



Sales Sync - Thursdays

Host	Shawn Rickenbacker
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Participants (7)

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Christopher Garraffa
Humberto Buniotto
Gabriel Lacap

Transcription

Shawn Rickenbacker [0:03](#)

Do calf raises today. Put £600 on the bar.

Christopher Garraffa [0:06](#)

And I'm like.

Shawn Rickenbacker [0:07](#)

Always compresses my back.

Christopher Garraffa [0:09](#)

I feel like.

Shawn Rickenbacker [0:11](#)

I feel like I'm an inch shorter, you know, it's not like I've got a lot of height to. To spare either, you know, so.

Christopher Garraffa [0:18](#)

Yeah, it's just compressing your spine. You lose an inch every time you do it. Yeah.

Shawn Rickenbacker [0:23](#)

Feels like it takes like a week to recover and just still feels so tight. So.

Christopher Garraffa [0:30](#)

I've always. I've always. Ever done calf raises as seated? For the most part.

Shawn Rickenbacker [0:35](#)

Yeah.

Christopher Garraffa [0:35](#)

Just on your knees that way, like, because it does. It would kill my back if I was doing that, but I seated. It's always not terrible.

Shawn Rickenbacker [0:41](#)

Yeah, I would too. The. The place I work out doesn't have a seated calf raise thing. And even at that, like, the weight is so high, I can't do anything besides a barbell to, like, really get the.

Christopher Garraffa [0:56](#)

What you need hypertrophy.

Shawn Rickenbacker [0:58](#)

Yeah. So it's a hard knock life, you know,

Christopher Garraffa [1:02](#)

hey, at least you're able to do it. That's all that matters.

Shawn Rickenbacker [1:05](#)

Yeah, I am. I am blessed.

Christopher Garraffa [1:07](#)

And you are doing healthy individual.

Shawn Rickenbacker [1:08](#)

Yeah, true.

Christopher Garraffa [1:09](#)

That's the hardest part is getting up and doing it.

Shawn Rickenbacker [1:11](#)

True, true, true. It looks like a D is coming in. I want your guys eyes on this morning. A D. And there's Umberto. There we go.

Morning. Sorry, it is opinion time. I want to know this is the font we use for everything. I don't feel like it pops and I feel like we're missing something. This is the back of the shirt. I'm getting these shipped or printed and ordered today. We've got a few different options. I can change the font. I can also. This is the base one, but let me add a color so that we can actually see it. I was thinking if we go

and just add Triopus at the bottom, that might be good, but I want your guys's thoughts on it. Maybe try a different font.

Humberto Buniotto [2:14](#)

I'd say the website.

Shawn Rickenbacker [2:16](#)

Website, yeah.

Humberto Buniotto [2:19](#)

But nobody's calling. I think they're going to be looking us up online. Right, true. I was thinking when I was envisioning this shirt situation, I was thinking more of

kind of like, you ever seen the Nike shirts where they have it written like across the. Like at an angle type of thing, Almost like oversized. And they have some shirts here that you can print the entire shirt. I mean, I'm not saying we should do that, but the one you're looking at is limited to that square. I think it's called all print or something. Like that or full print or something like that in printful. And you can print all across, like the sleeves and everything can essentially make it a canvas. That's what I was thinking, like, massive, you can't miss it type of thing. And with the font that's kind of outrageous. Not necessarily the font that we use.

Shawn Rickenbacker [3:20](#)

Fair. So there are all over print.

Humberto Buniotto [3:23](#)

All over print. That's what it is.

Shawn Rickenbacker [3:26](#)

So all print. And we'll go shirts. Try that basketball jersey, and they're pretty comfortable, too. Okay, here's an athletic shirt. We got a men's crew.

Humberto Buniotto [3:42](#)

Oh, it's. I mean, do you. The way I usually do it, I just sort it by reviews and then just pick one, throw the design and then try different fonts. Are you having it shipped here?

Shawn Rickenbacker [3:56](#)

I'm having it shipped to me and I'll bring it to the conference.

Humberto Buniotto [3:58](#)

So I think Chris is an Excel, a DNI are going to be L.

