentist. Um, so I shan be here very long, which is why we started uh quite quickly today. But then you can see you can go down here, you can put in the magic box um any any type of person you want to connect with. Um and then you just click Press um find me matches. Move the thing out of the way. Find matches and and and you're away there. You've got all these other things down here as well. Suggestion, introduction, add trusted connections, recently used, my most trusted connections, introduction history, calendar, and um connection tracker. And there's just so much. It's just it's just mad. Absolutely nice mad, but it is mad. There's just so much of it. Um, there's also something here, circles of 12. I can't get my head around around the circles of 12

Will Nicholls: Yeah, circles was of the original setup many years ago.

Elaine Godley: yet.

Will Nicholls: So that's been reintroduced. It's where you set up groups of people that um who know you, like you, trust you.

00:06:43

Elaine Godley: Brilliant. I I can't understand why we would need that to be honest. I need that explaining to me because um if I want 12 pe if I want to connect with 12 people, I'll just pick 12 people and and do it. In fact, 12 people seems to be a lot a lot for me. Um so I I can't tell you about that that bit because I' I've not explored

Will Nicholls: Yeah.

Elaine Godley: it. Sink in your CR CRM.

Will Nicholls: Okay.

Elaine Godley: It says here I've got no CRM connection. Um I know I have because I've tested it this morning. And um when you add connections on your on your um my most trusted my connections automatically go through to my CRM and um as I say I tested it this morning so I don't know why it shows no connection because I have got a connection. Um the other thing that I've yet to to to get my head around I've tried it a couple of times but there's something that I'm not okay with yet.

00:07:40

Elaine Godley: Events in checkin. We tried this a couple of meetings ago where we shared a QR code and a check-in code and um we could see who was checked into the meeting and um it was up to me to have gone on and then sent an email to everybody and there was a glitch in the system there. So all this stuff is is great but it's we have to remember that it's still in test mode. Um, and what I tend to do is I'll I'll research something, have a go at it, if I come across a glitch, I'll report it, and then I'll forget about it.

And it's not until I go until the next uh time that I think, "Oh, I hadn't done all all all this stuff." But there's plenty there that you can look at um and start going through. Your own training program is is important. Um, I'm just going to click on continue to see where we get to on this because um, training plan. Yeah, you see I've I've already set up my training plan, but it's I've only done um I've only just started actually going through it.

00:08:48

Elaine Godley: So, when you start your training uh plan profile, you'll see these questions here. So, um, Gemma, who is actually a real person, She she's obviously set up with AI, but there is a real person called Gemma um who can help you. So basically you say the areas she she goes through these questions and you know how well do you know a CRM system? How well do you know how to make an introduction and so on. So you answer the question, it doesn't take very long and then it comes up with your personalized training plan and everybody's plan will be different to the next person because not everybody's using CRM for example the the customer relationship thing. Um but there's another yet another button thing if you click on when you're in when you're in this um mode you click on your picture and then you see here my affiliate link. So, if I click on that affiliate link, that gives me a that gives me a um QR code. It gives me a code to copy for check in. Um QR code for checkin.

00:10:01

Elaine Godley: Um and this is this is the affiliate code here which we can copy and use that. So, again, there's there's lots to explore. So feel free to to explore these for your own your own um benefit and and learning. So just to remind you going back um where all this starts from is on the the my most connected. Oops. How do I get out of that? I'm going to start again. All right. Can you see my dashboard? My first dashboard. Okay.

Will Nicholls: Yeah.

Elaine Godley: So just a reminder, click on connect on the top of the dashboard. Click connect and then you on the dropown you open the web app. Open the web app and that's where you have all this stuff. Um my affiliate link um sorry. So what I showed you up there clicking on your picture there that's about the event checkins. This get my affiliate link here. You can click on that. Oh, it's the same thing.

00:11:08

Elaine Godley: Okay. Right. So, you just copy and you've got your own affiliate link. Now, apparently I haven't actually we did try this world, didn't we?

Will Nicholls: Yeah.

Elaine Godley: Um I the link and then you started doing the training,

Will Nicholls: Yeah.

Elaine Godley: but then you found you had to be a LinkedIn person, didn't you?

Will Nicholls: Yeah. Which I'm not,

Elaine Godley: In order

Will Nicholls: which unfortunate, but um it it looks like a pretty good system to me.

Elaine Godley: Yeah.

Will Nicholls: We just need used to using it.

