



Notes

Aug 4, 2026

Meeting Aug 4, 2026 at 14:58 CEST

Meeting records  Transcript  Recording

Summary

Team synchronization session aligned platform strategies and standardized outreach protocols with artificial intelligence for enhanced lead generation.

Platform Strategy and Onboarding

Management finalized mandatory sales call attendance and clarified technical workflows for content distribution. Staff now utilize specific automated matching functions instead of manual search tools to improve lead quality.

Standardizing Outreach and Procedures

The team established a standardized operating procedure requiring approved messaging scripts over custom outreach. Leaders emphasized leveraging artificial intelligence to craft concise, high-impact introductory prompts for target decision-makers.

Refining Lead Generation Protocols

Participants adopted a firm policy prohibiting cold outreach in favor of warm introductions through mutual connections. The group committed to achieving daily call targets while refining search configurations for better results.

Next steps

- ☐ [Eddie] Reconfigure YouTube Playlists: Use artificial intelligence to reorganize all media content lists on the platform.
- ☐ [Elaine Godley] Report Bug: Submit feedback regarding the lack of a back button and unsaved search history in the software.
- ☐ [Elaine Godley] Practice System: Test the match me search functionality to ensure proficiency.
- ☐ [Will Nicholls] Draft Introductions: Generate personalized outreach messages for salespeople to facilitate warm contacts.
- ☐ [Will Nicholls] Create SOP: Develop a standard operating procedure for inputting data into introduction fields within the system.
- ☐ [Will Nicholls] Send Meeting Recording: Distribute the meeting recording to the sales team.
- ☐ [The group] Revisit Sales Procedure: Revisit the sales process and procedures during the meeting on Monday. Ensure all sales personnel understand the importance of the business development strategy.
- ☐ [The group] Delegate Technical Inquiries: Refer customers requiring extensive technical information to Peter or Eddie. Use this delegation process during sales calls to ensure proper product explanations.

Details

- **Personnel and Program Onboarding:** The meeting opened with updates regarding personnel changes, specifically noting that Shashank had not yet completed a profile and that Eddie was being moved into the technical sales program

(00:01:50). It was emphasized that Eddie would begin reconfiguring YouTube playlists using Artificial Intelligence, a task intended to resolve long-standing difficulties in navigating the platform's content (00:02:58).

- **Attendance and Sales Call Requirements:** Will Nicholls emphasized that participation in weekly sales calls is mandatory for all team members (00:04:06) (00:06:19). It was clearly stated that failure to attend these calls would result in removal from the program, as these sessions are essential for learning to use the Multics Connect platform and connecting with the right people to generate revenue (00:06:19) (00:38:01).
- **Content Development and Distribution:** Tyler is currently working behind the scenes on backdrops and e-cards to support the sales team (00:04:06). Will Nicholls reported that Artificial Intelligence had been used to adjust a LinkedIn article to align with the platform's latest algorithm, and this content had been distributed to the team to assist with their individual outreach efforts (00:05:03).
- **Search Tool Strategy:** A key discussion focused on the difference between the "Magic Box" and the "Match Me" functions within the Multics Connect platform. Elaine Godley recommended utilizing the "Match Me" function for recurring, high-quality matches, noting that it provides automated suggestions via email twice a week, which is more efficient for ongoing lead generation than the "Magic Box" (00:11:01) (00:27:10).
- **Defining Target Audience Roles:** The team identified the specific roles they should target when performing searches to find potential clients in industries such as merchandise printing. The recommended targets include Managing Directors, Chief Executive Officers, Owners, and Commercial Directors, as these decision-makers are viewed as the most valuable contacts for the regional licensing and agency-in-a-box models (00:09:03).
- **Demonstration of the "Match Me" Workflow:** Elaine Godley conducted a screen share to demonstrate how to use the "Match Me" function within the Multics Connect platform. The demonstration highlighted inputting specific roles into the system and the necessity of defining geographic parameters, or leaving them blank to search the "universe" of contacts (00:14:04) (00:16:29).

- **Platform Navigation and Lead Vetting:** During the demonstration, Elaine Godley and Will Nicholls discussed the process of evaluating potential leads. They analyzed profile scores (e.g., a two out of ten match) and concluded that it is necessary to thoroughly vet candidates by reviewing their Multics Connect and LinkedIn profiles before making any contact ([00:17:44](#)) ([00:28:08](#)).
- **Developing Standard Operating Procedures:** To ensure consistency in outreach, the team discussed the need for a Standard Operating Procedure that guides salespeople on what to write when requesting introductions. It was agreed that team members should not create their own unique scripts but rather use standardized, approved phrasing to ensure a professional and cohesive approach ([00:19:51](#)).
- **Refining Outreach Prompts:** There was a focus on the importance of using Artificial Intelligence to craft concise and impactful introductory messages ([00:20:46](#)). Will Nicholls noted that prompts should be restricted in character count and specifically tailored for busy decision-makers, such as a Chief Executive Officer of a print company, to explain how an Artificial Intelligence agency can increase margins by 20% to 40% ([00:21:48](#)).
- **Individual Support and Training:** Will Nicholls offered to provide one-on-one training for salespeople to help them master the outreach process. It was agreed that for those still building confidence, providing specific contact information to Will Nicholls would allow for assistance in drafting introductions until the team members are comfortable managing the process independently ([00:22:41](#)).
- **Precision in Search Criteria:** Elaine Godley noted that some search results yielded low-quality matches with scores of two, three, or four out of ten, indicating that the search criteria required better precision ([00:24:18](#)). The team agreed to revisit and practice these search configurations during their upcoming call on Monday to improve the quality of results ([00:25:06](#)).
- **Prohibition of Cold Outreach:** A strict rule was reinforced that team members must never engage in "cold outreach" by clicking the connect button directly. Instead, the established protocol is to always use the system to request a "warm

introduction" through mutual connections, as direct cold contact is viewed as unprofessional and counterproductive ([00:36:09](#)).