Shawn Rickenbacker [4:03](#)

Okay. Sweet. Chris, I will send you yours to your house then. I already have your shipping address.

Christopher Garraffa [4:11](#)

Cool.

Shawn Rickenbacker [4:12](#)

Sort by highest rated.

Okay. I think this men's clothing filter is filtering out unisex, so use. This is the best one. Okay. Crewneck T shirt. I'll get you guys those shipped today. As far as the font goes, I just want to play with this a little bit in Canva, but I can do that on my own time, send you guys previews, etc. Not a big deal.

Chris, I also got your cards shipped to you. Umberto. I'm gonna get some ordered for you as well. I didn't change much on the overall design. I just added a tagline. It's the same tagline we're using on the booth, which is built for behavioral health, customized for you. And I'm getting finalized designs with Maria and I'm getting the booth ordered today as well, so. Okay, I know you sent me the that. We've got the support number on some of our sales enablement materials. I think this is just the one that Imagine made for us. So I don't have the RAW files to adjust that one, but all of our other ones have the 866 Triopus as far as I've seen.

Humberto Buniotto [5:30](#)

Okay, yeah, maybe. Maybe you can just tell them, hey, can you send me one with this number? And they'll just update it. We can update it updated in the documents. I just noticed because I was sending it to a demo that a DNI just did or a discovery fair.

Shawn Rickenbacker [5:44](#)

So, yep, definitely can do. And at very worst, I can play with the file myself, even though it's not raw. So. Okay, let me go and pull up our dashboard and we'll go into the deal view as well.

Adi Tiwari [6:06](#)

Just a heads up, guys. I'm here. Just doing that. Step out for a second.

Shawn Rickenbacker [6:12](#)

Really cool. Here is the sales dashboard as far as deals that have exited proposal. Last week, one of them entered demo completed, one of them, two of them entered close lost. We've had one deal enter proposal proposal last week. This filter specifically is not. I don't think this is the last seven days. I think this is specifically. Yeah, last week. So on Monday when we've got our sales sync, we'll be going over this week's adjustments as well. We are still at 140,001 ARR. And our projected versus goal minus any outliers is about 304, which is about 50% of where we want to be. So that's the overarching

dashboard status.

Humberto Buniotto [7:08](#)

Yeah.

Shawn Rickenbacker [7:08](#)

Yep.

Humberto Buniotto [7:09](#)

Okay, let's talk about. Can you pull up the deals that are closing this quarter?

Shawn Rickenbacker [7:17](#)

Yes, yes.

Humberto Buniotto [7:21](#)

Maybe sort by deal owner and we can go through.

Shawn Rickenbacker [7:23](#)

Yep, deal owner. These are. I'm also going to see if I can sort by both. Here, Let me go like this. I'll go deal owner and we'll just do proposal deals at the moment.

Chris, we've got psych pll. I know this is one that you were handed recently.

And we've got action item as of Wednesday to call into Sally cell and email. What updates do we have here?

Christopher Garraffa [8:02](#)

Yeah, I have no updates. Like I said in the note, I placed a call into Sally, who's the main point of contact. We have her cell phone number on file. And then I sent an email to all three people and have not heard back.

Shawn Rickenbacker [8:15](#)

So.

Humberto Buniotto [8:16](#)

So, Chris, this. Feel the next steps. Feel the next step. Feel that Sean is highlighting is a little confusing. I was confused too. I tend to go in there and put in what I just did, but it's actually meant to be like, what are you going to do next? Right.

Christopher Garraffa [8:30](#)

Okay.

Humberto Buniotto [8:30](#)

So the idea here is like, okay, what's your next move? What are you thinking about with this deal?

Christopher Garraffa [8:36](#)

Okay, I can update those then. Some of them have it, some of them don't.

Shawn Rickenbacker [8:39](#)

Yeah.