Elaine Godley: Yeah. There we go. Does anybody have any questions? because I say I've got to I've got to dash up I'm afraid. Does anybody have any questions on on on any of this or any other questions you do with the the Multics Connect?

Gyana Geetha: May I may I ask something?

Elaine Godley: Yes.

Gyana Geetha: Um it's it's not related to this completely what you showed but um uh can you will try to create a LinkedIn profile now. I mean, since it's been so many years, so it's

00:12:04

Elaine Godley: No, Will will can't Will and Charlie have both tried.

Gyana Geetha: been

Elaine Godley: It's something to do with his um your not your URL. What's that thing called? The IP IP address.

Will Nicholls: Yeah,

Elaine Godley: Is it Will?

Will Nicholls: we're because we're old.

Gyana Geetha: a Okay,

Will Nicholls: So, we just can't escape it. We tried um we tried the ends and stuff,

Gyana Geetha: okay.

Will Nicholls: but no, I can't I can't get on to LinkedIn.

Gyana Geetha: Oh, okay. Right. Right. Thank you. sad.

Will Nicholls: Yeah, Veric. I I was a original pioneer, believe it or not. I was at the top of the pile for quite a long time before they threw me out.

Gyana Geetha: But

Will Nicholls: But it was before it was properly, you know, um I I stepped overstepped the mark without realizing it and that that was it. I was thrown out. Right, Ela? You need go and have your I know you're looking forward to this.

Elaine Godley: Yes,

00:12:52

Will Nicholls: You need to go.

Elaine Godley: I can't wait the dentist. Yeah, lovely. All right, take care everybody. Do reach out to me on WhatsApp if anybody needs any any help.

Will Nicholls: Okay. Right. We're going to go through the document now that I shared I shared it with Precious earlier on today. Um I think we predominantly Maltics here today. So we haven't got anybody else that um to confuse. But what I'm just going to do is um open the document. You've all received it. Um, so I just need to go on screen share. Share screen. Right. Okay. Right. So document is here. Right. So this is a standard operating procedure. I created it on um on AI obviously. But the idea of this is um

firstly when you're going through um the setup with Elaine was talking about you need to know who you want to talk to. Okay. So I very simply and obviously this is this is going to be different for everybody.

00:14:08

Will Nicholls: Peter probably has got completely people completely different people to he wants to talk to compared to Precious compared to Guyana. So what I did I actually um used a very simple AI prompt. Um so if I start at the top here the daily action plan um the request what you're trying to achieve is that you get connected to five warm uh people every day. That's that's the plan. It takes 10 minutes. Engage. Thank introducers. Invite new leads to a 15minute chat via your Titan email link booking system. And then um what we're talking about here is consistency really. Every day take 10 minutes. That's all it takes to to um begin the process of following up and in inviting people to um to to come to you for a meeting. Okay. So, what I did here, there's extra links here if you need them. There's um you know, extra stuff. It's all internal multics, but the Il prompt that I used uh was for fidget, I think.

00:15:23

Will Nicholls: Have a look here. Yeah. So, um, the AI prompt was based on really simple. We, Peter and I have been, um, training with Flipfllet. What we didn't realize is just how stupid stupid um, the requests are um, to find the right people that you want to talk to. So, in other words, let AI do the work. So this request was something like um suggest uh the top five people who are senior in

the print industry who would be interested in digital and I might have I might have expanded that a little bit. I might have said the top five industry sectors or or people job titles where people have the ability to invest or have the ability to make big changes. So those kind of prompts get you the type of person that you really really want to talk to. So here we are. There's a really simple prompt. Corporate buyers, procurement directors, sustainability directors, brand experience, blahy blah. I think this was for for PE for corporate, you know, so I must have put a prompt in there for corporate.

00:16:43

Will Nicholls: This one is for print and merchandise. So what AI is telling me is that the people you need to talk to are managing directors, CEOs, commercial director, product development director, production director, and the account director. Okay. So going through the procedures that Elaine's just showed you, this is where you search out people to talk to. um and make invitations on a daily basis. And the idea is that you should be getting at least two calls a day through your networking. And included in this lovely bundle is that you will get guaranteed two an email every week with two people that if you haven't contacted already, you need to that comes in through the system. So that's really really cool. Um, excuse me. An alarm going off. Right. So, um, so once you do that in Gemini, then you've got the toolbox if you like to then go into multi connect and get confident, start using your magic box. So something that's um for to AI prompts is keeping it simple.