- **Clarification of Workflow:** A misunderstanding regarding the role of e-cards was addressed. It was clarified that e-cards, articles, and videos serve as the source material that a user inputs into a tool like Gemini to generate a prompt. That resulting prompt is then used within the Multics Connect platform to facilitate the matching process, rather than the e-card being uploaded directly into the platform ([00:38:58](#)) ([00:40:55](#)).
- **Commitment to Future Goals:** In the concluding remarks, Will Nicholls reiterated the objective for each salesperson to achieve two to five calls per day. The team was encouraged to continue practicing these systems, utilizing the support of Artificial Intelligence, and working collectively to achieve significant business growth ([00:45:29](#)).

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Transcript

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00:01:50

Will Nicholls: Ah, I've seen you for ages.

Elaine Godley: Hello.

Will Nicholls: Hello.

Elaine Godley: Hello.

Will Nicholls: As you can see,

The one: Hello.

Will Nicholls: we are professed and swamped to a salespeople on the sales

Elaine Godley: Yes,

Will Nicholls: people.

Elaine Godley: indeed. Indeed. Um, I messaged Shashank this morning because he still hasn't done his profile and I've just checked

Will Nicholls: Uh,

Elaine Godley: this minute ago and it's still not in.

Will Nicholls: who's this?

Elaine Godley: Shashank.

Will Nicholls: Oh, Shashank. Strange, isn't it? It's like like the Indians. Um, you're not allowed to take their photo because you'll steal their energy or something.

Elaine Godley: Oh,

Will Nicholls: It's like find out about something we don't already

Elaine Godley: okay.

Will Nicholls: know. Eddie's on the call.

Elaine Godley: Yes, I can see.

Will Nicholls: Eddie's I've just come off a call with Eddie for half an hour.

Elaine Godley: Hello.

Will Nicholls: So, we're going to move him into the program AI program.

Elaine Godley: Good. I'm glad you were glad you've done that. Perfect.

00:02:58

Elaine Godley: Perfect profile for

Will Nicholls: Um, we're obviously going to move him into technical sales, which is my so my vocation as well.

Elaine Godley: That's

Will Nicholls: It's unusual. Most most sales people haven't got a clue about technology or I haven't got the I don't know what it is, the ability to process detailed stuff. I've always had the ability, thank goodness, but I'm not sure it's fully within my profile, but it certainly is within yours, Eddie. So, that's good. I've asked um London, Flip in London to invite you to the call on Thursday. I think it's 10:00 a.m., I think, um UK time. I think it might be 10:00 a.m. It might be 9:00 a.m., but anyway, whatever. It's on Thursday. All right, cool. Um Eddie's going to reconfigure using AI all of the playlists

The one: Yeah.

Will Nicholls: within um

Elaine Godley: Great. Good. Because I can never find any of the damn things.

Will Nicholls: YouTube

Elaine Godley: It takes me ages to find whatever I'm watch want to see.

00:04:06

Elaine Godley: Yeah. There's no kind of logic. Of course, there was no logic because it was all just on the hoof, wasn't it? As you've created things, you you put in there.

Will Nicholls: it was just like oh this sounds like it might be in this group.

Elaine Godley: Yes.

Will Nicholls: So that that he's going to sort that out. Um what else is going on? Tyler's behind the scenes working out uh working with Guyana and her team.

Elaine Godley: Yeah.

Will Nicholls: Backdrops and e-cards. Um so you know the the LAR's e-cards are the bit that's missing when the sales ones have been done. I've actually put something in the chat here. Let's start recording this. Uh yeah,

Elaine Godley: I'm only here for 30 minutes.

Will Nicholls: that's okay. This is going to be a short call with no salespeople. So start recording again. Um okay,

Elaine Godley: Well,

Will Nicholls: this is a salesperson's call today. We've got no salespeople. Uh this has been going on for rather a while, I'm afraid.

00:05:03

Will Nicholls: Uh and it will change because, you know, this is a compulsory call. Um but there is important stuff to share with salespeople and how they use the magic box inside multipet. So inside the um inside the text here I've got an a search example using your ecard. Who are the most likely senior people to search for in the multics connect magic box? So it it's not necessarily just your e-card. It can be any multics article. So for example, I've asked everybody today to to share a LinkedIn article that I created. Um and I actually asked AI to create it so that it would overcome all the problematic um um uh what do they call it with u with LinkedIn? It's got these algorithms that change all the time. So I asked it to adjust the article for the latest algorithm and it just did it. So I distributed it to everybody. So I'm hoping you know that will get distributed on our individual LinkedIn. Um and I've also created a video about that as well and I've just added that into YouTube.

00:06:19

Will Nicholls: So and I've created an article on talk as well. But, um, let's keep this, uh, if salespeople aren't going to be here, let's keep this succinct. Um, and I'll keep saying this. If you're not on these sales calls, you won't be on any any sales calls in the future. We'll remove you from the program. And I don't want to do that. But unfortunately, this is very, very serious. You know, salespeople have to be on sales calls. It's well documented. It's automated to your email. It's sent to you privately. There is no excuse. whatsoever for not being on this call. And Charlie will back me up with this. She's a sales director. Um, so please, please start getting yourself on these calls. Why? Because it's important that you understand how to use Multis Connect and how to connect with the right people to make money. That's what this is all about, about making money. So, um, Ela, what are your thoughts on the search example that I've put there?

00:07:18

Will Nicholls: So, a as an example, I tell you what I'm going to do. So, I'm going to use Elaine's e-card and see what happens with that. See what how that search could come up. Okay. As an example. So, you guys talk between yourselves and I'll I'll just do that a

Elaine Godley: I'm intrigued to see how this works.

Will Nicholls: second.

Elaine Godley: I I didn't know you could use your ecard to do searches, but I don't understand what we're going to see here. So, I'm intrigued.

Will Nicholls: Okay. Uh Okay. say here I'm going to punch in the answers here now. Okay, so this is what this is what AI came up with. Uh so for this one using your card as an example, this is what it came up with. That's pretty cool, isn't it? So it's in the it's in the

Elaine Godley: We can't see anything. Okay, that's no good for people.

Will Nicholls: um No,

Elaine Godley: It's recording.

Will Nicholls: it is.