Humberto Buniotto [8:40](#)

What do you have in mind? What do you think your next move is going to be? Because I know for a fact if you looked at the history of the deal,

Kristen has been trying to get with them for a long time. This is a deal that I was working back in like December and there was some billing functionality that they wanted that we didn't have because we were using practice suite at the time. Time. And when we revived this deal, I think they reached out to us and said, hey, I was. Maybe. I sent an email and they were like, hey, we're back on the market, or something like that. And the hook was, we now have a solve for this. And I said, you probably remember this. We had a conversation with Kristen on the call. I said, go back to the recordings that we had with them. Look at what the specific requirement was, because I didn't remember, and send them a video or some. Something that says, hey, we solve for this. We should talk kind of thing. I don't think Kristen ever did that.

Christopher Garraffa [9:38](#)

Okay.

Humberto Buniotto [9:39](#)

I don't think she ever did that. So if you look them up in grain with. I think Sally is the point of contact, you probably can just go to. This actually might be a good application for ChatGPT. You can just use that connector for grain. Say, look for all the recordings where this person is in and tell me, like, the billing hurdle that prevented them from moving forward, and then figure out a way to address it. My suggestion with to Kristen was to send a video, but you might have a different approach.

Christopher Garraffa [10:14](#)

No, I can send the video. That's not a problem. What my kind of process was going to be for these people, because all the ones that got handed were basically just ghosting, was to do two outreach this week and next week, and then send that Ghostbuster email that we talked about the last time. So just to kind of draw them back in. But I can. I'll dig through and see if I can find those pain points and then send that video.

Humberto Buniotto [10:39](#)

Okay.

Anything on your side that you want to talk about? We don't have to talk about all of them, but anything that you need help with or that we can. That we can collaborate on.

Adi Tiwari [10:56](#)

Yeah, just that red line for Joanne Parr. I. I know it's like a. A lot. Any. Any updates on that?

Humberto Buniotto [11:08](#)

Oh, red line for Joanne Par. Yeah, that's. Oh, they redlined. They redlined the msa, right?

Adi Tiwari [11:15](#)

Yes. No, it's not that msa. It's the. It's a bunch of stuff. I think they literally copied and pasted our terms and conditions and had, like, two or three lawyers crawl through. And it's in their folder.

Humberto Buniotto [11:27](#)

Yeah. Opus License agreement.

Adi Tiwari [11:30](#)

Yeah. Yep.

Humberto Buniotto [11:32](#)

Okay, let me see. Yeah, I can get that done today. Put an action item or like a next step for me. John to Humberto, to. To review the TNC red lines and

get back to a D, and then the D can send it over to. I completely forgot about that. Sorry.

Adi Tiwari [12:00](#)

No worries. I know it's a lot, and, you know, with everything going on, but. Yeah, my feeling is we get that back. If we can, I don't know, get 50 on their concessions, they should be good to go. And then I expect. I think the way we have it structured, guys, is like two commit deals. I feel good about Shiloh and family. Houston, we're at the point with Shiloh right now where they have the master service agreement. They're probably looking at sticker shock right now. It's, it's all about, I think, sales enablement now and reassuring and that sort of thing to get them across the finish line. Other than that, Sean, just letting you know we had that talk space that, that one for tweet, I anticipate this is not a real buyer because her question to me is, hey, I get a gift card, right? If I show up. So we'll see. She seems to just be a provider as part of the Talk Space Network. We'll see if there's anything else. I'm going to meet with her later after this call.

Shawn Rickenbacker [12:58](#)

Yeah, I'll, I'll double check with. Because I had set this with Monkey Box. I'll just make sure that there was in the in mail that they sent and customized specific, like, hey, you have to be a decision maker to like receive the 100 gift card. So I'll double check with them. Gabe, can you put that as an action item for me to double check?

Adi Tiwari [13:20](#)

Unfortunately, Sean, she reached out and she was like, hey, I got the, the hundred dollars. Right? And we said yes.

Shawn Rickenbacker [13:26](#)

Yeah.

Adi Tiwari [13:26](#)

Already. You know what I mean?

Shawn Rickenbacker [13:28](#)

Yeah. I mean, it's totally fine if we send this one off, but I want to double check with Monkey Box to be sure.

Adi Tiwari [13:33](#)

Just for the.

Shawn Rickenbacker [13:33](#)

We've got the stipulation. Yeah.