00:18:03

Will Nicholls: Keep it simple, stupid. You might have seen this phrase before. Um, and this is a an exactly how to um instruction manual if you like uh take you from start to finish to make sure that you're doing this on a daily uh basis. But what Elaine wanted me to do and Charlie was to put in the request and again this is for this is for these these people. Okay, it's going to change slightly probably depending on who you want who you're trying to connect to. But this bit here is rather important on the introduction template. Uh this is from me. I notice you're connected with such and such and such and such. We're helping printers unlock new revenue, cut operational cost costs, and maintain compliance. If comfortable, would you mind passing along a gentle introduction over LinkedIn or email? No pressure, but I'd be genuinely grateful. So, this is for your introduction. Yeah. So, remember, you you can only can only you can't connect with um uh first uh is it first or second connections?

00:19:11

Will Nicholls: Can't remember. So, I'm not involved with it all the time. I forget. Um uh you can only connect with first connections or second connections. Guyana first connections.

Gyana Geetha: the first connection on

Will Nicholls: Right.

Gyana Geetha: LinkedIn.

Will Nicholls: So the idea of this is that you're reaching out to get introduced. Okay. And this is what what we've done here. This is this comes from Morris Morris Watts direct. Morris Watts. Um, some of you may have met um over the years before he died, unfortunately. He he's got I've got a whole bunch of stuff up on my wall here which we use um which we use to create things like this. So, what he said, and he's absolutely right, senior people, they're only interested in three things. These are the people that

work part-time usually. um go to board meetings and play golf. You know, these kind of people, they on huge salaries normally, but they're only interested in three things in the world.

00:20:17

Will Nicholls: Uh making money, saving money, and compliance. And they're the least compliant people you can imagine, but they're interested in it because they know they can go to prison. They're legally bound um as as directors to compliance. So, you throw that into the words. So if you're talking to somebody senior as in introduction. So you can see it here. We're helping printers unlock new revenue. Oh, that's interesting. Cut operational costs, saving money, and maintain compliance. Wow. So that that that these are the key words, the key phrases that we put into this introduction to help you get to get into these meetings. Now, this come I think actually this one came from Charlie. This one came from me. Right. So, once you've been introduced, thanks for connecting us. I've been following your recent work. It's clear you're leading from the front. Ego, right? Um, senior people have got egos like you cannot believe. Okay. Just think of lovely Mr. Trump.

00:21:28

Will Nicholls: Okay, just think of anybody who's um uh very very senior in a company. Uh think of the car that they drive, the suit that they wear, the place where they get seen, the restaurants that they use. They're egotistical people. They like to be recognized for um um for their for their achievements. Okay, so that's that's that's written into this. You can see it's very clear that you're

leading from the front. Most businesses are trapped in outdated models. Alarm bells. Is his business model trapped in an outdated model that burn cash? Hey, burn cash. Oh, no, no, no, no. I don't I don't want to be in a business that burns cash. And we are at the moment. So, I better pay attention. All right. So, the shift to digital engagement. He's going to go, she's going to go. What the What does physical mean? Help slash operational costs and unlock margins of 20 to 40%. Why is this?

00:22:36

Will Nicholls: Well, you know, if a printer wanted to invest in the digital side of things, the technology side of things like we're doing with the app at the moment, they'd probably have to invest half a million pounds. That's a conservative estimate. Firstly, they don't want to do that. Secondly, they hate technology anyway. Directors especially. So the idea of a license is well, you pay £75,000 and you get access to it or at least all your clients get access to it. And why doesn't that work? Well, actually, as a printer, we don't have to do anything. All you got to do is own a license, geographical license in your area. you own and control your area, but you you can um you can network and work into any unsold area on the planet. And what it does, it's turnkey. Your clients can purchase physical phys digital um products through uh through the Multix app. Uh nothing changes from your from your print shop. Nothing everything's exactly the same as it was before.

00:23:39

Will Nicholls: But Larries provide the uh the generic QR frame or the designer QR frame signed off by the client. All right? So it's completely compliant. And if you go into the world of fidget, just do a basic research, Brian, you'll find that you can add 20 to 40% onto to the product pricing. So that's just automatic. All right. So that is an explanation of how they make extra money, how they save money. Okay. So that's what the agency license is about. It gives them access to a very expensive infrastructure that they really don't need to build themselves. They got no reason to anyway. It's already done. It's fully supported by LAR. £75,000 gets them complete geographical protection in the areas that they own and it gives them access to areas that aren't sold anywhere in the world. So I'd welcome a brief 15minute chat. Right. So, um, what I'm what I'm interested in moving forward is somebody like Gyana who's who's also um who's also selling her own business and she's got another business as well.