00:08:13

Will Nicholls: It's recorded on the on the doc.

Elaine Godley: Yeah, but can we see it? Can Can the recording people see the

Will Nicholls: Yeah, it's in the chat going.

Elaine Godley: chat?

Will Nicholls: Yeah, and it will come through on the on the recording as well.

Elaine Godley: Okay. Magic.

Will Nicholls: All right.

Elaine Godley: Very magic.

Will Nicholls: Yeah. So, that's that's there. I'll make sure that it's highlighted as well on on the document. Right. So, so I'm going to use a different example now.

Elaine Godley: Okay.

Will Nicholls: I'm going to grab um I'll tell you what I'll do.

Elaine Godley: Right.

Will Nicholls: I'll grab a left.

Elaine Godley: Slow down. Slow down. Hold your horses. Right. You're a high G. This is a high C thing that you're asking to be done.

Will Nicholls: Yeah.

Elaine Godley: We need to we need to read through whatever this is that you can we can't go on to the next one without understanding what the first bit is.

Will Nicholls: Oh, you take your time because It'll take me a time to to create the next one.

00:09:03

Will Nicholls: All right. So, just Yeah.

Elaine Godley: C can we can we just look at what we've got here? So,

Will Nicholls: Yeah.

Elaine Godley: so what have we talk us through what we've actually got here and

Will Nicholls: Well,

Elaine Godley: we'll

Will Nicholls: we've got a list of people that we should be talking to or um connecting to for my magic box.

Elaine Godley: these are the these are the they're not um they're rolls. That's what I'm trying to find. I've lost the word. They're rolls. Right. Okay. So,

Will Nicholls: their role and they're senior people and you can ask for senior there's no point talking to you know a junior a print company no point whatsoever unless you're talking to the head honchie the guy who owns it or the managing director don't talk to them at all and this is how we're going to connect with them in in in the magic box um so we we can use these as as examples, can't we? We can say, okay, um merchandise printers, right?

00:10:02

Will Nicholls: Target roles, managing directors, chief executive officers, owners, founders, and commercial directors to see what turns

Elaine Godley: Okay. So that's within.

Will Nicholls: up.

Elaine Godley: So for for anybody wanting to talk to merchandise printers, workware and promotional product business owners, these are the roles that you're looking for.

Will Nicholls: Yeah.

Elaine Godley: Okay. Right. I get it.

Will Nicholls: All

Elaine Godley: And so why search for them? Because they're the ideal target for the multic regional licency and agency in a box models. They all just supply physical goods such as work wear,

Will Nicholls: right.

Elaine Godley: uniforms, merchandise, business print, and they can transform their physical products into smart digital gateways. Okay. So that's that's the first lot.

Will Nicholls: Yeah.

Elaine Godley: Then we've got um businessto business, regional directors, and franchise territory managers.

Will Nicholls: Yeah.

Elaine Godley: So and then we're looking for managing directors, regional directors, operations directors, business development directors. So they're all again, you know, is the pattern, isn't it? So it's just another variation on the theme.

00:11:01

Elaine Godley: Doesn't matter what the industry sector is at the moment. you're looking for print companies, but within print companies um all the senior the senior level um roles names of the roles that's what you you're looking for.

Will Nicholls: Yeah.

Elaine Godley: So uh how do we implement that with um multics uh connect? Ideally we use the match me function not not the not the box. It's not the magic box. It's the match me function. The magic box is just kind of a quick and dirty thing.

Will Nicholls: Okay.

Elaine Godley: Um, but as you're running a campaign,

Will Nicholls: Okay.

Elaine Godley: I'd recommend putting it in the match me because you you'll continually get matches. So, what happens with the Multics Connect Premium every week you get two matches sent to you and I've I've ended up listening cracking podcasts out of the matches that come to me. I've had nine out of 10 and 10 out of 10 matches that come across my email. So um I' I'd recommend you use the match me function rather than using the the magic box.

00:12:07

Elaine Godley: Um so then on your list here in the chat box um so we've got diff we've got different people here we've got so so don't don't model up any salespeople listening to this don't model up all the different categories. So don't put don't put any more on this call will there's there's ample here. Um,

Will Nicholls: Oh,

Elaine Godley: so we're looking for

Will Nicholls: just to match me instead of magic box. So if you do that,

Elaine Godley: Yes.

Will Nicholls: you get different different answers.

Elaine Godley: Uh, yeah, but you can't you can't there's no point in confusing. You're going to get so much information when you use the match me and you'll continually get that coming through

Will Nicholls: Yeah,

Elaine Godley: to you if you start using this in the in the magic box. It's going to

Will Nicholls: I can just say use this use this prompt rather than the results of it or match

Elaine Godley: be

Will Nicholls: me.

Elaine Godley: so you can't use a big prompt in match me. You can only use specific.

00:13:01

Elaine Godley: You can only use the names.

Will Nicholls: Yes. Okay. So, you have to know their names.

Elaine Godley: The names of the roles, not the names of the people, the names of the roles.

Will Nicholls: I got you. Okay. So, so this is the the what I've done here is the the magic box is just the first stage and then the second stage is actually finding out exactly who they are for match me.

Elaine Godley: No,

Will Nicholls: Is that right?

Elaine Godley: no. So, let let me share my screen and I'll see if I can um try it.

Will Nicholls: Yeah.

Elaine Godley: So, can you remember what I did yesterday because I messed it up and then it it worked, didn't it?

Will Nicholls: Um I I think that you've got to go to Chrome tab and then you've got to pick out Multics Connect.

Elaine Godley: Okay. So,

Will Nicholls: Don't know why exactly the same on Zoom.

Elaine Godley: entire screen entire

Will Nicholls: It's a real pain.

Elaine Godley: screen and then I'm clicking on the multipix.

00:14:04

Elaine Godley: There we go. Right.

Will Nicholls: That's it.

Elaine Godley: Can you see the multics thingy?

Will Nicholls: Yeah.

Elaine Godley: Cool. Okay.

The one: Yes.

Elaine Godley: So, um, let me move you out of the way.

Will Nicholls: Yeah.