Adi Tiwari [13:35](#)

Just for the future. I feel like this will probably be like, not a waste of time, but.

Shawn Rickenbacker [13:38](#)

Yeah, I mean, I guess here's the thing. If, if she is with the organization, we should say, oh, well, can you at least get me back in contact with whomever and like, see if we can. Because I know this was an old deal and then that got closed loss like back in April, see if we can kind of drum the business back up. We'll see. So anyway, yeah, I, I appreciate you updating me there because I was going to ask. So.

Adi Tiwari [14:06](#)

And the other thing is that guy, Moshe Serenity. So this year where I think you're looking at that from some perspective of some, some, some avenue. But met with their builder. I do think she was impressed. I did a billing demo with them yesterday. She committed to getting back to me. The problem is, is we're going to be way more expensive on claims, so I have to figure out how to how to get lower. I basically asked them to provide all of their invoices. I basically said send me your practice suite simple practice invoices. I'll try to, you know, beat it elsewhere, but just an update for you there. Other than that, I just closed a few deals. I sent some Ghostbuster emails out and yeah, we'll see where that goes.

Shawn Rickenbacker [14:53](#)

Perfect. Sounds great.

Christopher Garraffa [14:55](#)

Adi, if you don't mind, let me know how that email those Ghostbuster emails work for you, because I sent a few out today as well. I'm curious, kind of like what the total feedback is.

Adi Tiwari [15:04](#)

Oh yeah, for sure. We'll do.

Shawn Rickenbacker [15:06](#)

Curious, too. Is that Ghostbuster email put in HubSpot as a template, or is this something we just, like, went off? Right.

Adi Tiwari [15:14](#)

I didn't put it in. I haven't added as a template.

Shawn Rickenbacker [15:17](#)

If we. If we add it as a template, even if we, like, scrap the whole email and we generate as a template, it allows me to, like, go in and look and say, oh, this email has an X percentage open rate across the board. So I could say our Ghostbuster emails specifically. So that might be beneficial for me to see, not necessarily to say, like, oh, you guys have to say this specific thing. Obviously want it to be personalized, but for me, from a metric standpoint, to be like, ghostbuster emails are working, or we can test a little bit elsewhere. So, Gabe, can you put an action item for me to put the Ghostbuster email in as a template and then link it in the sales channel? Yep. Perfect. Thank you.

Humberto Buniotto [16:02](#)

Anything else you want to talk about, ad

okay.

Shawn Rickenbacker [16:14](#)

All right. Question for you, Umberto. This. Mindful Paths. Is this the one that. No, it's. Which one's the referral deal that's coming to Cape Cod Symposium?

Humberto Buniotto [16:26](#)

Yeah, it's that one, so.

Shawn Rickenbacker [16:27](#)

Oh, this one. Okay.

Humberto Buniotto [16:28](#)

Yeah. So the Clarity Clarity Psychological Testing is an existing customer that operated in California and in Massachusetts. She had been struggling. She was a complicated sale because she didn't. She kept going back and forth with like, I want the CRM. I don't want the CRM. I can spend this. I can't spend this. And then every time she would come back to me saying things weren't working, she went out and got another app to do something that we already did. So she's a little bit complex, complicated. Like Dr. Colleen, she's great, but she just wasn't a good operator. So she ended up kind of running the business into the ground, essentially. And she sold the Massachusetts branch to this guy Jim that. I'm talking to Jim Brennan. He had been in contact with Danny. Danny was trying to upsell him on the. On the CRM. I guess there was a demo of the CRM. And when I spoke with him on Monday on the phone, we were exchanging emails to try to schedule, like, hey, just give me a call. And I called him. He's like, look, I bought the Massachusetts side. It's got nothing to do with California. California is continuing to be operated. Operated by Colleen. I'm starting anew. I was a franchisee of AFC Urgent Care. I bought this thing to scale. So what I want to hear from you guys is with the stack that I have now with, like, 11 different apps. How can I consolidate it? And are you guys the right solution for me to do that? So. When we got on the demo with him yesterday, we thought he was going to have the team in there. And he even said something to the extent of, I don't care about price. I care about functionality and efficiency. So, of course, yesterday we got on the demo and nobody's there. He's joining from the phone on the road. And I got everybody there, I got Nick, I got Adi, I got Ben, and he basically says, oh, just send me pricing. So I put together the pricing. I asked them a bunch of questions about how they're going to use it, like, did some light discovery. He was on the road, it was not optimal. And I sent them pricing with the MSA and a short video explaining the outline of the thing. And then I thought, this guy's in Cape Cod, he's based in Massachusetts. Why don't I just have him come out and meet us at the event, said we're exhibiting and all that stuff. And I ended up registering him as an attendee, as sort of a goodwill, but also like, hey, we'll bring you on, you know, like, we're good partners. So he just replied to me this morning saying, thank you. Let's get, you know, some lobster or something while we're there.