00:24:59

Will Nicholls: Okay. How how would your how would your text be here? And what we'll do and please, you know, look at this document. Um, if you're talking to somebody else who's networking, uh, or your own business, then let Charlie and I look at this. Um, so create your own, but let us look at it so we can help you make sure that you get the right things right. But if you remember the rules, um, the rules are very, very easy to remember. Directors like to make money. They like to save money and they're interested in compliance. If you can get that into your work, um, then you're going to get their attention. All right. Um the the wordage on shops, just to reiterate, is this that the shops that we've created, they're worded around what's in it for me? How does it change your life? And how does it improve your mood? How does it transform your mood? So, you'll notice in all the multic shops, the wordage isn't about this product does this and this product does that.

00:26:07

Will Nicholls: It's very it's it's super enhanced around um uh the NLP and the feelings of people, you know, what's in it for me? Um how can it change my mood and and how can it trans how can it transform my life? Those are the kind of words that people want. They're the kind of words that people are much more likely to invest in than just a list of, oh, this widget does this, that, or the other. people shut off. They're not interested. What they're interested in, what's it going to do for them in their life. Okay. So, I'm hoping this has really helped. This is a um this is a straightforward setup here. Okay. So, I would think that there's enough in here for somebody like um Uh I I would think that this is perfect for most people in the multic sales team. Keeping it simple. Okay. Some people like more detail. Now detailed people tend to be the more difficult people to sell to.

00:27:13

Will Nicholls: Uh depending on your disc. So, for example, we know that Eddie who's on the call uh has got a very high S, which means he's got the ability to over and over and over and over and over explain technical stuff to people who like detail. So, the in the red here, this this is more detailed. Okay, there may be stuff in here that you want to interrogate yourself. Uh but the idea of this is that that um this is for detailed people. So, um, the laws on this are quite simple. If you're talking to somebody senior in a company, any of these names here, they're almost certainly not detailed people. People rise to these positions because they hate detail. They use accountants. They use other detailed people to do all their work for them. Okay. Um but if you are in the unfortunate position of talking to somebody who's an accountant for example or who is in charge of uh schedules or somebody who cannot possibly make a decision without detail then you're going to need the red text here.

00:28:29

Will Nicholls: Uh my advice to you is that uh it's very difficult to sell to people who are detail much much much easier to sell to people who are at the top of the company. All right. So those are the rules. So I hope this is really helping you guys because what you've got here is like over well between Charlie and myself and and Morris as well over 100 years of experience that we're trying to impart to you. uh but imparts you in a way that you can use it within multi connect. Has everybody got this uh document?

Gyana Geetha: This is the one that you shared the link to on WhatsApp.

Will Nicholls: Everybody's got it. Yeah, that's right. I shared it on WhatsApp. What's going to happen? Um uh let me just stop sharing. No, not stop presenting. Stop sharing. All right. Stop presenting. Right. What's going to happen is that um Peter and I well Peter particularly has been working on the the the changes with the new app.

00:29:42

Will Nicholls: So they're going to be different levels that you log in. Solaris you log in salespeople you log in licences you log in to this area management they log in this area and in there there would be this kind of documentation so anybody who's using multit connect you log in and this document will be in there. Um so the original um the original idea of having the academy is still there in principle. Um but it won't be the vast complex um theater of planning that we've that we'd originally talked about because there's

no need because each of us will be able to log in and get um instant access to the documentation that they need. Interestingly, today I've been talking to somebody called Ken Tombs. Ken Tombs. Um he introduced me to Fliplet about four years ago. He is um a hugely detailed very clever man who specializes in um in compliance standard operating procedures all the kind of stuff that most people don't really want to get involved with to be honest with you. And uh we had the exact same conversation.

00:31:10

Will Nicholls: his his business and the way that Peter and I are working together are identical. And he put his hand on his head. He said, "I'm just blown away. I'm blown away that you're working in this way." Um, and I said, "Well, this comes from bitter experience of working with an app that's been, you know, not performing the way it should be." And um it goes back to the idea that um through FlipFlip um I'm going to spend some time with Eddie to show him exactly what we're doing there, but we've become a partner or reappointed ourselves as partners with Flip Flip, but in a way that nobody else has done. What it does is it says, "Okay, um let us understand your business model. Then we'll put a complex document to my together and on the back of that complex flip document we will produce the prompts to build your app. Okay. So Eddie goes and talks to people. He um gets that information. That information comes back to him to Peter and we then go ahead and build the the app long as we do the business obviously.