Elaine Godley: So, on your on the top, you've got these, um, icons.

Will Nicholls: Yeah.

Elaine Godley: You go to match.

Will Nicholls: Yeah.

Elaine Godley: So, you go to match there and then the this box pops up. People I would like to meet should be located in leave blank if worldwide. So, if you just want UK, you put UK in there. If not, then you just leave it blank. You can also um um say who you don't want, you know, what countries you don't want.

Will Nicholls: Okay.

Elaine Godley: So number three is the is the is the important one. People I would like to meet should be like this. So we're looking at mine.

Will Nicholls: Okay.

Elaine Godley: I've said HR directors, head teachers,

Will Nicholls: Yeah.

Elaine Godley: um and I'm going to add coaches.

00:15:00

Elaine Godley: So in in the situation here we would put in let me actually do it I can I can correct that again. Um right so give me some roles um well from what we're looking for.

Will Nicholls: Um, merchandise Princess.

Elaine Godley: Okay merchant it's too

Will Nicholls: You can probably copy and paste it from the text.

Elaine Godley: much merchandise printers. Um, right. I'm going to put that at the end. So, um, we want managing directors,

Will Nicholls: Yeah. Chief at Zach,

Elaine Godley: directors, CEOs,

Will Nicholls: owners and commercial

Elaine Godley: owners.

Will Nicholls: directors.

Elaine Godley: What's owners? Commercial. directors of merchandise printers.

Will Nicholls: Yeah.

Elaine Godley: So I'm going to click update at the bottom. So you can see how that's very clear.

Will Nicholls: Yeah.

Elaine Godley: We're not precluding the country. So they can be anywhere in the world. We're just giving three or four roles there.

Will Nicholls: Yeah.

Elaine Godley: So we click update and then find matches. Oh, sorry. That's um that's the magic box that's popped up there.

00:16:29

Elaine Godley: Right. Let me go back to the match. Right. There we go. So So we're back to to that box. Right. Update. So now how do I find them? Um how do I find these people? I think I search right. Search the universe

Will Nicholls: Right. So that's everybody that's Oh my word. Yeah.

Elaine Godley: 80 80 nearly 82,000 now. Um all right thing I need something else I need to do

Will Nicholls: Oh,

Elaine Godley: here. Oh change it to English because I'm in Portugal that's come up.

Will Nicholls: right.

Elaine Godley: So English. Um it's unlikely got anybody.

Will Nicholls: Okay.

Elaine Godley: Well, there will be some in that 86,000. There's something to there's something to do. There we go. Search. It's my camera was covering the thing at the top. So, go search um type to search first degree, right? I'm going to search to the whole whole network.

00:17:44

Elaine Godley: So, connection type, I'm searching to the whole network. So I'm now looking for these people that I've asked it to match me with.

Will Nicholls: I

Elaine Godley: So the these these are not my people. This is would I wouldn't be looking for this. but for your purpose. We've already said merchandise, inventors, etc. So, um I'm not sure it's pulled up. Um Hyper Business Solutions Western um I think what it's done is owners, chief executives, owners. Let's look at this chap here. He's only a two out of 10 match for me. So, he'd be no good for me personally. But for somebody who's already got actually no, hold on. Here we go. Can you see? And it's pulled up his details.

Will Nicholls: Yeah. Yeah.

Elaine Godley: And um I'm saying it's no good for me because this isn't my this isn't my

Will Nicholls: Yeah.

Elaine Godley: brief. So I could click on to um ask for recommendation and it comes up with a person who knows this this person.

00:18:51

Will Nicholls: Okay. Yeah, we know Daniel.

Elaine Godley: So then you write in there and then you say this this will be good for you to look at will

Will Nicholls: Yeah.

Elaine Godley: um what do you want people to put into that

Will Nicholls: Yeah. Why would you like to be introduced to Logan? Um, okay. So,

Elaine Godley: Oops.

Will Nicholls: we are talking about uh an AI agent. So, hang on. Right. So, we're an AI agency looking to introduce much higher margins into the print industry with

Elaine Godley: Right. Okay.

Will Nicholls: digital.

Elaine Godley: That's what you would put in there. and then you to that to this person and then you click that that um request introduction and the person would then introduce the second person to this person.

Will Nicholls: Right. Right.

Elaine Godley: What I suggest you do will is to to write out I think you need to write another SOP. This is helpful because it's as we're as we're demoing this we're seeing what what you know what's missing.

00:19:51

Elaine Godley: um the salespeople need um an SOP um to to know what to write in the fields. So I think if we have the um we don't we don't need prompts. You you've you've you've done that hard work. All we need is the all they need is the the role titles which is what you've

Will Nicholls: Yeah.

Elaine Godley: got.

Will Nicholls: Yeah.

Elaine Godley: And then when they found the role title from through to going through the match me, they then have to write in the introduction box why they want to be introduced. So that that would also be um a set of words from you.

Will Nicholls: Yeah.

Elaine Godley: So that way everybody's consistent rather than making up their own thing.

Will Nicholls: Yeah. I mean it's pretty easy because we've done the bulk of the works done by this stage, isn't it? It's just a final what are you looking you know why are you um why are you looking to to be introduced to this

Elaine Godley: Yes. And it must be a valid reason,

00:20:46

Will Nicholls: Listen,

Elaine Godley: not just because, oh, you know, I like, you know, your name sounds cool or or I like where you live or, you know, it's got to be a proper business reason.

Will Nicholls: right?

Elaine Godley: So what you said sounded sounded very food. Um, you

Will Nicholls: very easy to to to grab a shop link and say,

Elaine Godley: know,

Will Nicholls: "Right, you know, create an explainer as to why I need to I want to be introduced to the Hello Finance and it will just do it for

Elaine Godley: um,

Will Nicholls: you

Elaine Godley: maybe links don't work in in the the magic the match meeting or or

Will Nicholls: on just do it in Gemini." um you know so you can say right in 200 characters, 300 characters, 500 characters, keep it really succinct. Um create an introduction to John Bellen, director of Hello Finance because I want to talk to him about Baltics Connect AI license for print for the print for printing.