Shawn Rickenbacker [19:15](#)

Perfect.

Humberto Buniotto [19:16](#)

And so, yes, that is that deal. Pricing is on their lap right now. I plan to give him a call Monday anyway and just say, hey, Jim, did you get it? Any questions? Blah, blah, blah. And Adi seems to think he was ready to sign on the crn. They were sold, but it's going to be like splitting because they have two locations at the Clarity Customer, Existing customer, one for Massachusetts, one for California. So they're still working through, like, forming a company. And that's why Mindful Paths is a new name that he just riffed on the. On the things. Like, I think it's going to be Mindful Paths. We're still working on the dba, yada, yada. So they can't. He can't legally sign anything because they don't have a company. Just an idea. He's got a marketing company that he hired, but they are not doing anything. So they're like, very early. But he wants to get started, like next week. So I plan to capitalize on that urgency. And I don't think he knows much about the space, so I don't think he has a bandwidth to go out and do a bunch of discovery to find other solutions. And Colleen was very knowledgeable in the space. She's even part of, like, she's the president of an association around psychological testing. And she's like, I've never seen software in this space. We've always had to use EMRs for behavioral health back then. So I'm pretty confident on this one. It's in proposal stage because I sent a proposal in MSA yesterday. So we'll see. We'll see how it goes. So, yeah, send Jim the pricing proposal. You can update that. Sorry to call Jim. On Monday, the 25th and second status of the MSA moving forward.

I can talk about my tree path. I had a conversation with Lynn who's the kind of the operator there. Very good, very good conversation. We reviewed the, the data migration plan, reviewed the msa. Kelly is the decision maker and I sent all the stuff to them yesterday basically saying, hey, ready to sign when you move? Ready to move forward. This is an account that we were working back in December and they decided to go with ASLI as an EHR and they had buyer's remorse within like a month. So then they came back to us, we did the demos and I think Kristen was dealing with them but they had a conversation about the data migration. I think Chris, you were there and he was a little confusing because Allah was sweating on the call and couldn't really tell like what was going on. So I re explained to her, had to go back to Allah, fix some things and she actually emailed me back today asking about the data migration outline and some questions. I'm going to email her back and I expect I. Unless something tragic happens, I expect them to sign next week. Emergent is not a. I think it's just a deal that was reassigned to me from Kristen and I'm still, I haven't been able to catch up with that. I'm still drinking from a fire hose. So fair that and I think everything else that is. I think the rest of the deals are top of funnel from Kristen that I inherited. I think there's like five of them. I haven't had a chance to catch up with them. I plan to do that today.

Shawn Rickenbacker [22:46](#)

Understandable. Couple things I wanted to chat about on these deals actually. One, Kristen was going to go to NADAC in October, which is in Seattle. I know that well, since she's no longer with us, I tentatively went to the person who was running the event and said hey, can you switch her registration to me for the attendee pass? And then I plan on going. I know that you guys had floated a few weeks back the idea of visiting some Washington slash Alaska prospects and using NADAC as a, like a stepping stone in that direction. Let me know before I book flights. Kind of what Umberto and Adid are feeling in that regard. Just because I can go to Seattle. I love Seattle, but if you guys would make more use of that time, I want to give it to you.

