

**Go
for the**

**with Jeff Molander
Sales Communications Coach**

Photo credit: @ondasderuido & chameleon-design2





I had two clients go radio silent over a multiple-email period. Sent two emails using your method this morning to them. BOTH wrote back within 20 minutes

Jim Edholm
President, BBI Benefits



I wrote 5 of my ghost clients and 4 have written back... Crazy!

Brad Gamson

Google 360 Certified Photographer

Why & how it works.



Yes = commitment

No = protection

Yes is a trap

Commitment (“I will”)

Confirmation (“I heard you”)

Counterfeit

No.

- Protecting themselves
- Avoiding feeling vulnerable
- Demonstrating power, control

“Have you given up on this project?”

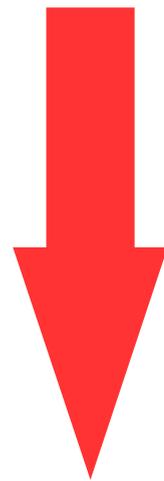
“Have you given up on _____?”

finding new ways to get response
identifying better OPMs faster & cheaper
better ways to retain employees
streamlining paper-based workflows to cut costs



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

Questions?
Comments?
Complaints?
Ideas?



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