Elaine Godley: That sounds okay.

Will Nicholls: So that would be that would be the

Elaine Godley: Although it's a bit longwinded, but if you can.

00:21:48

Elaine Godley: Yeah.

Will Nicholls: pro what I'm trying to get over here Ela is that people aren't using prompts properly you know and you

Elaine Godley: Yes.

Will Nicholls: know there's no good meme making doing it for people have to learn and they have to go out there and start using the prompt systems properly and restrict the number of characters keep it concise um ask AI to to create it specifically for a busy you know a busy CEO of a print company explaining um AI agency and why they can get extra margins 20 to 40% using this product.

Elaine Godley: Yeah, we Yeah, I I get that.

Will Nicholls: This

Elaine Godley: But for the salespeople, I think you need to be more prescriptive, will because um not everybody knows how to use AI.

Will Nicholls: Yeah.

Elaine Godley: you know, you're you're you're really proficient now on the prompts on the Gemini. For you, it's easy peasy. You can do it with your eyes closed. Um,

Will Nicholls: Yeah. Well, they they can send me a request, can't they? I say that to all salespeople.

00:22:41

Will Nicholls: Right.

Elaine Godley: but

Will Nicholls: Who do you want to talk to? Um, send me there because obviously I've got no access to this because I got thrown out of LinkedIn years ago for setting up um my most trusted uh with Scott which is just unfortunate. So I send me the person who you're trying to contact um send me a screenshot or whatever um and I will and I'll create I'll I'll create the introduction for you. That's brilliant. I'd love to do that.

Elaine Godley: Right. Okay. Well, I think that will be good. Yeah. For you to get them started so that they can then run on their

Will Nicholls: Yeah.

Elaine Godley: own.

Will Nicholls: And I can do one-on- ones with each salesperson. Right.

Elaine Godley: Yeah.

Will Nicholls: This is how you do it. Right.

Elaine Godley: Yeah.

Will Nicholls: Off you go and do it. Um All

Elaine Godley: Yeah. I think that would be good. But I think what we're trying to do at the moment is too much too quickly for them.

00:23:21

Will Nicholls: right.

Elaine Godley: They need to be handheld to go forward.

Will Nicholls: Up for the sales call.

Elaine Godley: Um it would be yes it would be the

Will Nicholls: That would be a big start, wouldn't it?

Elaine Godley: fact that nobody's even turning up. But I just wanted to show on this on the screen um that you can see here there's there's

Will Nicholls: Yeah.

Elaine Godley: um 10 pages of you know 10 pages of

Will Nicholls: Oh, wow. Yeah.

Elaine Godley: people 10 connectors per page.

Will Nicholls: Thank you.

Elaine Godley: Um I just uh seeing if there's more there.

Will Nicholls: So powerful.

Elaine Godley: Yeah. Okay. So, so what you then do, so you have all these people and you can pick them off one by one.

Will Nicholls: Yeah.

Elaine Godley: Um, go through and look at the the numbers of the um,

Will Nicholls: Yeah.

Elaine Godley: uh, their scoring out of 10. Um, okay,

Will Nicholls: Right.

Elaine Godley: I'm clicking the wrong thing here. Right.

Will Nicholls: We've got quite a few people there.

Elaine Godley: So,

00:24:18

Will Nicholls: Got nothing to do with the print tray. Why Why are they

Elaine Godley: you don't know. I think it could be because CEO the CEO.

Will Nicholls: there?

Elaine Godley: See, this is why you have to give them to the person to look. don't just willy-nilly um apply to you know to see the person. Um,

Will Nicholls: Right.

Elaine Godley: so see these people here, you can actually see they're not they're not on my my most trusted at the moment. They've only got the um Oh, no. That that gives you that gives you an opportunity. You can add them, but you don't you don't want to add them until you've already you've had a conversation with them. But you see,

Will Nicholls: Okay.

Elaine Godley: some of these aren't aren't very good matches. So, I don't think actually this is I think the the the prompt thing needs to be better. They're all they're all too low. They're two, threes, and fours out of 10. And I put I changed the the thing, didn't I?

00:25:06

Elaine Godley: I changed it to be the directors um that you wanted to see.

Will Nicholls: Okay. Well, there's some precision that we need to put into this cell.

Elaine Godley: Yeah,

Will Nicholls: So,

Elaine Godley: I think so. Yeah,

Will Nicholls: um do you think we could cover that on our call on Monday,

Elaine Godley: none of them are terribly

Will Nicholls: Ela? Just Thank

Elaine Godley: Yes. Yeah, I'll I'll have a practice with it because Scott is enhancing things all the time and

Will Nicholls: you. Right.

Elaine Godley: um moving things about. So, I think that's um I think that's been certainly been helpful for me as well to show what's what's missing in terms of the the steps. Um so,

Will Nicholls: Okay. Yeah,

Elaine Godley: yeah, I'll do that Monday.

Will Nicholls: pretty appreciate.

Elaine Godley: Yeah, we'll do that Monday.

Will Nicholls: Honestly, that's fantastic. And another reason I think we've got uh we've got precious coming on board. Another Hi, Precious. Uh, another reason why these calls are compulsory on Mondays and Tuesdays is because you're learning such valuable information, you know.

00:26:04

Will Nicholls: Um, and although it's recorded, this is recorded. Um, it's the actual process of who you search for specifically using your e-card or or any video you can use. You can use any video that we prepared in YouTube to do this. You can use any article, any LinkedIn article that's been posted or I've asked you to share, you can use that um and say right who do I need to speak to in inside match me inside multit connect. So that whole process that we've been talking about now hopefully it's to help you a lot precious. You should be making two to five calls a day every day, five, six days a week. This is how you do it. We need to get you up to speed with connecting to people. Um um and using the system to make connections, get yourself known, liked, and trust in the community and set up calls. And that's what this is all about. A lot a lot of money to be made, and I mean a lot of money, more than you can dream of.

00:27:10

Will Nicholls: You get this right.

Elaine Godley: Well, what what I'm doing now will um can you see can you see my trusted and I've written here owners and senior directors in print merchandising companies.