Humberto Buniotto [23:38](#)

So I was talking to AD about this. I don't think he has any hard dates yet on MSS or True North. So I think for now we have the pass right to go. So we can go. Anyone, any of us can go any of us can go.

Shawn Rickenbacker [23:55](#)

Yep.

Humberto Buniotto [23:56](#)

What's the date again on that?

Shawn Rickenbacker [23:58](#)

It's the 11th through the 13th of October. I want to say it's a Saturday through Monday, okay?

Humberto Buniotto [24:10](#)

All right, so I guess we can say. Let me just check my calendar real quick

Shawn Rickenbacker [24:15](#)

because I'm, I'm happy to go. I've already switched the registration to me tentatively, but if you guys would make better use of the time there, I want to give you guys the opportunity.

Humberto Buniotto [24:25](#)

So 12th to the 13th, 11th through the 13th, 11th through THE 13th.

Shawn Rickenbacker [24:32](#)

This is put on by the same people to NATAP back in May. So.

Humberto Buniotto [24:37](#)

So tentatively, you can go. I'm going to try to go. Do you know the audience there? Is it, like, how big of a conference?

Shawn Rickenbacker [24:46](#)

Let me double check.

This is from Urinary.

Here's the Prospectus. It's the October 11th through 13th. The primary work setting is 32% outpatient residential facility, halfway house,

primary job function. 32% is counselors, 23% is directors, admin executives, CEOs. 9% is clinical supervisors. And then the rest aren't necessarily decision makers. As far as the attendance,

I believe she told me at one point.

Humberto Buniotto [25:51](#)

But do you have the exhibitors?

Shawn Rickenbacker [25:55](#)

This is the prospectus for it. So let me see if we've got an exhibitor here. Let me just dictate this to Irina real quick.

Hey, Irina, Is there a chance that we can get an estimated attendance number for NADAC this fall, as well as the exhibitor list? We may want to check to see if there's some channel partnership opportunities.

So for NAT ACT specifically, we are sponsoring the hotel key passes and we've got a conference AD that's shipped out. So they've got like the banner on the app, I want to say, as well as everybody's going to have seen our logo, because anybody that booked at the conference is going to be staying at the hotel. So.

Humberto Buniotto [26:51](#)

Okay. Yeah. So for now, don't, don't book flights yet. Let me see if I can go. If not, you can go. I think if AD can quarterback the conversation with. MSS or True north for us to go northwest. Then we can kind of piggyback off that. Off of that. There might be an angle for Adida offer a pass to these guys to the True North. I talked to him about that. Adi, have you talked to them about that at all?

Adi Tiwari [27:23](#)

I have not.

Humberto Buniotto [27:25](#)

Okay. Do you think it's worth having that conversation?

Adi Tiwari [27:31](#)

I'm not sure. They're. They just ran into some onboarding snag that we're going to talk to talk through on Monday and I have to get some other answers for them on some AI stuff. Doesn't feel like the right time. But as soon as we get a win, I'll bring it up.

Humberto Buniotto [27:49](#)

Okay, cool.

Shawn Rickenbacker [27:53](#)

So I'll hold off on booking flights, we'll talk about it, figure out what we want to do. Another thing I wanted to bring everybody's attention to this triumphant homes deal that came in Adi's been working at. Obviously they already got sent pricing earlier this week, but this came into our Google Ads. This is like the second one in the last few months that's a smaller deal that's come in through the Google Ads and they seem to be moving very quickly. So there might be something there. I'm going to work with Monkey Box to see if we can extrapolate some trends just to see like, hey, if we can catch more of these guys and even if we only have our standard closing rate, like this could be an awesome opportunity.

Adi Tiwari [28:40](#)

So just depending on how the heads up there, Sean. I mean, look, that was the one very nice individual, but they're, they, they're like a non profit. They work with an underserved community. Like one of my first questions was like, hey, how much can you pay? And she was like under \$200 for 12 users. You know, we did the demo, she was still interested in it, but it, it's not likely to close. It's just, I'm just trying to force that one to be honest.