00:32:17

Will Nicholls: Um, and that is a completely and radically different way of going about things because for years businesses have had technology imposed upon them by web developers and there's we've all experienced a terrible friction between trying to understand what the client wants and what they get. Yeah. this way for the first time ever. We're one of the first companies to understand that actually we got to understand the business model first. Okay? Because when I started talking with Ian Broom at Flipley, he said, "I don't want your business model. I don't want it. I just want the technical document." And I said, "Well, unfortunately, I'm not technical." But now with AI. I can be. So now you can say right this is my business model or this is this is the client's business model. Now we can create the technical documentation. Now we can create the the the prompts. And what's really really interesting is that we're going to be able to extrapolate cleverness from previous apps and prompt them into other people's apps in a second.

00:33:24

Will Nicholls: So that could include for example UI, you know what it looks like. Um or more importantly with progressive web apps, it's the the phone user themselves. How the phone you how we delight the phone user, what they need to do to make it work for them and how we can help them do that. Because an app, particularly a progressive web app, is dramatically different to a website. A website's like a piece of paper, um, flat piece of paper, like a menu in a restaurant, you know, whereas a PWA is a two-way communication device. Um, and it's absolutely perfect for building a community, etc. So, this document's important. I just wanted to share that with you. Um, listen, inside Multit Connect, you can't break it. It's impossible. Okay? It's not a piece of fine china. You can't accidentally trip on the carpet and drop it. You can't. But what you can do is get thoroughly stuck in to playing with it and finding how you how it works for you because you should be making two calls a day on Google Meet or um or uh Zoom with your beautiful backdrops up.

00:34:45

Will Nicholls: Um, and I'm just so looking forward to our sales call, sorry, Lar's call on Wednesday to see how we make progression there with the e-cards, etc. as well. So, yeah, it's all about continuity. You know, when people see your backdrop, see your e-card, see the app, all the same color, all that conformity is has pulled through. Um, Peter's been working on uh the reporting system as well. So Sarah and I for a long time have known that we wanted to give our clients a quarterly um snapshot of how how successful their app and their articles are um and how many people scan their QR etc etc. So we're putting that into a central reporting system and Peter's already created that. um for just fine-tuning the actual products that are in there and aligning them with the e-cars that we've already built. But we are um and everybody on this call is the multit so I'm happy to talk about it here. It really we really are moving into a new space completely new um very exciting space for Maltics.

00:35:59

Will Nicholls: getting our act together. So when we start advertising then obviously the leads will come in for our salespeople. So at the moment most important thing get yourself involved in multitconnect get those uh calls going start talking to people and then um and then we can make some money. Anybody got any questions um about the document or are you comfortable with that precious with the document?

Wk Tari Precious: Yeah, I'm comfortable with that. I have no

Will Nicholls: Yeah. Okay.

Wk Tari Precious: question.

Will Nicholls: Um because I know there was some kind of two and throwing with sales people. Where are my leads? Where are my leads? Well, the leads are yours to create. We don't It's not like it used to be where the company gives you a whole bunch of leads. you go pick up the telephone, those days are over. Or send out, you know, millions of emails. Those days are over. This is all about personally getting known, getting liked, and getting introduced to other people.

00:37:01

Will Nicholls: So, good luck to everybody out there, and I genuinely mean it. I think Multics Connect by Mot Trust is a fabulous tool. Um, and we I think could be the first company to start using it properly. So, um, good luck with with your efforts. Uh nothing else I will stop the call. Uh this is being recorded obviously. It's available off the platform. Um and I look forward to seeing you all again next Monday. Thank you so much for

Gyana Geetha: Yeah. Well,

Will Nicholls: joining.

Gyana Geetha: can you stay back if you just stop the recording?

Will Nicholls: Where can you sorry

Gyana Geetha: Can you can you stay back on the call just for some more time? And can you can you stop recording?

Will Nicholls: of course yes of course of course. Yeah. We'll say goodbye to everybody. Guy wants to talk to me

Gyana Geetha: It's okay. They can also hear. They can also be there. Yeah, they're all all all part of Maltics.

Will Nicholls: for the call.

Gyana Geetha: I just Have you Have you stopped

Will Nicholls: I'm just going to stop it now.

Gyana Geetha: recording?

Will Nicholls: I think I've stopped it. Oh, maybe not. Stop recording. Stop recording. Stop.

Transcription ended after 00:38:15

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