Will Nicholls: Yeah.

Elaine Godley: Can you see that? Okay. So,

Will Nicholls: Yeah.

Elaine Godley: this is the magic box. What I previously showed was the match me and that's the that's the kind of core that you

Will Nicholls: Right.

Elaine Godley: do because that way that puts you into the system that you're looking for those people and the automated system will give you um at least two matches every week over and above anything that you do. So you have leads automatically coming to you high matches.

Will Nicholls: So just tell me that again. What happens? They actually email it to

Elaine Godley: Yes. Yes. You get two emails a week on premium on multip connect premium.

Will Nicholls: you.

Elaine Godley: You get two emails a week and they are direct suggestions on who you should connect to. They will be close matches on your uh whatever you put in the match

00:28:08

Will Nicholls: Oh,

Elaine Godley: me. So you don't even need to get out of bed, you know, then things come to you,

Will Nicholls: why?

Elaine Godley: but you then got to work through is that person really what what what um is suitable for you to to speak to. So you have to look at their uh Multics profile and look at their LinkedIn profile. So never speak to anybody unless you've looked at at least one of those, preferably preferably both of those because not everybody's going to line up. Um but this what I'm showing now is the magic box. So this is a temporary thing. So I've simplified what we've put in to be the match me. So I've said find matches now for owners and senior directors in print merchandising companies. And you see here on the left it says experimental. Your usage helps us improve this feature. Let us know what you think. So a lot of these things are experimental. You know we're helping to beta test all this stuff as well.

00:29:02

Elaine Godley: So I'm going to click find matches and see what happens. So, it will take it will take a few seconds to to go through. Um, so I'm hoping that what will happen shortly is that we'll get some some messages thrown up because I've I've changed the search from my own contacts. Maybe that's what I did before. Why why they didn't come up terribly well um to the universe.

Will Nicholls: Yeah.

Elaine Godley: That's probably what I did. Well, so it's going through. Okay.

Will Nicholls: Okay.

Elaine Godley: Right. So, your search results are ready. So, I'm going to scroll down and it's reminding you there the golden rules.

Will Nicholls: Yeah.

Elaine Godley: No cold outreach. Always request an introduction first.

Will Nicholls: Yeah.

Elaine Godley: Um, so, you know, it's it's um um it's, you know, it's how to grow your network and um reach out to your community. So, then here we go. So, we've got a guy here, Andy Middleton. He's a director. ctor at Print Co. Limited, Graphite Media Limited in Nottingham, director with 36 years of experience in print design, signage production, merchandise printing, right?

00:30:10

Elaine Godley: So that is a that's a perfect one to start with. So down here under him, you can see his my most trusted profile and you can see the LinkedIn got two two

Will Nicholls: Right.

Elaine Godley: switches here.

Will Nicholls: Right.

Elaine Godley: So let's have a look at his we've already got a decent um thing there.

Will Nicholls: Yeah.

Elaine Godley: Let's have a look. We can read for well this actually is nothing more.

Will Nicholls: Yeah.

Elaine Godley: So let's have a look at his my most trusted profile and he's a junior networker. So he's new he's new on the on the street as it were.

Will Nicholls: Yeah. So,

Elaine Godley: Um,

Will Nicholls: just as an idea with when you spot this, invite them to our Monday call at 2 PM. Why not?

Elaine Godley: yes.

Will Nicholls: Great introduction. How simple is that?

Elaine Godley: Yeah, could be. So, you see,

Will Nicholls: I like you. I trust

Elaine Godley: yeah, the the the thing is,

Will Nicholls: you.

Elaine Godley: you know, whizzed around now and it's come up.

00:31:08

Elaine Godley: Andy Middleton is untrusted by you. Obviously, this is all about me. So,

Will Nicholls: Yeah.

Elaine Godley: he's he's untrusted by me, but he's an eight out of 10 match to which aligns with what what you want

Will Nicholls: What?

Elaine Godley: to, you know, what a salesperson wants to go with. So, that's that. And then all you would do,

Will Nicholls: Yeah.

Elaine Godley: you can't connect with him unless you're remember you can't connect unless you're first line. So, we can see all about him. And um this is where in in the profile when we're looking at the the the profile um let me see on on your dashboard to the right of the dashboard on multi connect you've got your photograph you click on the photograph where you either update or view a profile and then you you fill in all the bits which I keep talking about every Monday when you fill in how to introduce me this is so Andy here he's written in his how to how to introduce me.

Will Nicholls: Perfect.

00:32:08

Elaine Godley: This is where it picks up. So So we're seeing it now from the other point of view. We're seeing what somebody else has written. So that would be a good a very good match um to have a look now. Um, I'm not sure here how to get back to where I was because I can't see how the the back button the back button it doesn't seem to have a back button. Um,

Will Nicholls: That's

Elaine Godley: don't know how to get the back,

Will Nicholls: funny.

Elaine Godley: but it also tells you here his personality type. Um, it didn't look as though I filled it in.

Will Nicholls: Yeah. So again, when you're formulating your outreach, you can use his personality type to formulate exactly how he prefers to be spoken to.

Elaine Godley: Yes. Yeah.

Will Nicholls: Very

Elaine Godley: And you get the introduction through on on here on the right you've got um

Will Nicholls: powerful,

Elaine Godley: this person knows Andy Permit Singh Kink he he knows Andy.

Will Nicholls: right?

Elaine Godley: So you'd click on that to ask permit for an introduction.

00:33:17

Will Nicholls: Oh,

Elaine Godley: So that's that.

Will Nicholls: simple as that.

Elaine Godley: So, it's, you know, none of it's rocket science, but as I keep on saying, you have to, you know, you have to practice and you have to go through it in order to to know what's what and get confidence. Every time I do these things, I'm I'm getting more confident,

Will Nicholls: Yeah.

Elaine Godley: but I'm still um I'm still not 100% myself. I don't know how to get back without turning everything off. I'm going to turn that off and I'm going to go back in. So, now um I remember France asking this question. Um, so now it's gone back to the previous thing.

Will Nicholls: Gone back to Portuguese now.