Shawn Rickenbacker [29:09](#)

Fair enough, fair enough. And I appreciate that transparency. And for me it's, it's more like obvious, you know, if I come across and find out that these guys had Googled the same thing that they, the like Sierra Family Wellness or whatever it was back in earlier this year that moved pretty quick from a Google Ad. I'm like, if there is any keywords that cover, it's like I want to adjust those ads to be punchier and make sure we're getting all the clicks we can for those keywords. So just to see what we can get. You get it. Another thing I want to mention. I know I sent this earlier in the week, but as we can see with these tasks, we've got this one that says Sierra to discuss the software with her husband, Sierra to check back with a D on Friday. These are automatically generated if we click Actions and History. These come from the GRAIN integration.

So obviously this is something that's configured in grain. Grain is. Just shipping any action items that are talked about on the call and are associated with the deal in HubSpot to that deal. If it's. If it's assigned to somebody, like if Umberto is on the call and Umberto says, oh, you know, I'll do this, it assigns that action item to Umberto. I think it's. It's good just to keep the tasks in place for deals and this sort of thing. It is starting to give me action items on Nigel's contact record, which is what it is, but definitely use it to your discretion. If it starts like putting a bunch of garbage in HubSpot, we will assess it. But if it's all good things that need to get done, then worthwhile. So,

as one last thing, on the shirts that I'm ordering, I was considering essentially putting everything on the back. So if you're talking with somebody, you know, it's not distracting and the people you aren't talking to are essentially being able to see the, like, blink twice if your business is run by Excel sort of stuff. Do you guys have any thoughts against that?

Christopher Garraffa [31:22](#)

Are you going to be wearing it in the booth?

Shawn Rickenbacker [31:25](#)

Yeah, Yeah.

Christopher Garraffa [31:26](#)

I would probably put it on the front end because you're not going to have your back to people when you're standing in the booth waiting to hear. And it's a good talking point. People be like, oh, that's funny.

Shawn Rickenbacker [31:35](#)

My. My thought process with it is, since we're going to be wearing it in the booth, if somebody's actively in the booth, they're probably recording a podcast and that will. I didn't know if we wanted to be loud on the podcast or focusing on what they're talking about. So I, I kind of just thought of just doing like, opus the logo across the. The front. But I'm open to that as well. So the, the idea that I had was that two people are out walking around talking to people the whole time, and then the person that's in the booth is actively chatting with somebody. So that's. That's my thought. So, ideally, the booth itself and us chatting with people on the podcast is what brings the traffic there, but I'm open to suggestions from the group.

Humberto Buniotto [32:25](#)

The booth that had a podcast recording at West Coast Symposium was pretty successful. And I don't know if it's because of what they were selling, but they were pretty busy. I think it's because people like to talk about themselves. So if somebody's at the booth saying, hey, tell us your story, pretty much everybody, you can say, oh, that's an interesting story. Why don't you tell us about it? Had spent 15 minutes with the, with the podcast. So, yeah, I do expect that we're going to essentially be recording most of the time, hopefully. And that person at the booth should be, like, hooking people in to, hey, just sit down for 15 minutes. Here's a cup of coffee. Here's the water. Here's a mug for being on the podcast.

Shawn Rickenbacker [33:08](#)

So I'll get those ordered today and finalize. So those are pretty much what I wanted to talk about. We're here.

Humberto Buniotto [33:18](#)

Sean, send me the. If you're. If you're drafting the designs in. In printful, share them with me. Let me take a look before you send it. Okay. I want to make sure that the thing is, like, interface.

Shawn Rickenbacker [33:28](#)

Absolutely. Absolutely. Oops.

Humberto Buniotto [33:34](#)

All right, thanks, everybody. Do you want to stay back? Yeah, go ahead.

Adi Tiwari [33:39](#)

Absolutely.

Shawn Rickenbacker [33:40](#)

Let me give you.

Christopher Garraffa [33:43](#)

Hop on a slack huddle quick, because I'm trying to figure out grain right now, and I can't search anything for that psyche lead, and there's nothing coming up. So if you don't mind, give me. Give me a hand. That'd be great.

Shawn Rickenbacker [33:56](#)

What's happening?