Elaine Godley: It's gone back to Portuguese. It's not saving anything. Um, so I don't know how to keep that list. I think we should have I think it should go to another tab, but it hasn't done. So I'm going to I'm going to report that back to um to my most trusted.

00:34:04

Will Nicholls: Right.

Elaine Godley: But you can do screenshots. So if we if I'd have um gone back down if I maybe just do another one quickly before I whiz off. So um right. So um what was it? Um senior directors. Senior directors and

Will Nicholls: Yeah. Merchandise,

Elaine Godley: owners.

Will Nicholls: printers, uh, workware, promotional product, business owners, managing

Elaine Godley: No. Stop it. Stop it. Well,

Will Nicholls: director

Elaine Godley: you're getting too complicated. You you always have to do very very simple because what what happens if you put too much in,

Will Nicholls: just

Elaine Godley: it just it twirls around on itself and sometimes it comes up saying that you can't find it gets it's like

Will Nicholls: Uh yeah.

Elaine Godley: it's like with a prompt, you have to you have to be very specific. But with with these,

Will Nicholls: Hey.

Elaine Godley: you have to be specific and short. Um merchandise print companies.

Will Nicholls: Yeah.

Elaine Godley: So that's that's short. Um, we'll go again and we'll see if that chat comes up.

00:35:11

Will Nicholls: Yeah.

Elaine Godley: I think that's roughly what I had before. As I say, I don't know how to get get back once we've got the list. I need to need to look at Oh, it's come up with German. Oh, look, it's it's gone to German. And also we're only looking I didn't click the universe one so it's picking

Will Nicholls: All right.

Elaine Godley: up first and second degree still nearly 14,000 search results already. Let's have a look see how quick it is. Right. He's not come up with the first one but there's another one here. This one lies in in Lowisto. Another one there is in um info pine. Oh Boston United States.

Will Nicholls: Yeah.

Elaine Godley: So we got we've got a few people but I don't know. I'm going to scoot to the end to see if I can copy it. Read more. No. So, there's there's a half a dozen or so people there. So,

Will Nicholls: Right.

Elaine Godley: you can just do screen prints and then you can go back in and find them.

00:36:09

Elaine Godley: Um,

Will Nicholls: Right.

Elaine Godley: you can go on to their LinkedIn profile. Just look at this this chat here. Look at his LinkedIn profile.

Will Nicholls: Yeah.

Elaine Godley: And then you can see here that he's he's second to me. Um, so you've got the connect button, but you don't want to click the connect button. You want to use the my most trusted system because you want a warm introduction. If you just click the connect,

Will Nicholls: Yeah.

Elaine Godley: it's a cold introduction and you cannot go in there and start selling to a cold introduction. It's just not on. It's it's really bad. It's very unprofessional and people just snub you. But if um I want to be introduced to this guy Glenn,

Will Nicholls: Heat.

Elaine Godley: which is a really good um connection, bear in mind we can't connect until we're first line and we're only I'm only second to him as you can see there. So over on the right here I've got the um Glenn is a member of various other systems and he's he's trusted by this woman Lolita um various

00:37:06

Will Nicholls: I can't.

Elaine Godley: and it also gives us various other people um that I don't know trust him.

Will Nicholls: Yeah.

Elaine Godley: So that also gives you more connections. Um, but I wouldn't bother going through those. Just click on Lolita and then ask for an introduction. But in the meantime,

Will Nicholls: All right.

Elaine Godley: obviously you can look through his profile. You can look through he spent 30 years there and blah blah blah the LinkedIn stuff. He doesn't have that many followers. He's only got a thousand, but maybe there are thousand that are quality people. Who knows?

Will Nicholls: that. Oh, wow.

Elaine Godley: There we

Will Nicholls: Well, thanks because this is this is how you make this is how you make more money than you can dream of if you

Elaine Godley: go.

Will Nicholls: get the hang of this and start using it properly. Turn up to the sales calls every week. turn up to our Monday calls every week. This is how you make a lot of money.

00:38:01

Will Nicholls: I'm going to say again, if you're not on these calls, you will be removed from the program. Okay? So, unfortunately, that's just the way Charlie works. And I don't blame her either because we put the effort in. We expect to have the effort back. Thank you.

Elaine Godley: So for for people who haven't made it to this call and and for Precious who's who's

Will Nicholls: So,

Elaine Godley: um came on um in the chat there are no names, no titles for you to to to look for. The spiel that um Will's put there is very helpful because it explains to you why you need to talk to these people, but you're only picking out the the names. So, here we've got I'm looking merchandise printers. Um you're looking for managing directors, chief execs, owners, founders, commercial directors. That's that's probably the maximum you could put in. Um but if you use the term that I did on the previous one,

Will Nicholls: Yeah,

Elaine Godley: senior directors and owners of I think that's all you need to do.

00:38:58

Will Nicholls: very important.

Elaine Godley: I think that's a very very succinct title that that covers all of the roles that we we've got

Will Nicholls: Just to reiterate, this is from my ecard. It could be from an article.

Elaine Godley: here.

Will Nicholls: It could be from a YouTube video. You just ask uh Gemini to give you the information you need to go to the magic box and match me. And that's this is critical part of your journey to two to five calls a day with very senior people. It won't happen overnight, will

Elaine Godley: No, it won't.

Will Nicholls: it?

Elaine Godley: I don't understand what you're talking about with the e-card. How can you go from the e-card to to this

Will Nicholls: Right.

Elaine Godley: system

Will Nicholls: So the at the top it says search example.

Elaine Godley: at the top of what? We're not we can't see

Will Nicholls: Yeah, you can.

Elaine Godley: anything.

Will Nicholls: You've got to click on your um on the tab at the bottom which says in call

Elaine Godley: T at the bottom of what will

00:39:55

Will Nicholls: messages bottom right.

Elaine Godley: um are you do you think you're showing us an ecard because you're not showing us anything?

Will Nicholls: Are you in the message? Are you in the message area?

Elaine Godley: message area of what I'm on on the meet thing. I can see the pictures of people that are here. That's

Will Nicholls: Okay. So, at the bottom right,

Elaine Godley: all.

Will Nicholls: you've got like a padlock bottom right. Then you've got cross where the meeting tools are. And then you've got chat with everyone inside the chat chat

Elaine Godley: No, all I all I've got is um the meeting tools X and next to that I've got chat with everyone.

Will Nicholls: with

Elaine Godley: There's nothing else.

Will Nicholls: right. So in chat with everyone at the top it says uh search example using your e-card who are the most likely senior people to search for in the multi connect magic box for firstline connections. So that could have been an e-card it could have been an article could have been a YouTube video.

00:40:55

Will Nicholls: Um, I just happen to use my e-card because it's got, you know, it's got everything to do with our AI agency, the same as the salespeople have.

Elaine Godley: Right.

Will Nicholls: So, stick in your own ecard. Um, or just use

Elaine Godley: Okay. Th This is where the missing link is.

Will Nicholls: information.

Elaine Godley: So you're you're you're saying to people put your e your own ecard into Gemini, right? That's the missing link. You're not you're not you weren't saying that. Put the miss put the ecard into Gemini.

Will Nicholls: absolutely.

Elaine Godley: Then Gemini asked Gemini to give you but but you don't need to.

Will Nicholls: Yeah. Yeah.

Elaine Godley: what I've explained well covers covers

Will Nicholls: Well, the whole conversation's been on the back of that.

Elaine Godley: everything.

Will Nicholls: So, as long as as long as we understand that we're using AI to do that, that's brilliant, isn't it? That's that's how you do it. You do it inside Multics Connect. It'll do it for you.

Elaine Godley: I think the two are completely separate in my head.

00:41:54

Will Nicholls: Well, um, how so you can actually put an e-card into multi It's going and find the people you want to talk

Elaine Godley: No, you don't need to.

Will Nicholls: to.

Elaine Godley: Multit connect. Multi connect shows you as I've showed you today who to connect

Will Nicholls: Yeah. Yeah. But the right of the start of the conversation,

Elaine Godley: with.

Will Nicholls: everything you asked me for to put into those into multit came from my original search on Gemini.

Elaine Godley: Yeah. Yeah, I get that. I get that.

Will Nicholls: Yeah.

Elaine Godley: But that doesn't they don't need to do that because you've done that work. They don't need to do it. All they need to do is ask for senior senior directors and owners of merchandise print companies. That's it. They don't need to do any of all the back stuff. You you've done the hard

Will Nicholls: Yeah. And and Gemini is,

Elaine Godley: work.

Will Nicholls: you know, it does all the donkey work for us.

00:42:45

Will Nicholls: It's such an incredible tool. Um, Multisconnect is out of this world for getting in contact with the people that you need to speak to. Um, and I think that Elaine's work and support for all of us is just fantastic. We just need to start using it

Elaine Godley: Yes. Yeah. And and very very simple. Just go straight to the horse's mouth.

Will Nicholls: properly.

Elaine Godley: You've done the back work. I'm kind You're the back end of the donkey at the moment and I'm at the front end. you know, sometimes it changes around, but we're we're we're the two ends of the pantomime donkey,

Will Nicholls: Yes.

Elaine Godley: you know, we get there. But keeping it simple is really really important because the more complicated things get when when Eddie is doing the um and Peter doing the AI things to create the PWA

Will Nicholls: Yeah.

Elaine Godley: apps, now that's a whole level way above my pay grade. Um that's different alto together and that's complicated. This has to be very very simple otherwise you won't get the the right

00:43:44

Will Nicholls: People can reach out to you,

Elaine Godley: answers of course.

Will Nicholls: can't they, for advice.

Elaine Godley: Yes,

Will Nicholls: And um on Monday, we're going to redo this again um and really truly make sure

Elaine Godley: absolutely.

Will Nicholls: that all sales people, all understand how important this is for developing the business and creating our

Elaine Godley: Right,

Will Nicholls: future.

Elaine Godley: I need to go now. Hopefully that's helpful and hasn't been too confusing, but keep it simple. The gold principle.

Will Nicholls: Thanks, Elaine.

Elaine Godley: Okay,

Will Nicholls: Bye.

Elaine Godley: bye-bye.

Will Nicholls: Bye. Bye. So if anybody wants to stay on the call, anybody got any questions? Precious, you got some questions precious. Sorry, I couldn't hear you. Oh, you put your hand up, Precious. Go on. Go on. Sorry. Yeah. What's your question? Are you there, Precious?

The one: She just sent a message on on our chat. She says she doesn't have any question.

Will Nicholls: All right.

00:45:29

Will Nicholls: Okay, that's fine. Okay, that's fine. So, um, on Monday, let's, uh, let's revisit this, but the whole of this conversation came about because I put my e-card into Gemini and I asked, as you can see here, and this will come through on this recorded document, when searching for firstline connections in Multit Connect, um, you should look for senior decision makers who can either leverage physical to digital infrastructure. And here they are. They're merchandise printers, they're workware and promotional. So we know this. So as long as we follow the procedure that Elaine has shown us, it's recorded on here, but we'll do it again on Monday. There's absolutely nothing stopping you from creating eventually through time.

The one: Yes.

Will Nicholls: Two two well you can you can create as many calls as you want, but certainly two to five calls a day. And you can imagine if you're good at your job and you understand the product, um you should be you should be able to close an awful lot of business. Uh if if somebody is really technical and they need much more information, hand them to Peter. Uh or increasingly I think Eddie. So if you need a Larry's partner to work with you understanding uh this precious you know if you get a bit stuck then introduce Eddie into the call and have another call and and explain the product free because Eddie's got tenacity on detail. Um so what he's going to learn over the next six months will take him to where he needs to be in the future. But let's go let's uh you know all together collectively learn to move forward and make money and this it's very nice to meet up every week but we need to make money and this is how we do all right so thanks for joining us precious this is recorded I'll send it out to the sales team and we've got more sales coming in there's been a bit of a hiccup

The one: Yes.

Will Nicholls: but they should be coming in next week so watch this space all right thank you so much by everybody Okay,

The one: Thank you. Bye-bye.

Will Nicholls: bye-bye.

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