01:09 Hey, Sean.

01:10 Hey, Andy. How's it going?

01:12 Good. How about yourself?

01:13 Doing well. It's been a crazy morning, but, uh, hanging in there.

01:19 Alright, cool. Uhm, I- I saw a brief note from Jenna, but I didn't have time to read it before I jump on this call.

01:25 Is Jenna on the call?

01:25 Yes, she's

01:27 Okay, perfect.

01:28 Jenna, are

01:35 I'm just reading her note now. She went to grab some

01:37 coffee. I'm

01:38 here. I'm just driving.

01:41 No worries. And Will is jumping in. I know he's grabbing a drink as well, real quick.

01:47 How's it going, Andy? And Jenna.

01:53 Cool, uhm. Uhm, so yeah, we, we kind of dive straight into things. Appreciate you making the time to connect today.

01:58 Uh, now that we got everything sorted out legally and, uh, got the invoice paid, we're, we're good to kind of get launched and started with this.

02:04 So appreciate you taking care of that yesterday.

02:05 Um,

02:07 perfect. We just had a couple, like a handful of questions left kind of in our onboarding process. We wanted to get some clarification on from you all, um, and then what we're going to do, basically, the goal after today is get started with building out our complete campaign strategy outline.

02:21 Um, so if, if you guys have bandwidth on Friday, um, we would want to set up another, maybe 30 minutes to just kind of wrap things through that with you.

02:28 Um, so maybe we can schedule that. Do you guys have time, uh, during a specific window on Friday?

02:36 So we have an owner meeting.

02:39 So we're meeting with the owners of the company on Friday. Um,

02:42 okay. So I just, I'd say maybe 12.30 would be a good time.

02:49 Okay, that's specific.

02:50 12 would probably work too.

02:53 Okay, let's see here. Let me just double check, uh, the calendar here. And I think you told us last time, we also want to get you connected to our system today.

03:10 You told us that you are, uhm, you have Sales Navigator set up already,

03:15 right?

03:16 I do. So at 1230, my time, I think is 330. We can do, we have a call at, at that time, but what is 1 PM too late for you?

03:28 One can work for me. Um,

03:30 okay. Jenna, let us know if you have any issues with that. Otherwise we can send that out. And if you do, we can, we can rearrange.

03:41 That should be fine.

03:42 Okay,

03:43 cool.

03:46 Sweet. Um, Andy, do you have, uh, if possibly, would you want to get you connected, which would be include just grabbing your credentials for your profile so we can connect you to the dashboard?

03:55 Do you have a way to get that information right now? Or should we revisit that on Friday?

03:59 No, let me, let me do that right now. Otherwise I'm going to be.

04:03 Okay. Yeah. So you're on mute. No, well, I know it can be kind of tough. So, yeah, no, I'm just going to change my password.

04:11 Um, okay.

04:13 And then I can share it with you.

04:17 Yeah, we do this live because they always send you a code to your authenticator app or your email. So it's a challenge if you try to do that async.

04:26 Yep, let me just do this now. Okay, so now I need to figure out what my login is. So, alright, so, The email address you're going to use is andylin1974 at gmail.com That's sort of the username, I guess.

05:00 Okay, the password will be whisper123! With a capital W.

05:11 Love the password.

05:14 Easy for you to remember, easy for me to remember.

05:17 Yep. Did it get all that well?

05:23 Yep, let's give it a shot. Yeah, you should have, uh, thing in the LinkedIn app asking you.

05:29 Yep, I

05:29 just,

05:30 I just approved it.

05:31 Cool. And then once this loads, I'll need to do it one more time. So

05:39 we're connecting you to our dashboard and we'll send you a login so you can see that and maybe in our first kind of check-in meeting we can just walk you through what you're seeing there.

05:48 It's pretty straightforward, but we can kind of walk you through some of the finer details of it. And then we're also going to log into your actual sales navigator because that's how we build the lists.

05:56 So that's the second, uhm, code that you're about to get.

05:59 Okay. Just let me know when to check Good.

06:25 Sorry, it sounds like my cat is climbing in the wall or something. I don't

06:29 know what the

06:30 hell happened behind me.

06:33 I grew up in a house that had squirrels in our walls constantly. So I'm familiar with that feeling.

06:41 That would drive me nuts if I knew there was some animal in between the walls.

06:45 Oh, yeah. We used to have also, like, a woodpecker would come and just peck holes right outside of my window when I was, like, eight years old.

06:54 And that's when you decided to become a hunter.

06:56 Yeah, exactly.

06:57 Alright, let's do this one more time.

07:03 Okay. Also, you guys had mentioned potentially giving us a demo of Nova. Maybe we can do that on

07:10 Friday. Yeah, we'll. You still there? Okay, we can do that, but we'll probably need closer to an hour. And let me check with the team to make sure they don't have any conflicts.

07:23 But, do you want to send that invite out for an hour?

07:28 Alright, it should have just been another.

07:30 Yep, and I just approved it again.

07:37 Alright, cool.

07:38 Sweet, we are all good.

07:40 Okay, cool, I just want to run through a couple quick questions. Questions we still had for you guys, uhm, one being, do you guys have any existing, like, lead lists or any contacts in your CRM that you would want us to re-engage at all, or do you just want us to kind of do Blue Ocean, only new people

08:00 right

08:01 now? Let's do Blue Ocean only, you know, for now, uhm, oh, yeah, just, I'm open to re-warming some, some leads that we've had that have gotten cold, but I think, uh, Jen and I need to do some scrubbing of that.

08:19 Yeah, that sounds good. So, common things we'll do are, like, people will have a list of closed last deals from a year ago that we can sort of re-engage, uhm, or, even, maybe people that you've met.

08:34 Like, conference six months ago, things like that. You know, I'll give you one name that just,

08:40 it irks me, because he's, he seems to be a really good fit for what we do, but, we could just never get His name is Alfred Smith, and he works for the Pittsburgh Penguins.

08:51 And he does IT, he, he owns IT for the Pittsburgh Penguins, uhm, we did not have our IP at the time, uhm, so what he knows us as is kind of a, an experimentation, uhm, Sort of innovation catalyst, you know, type of, uhm, services company, and now we've clearly, you know, changed, uh, pivoted our differentiation

09:18 to driving asymmetrical returns for time devaluation. Uhm, so instead of having 50 people work for 6 months, use one of my bots, and I can get that done in a month, type of a play, with one bot, not 50 people.

09:37 Wow. Okay. When was, when did the last time that you interacted with

09:43 Alfred? So, he had moved to the Wynn Cas- so he moved from the Wynn Casino in Boston to the Pitchfork Hands about a year ago, I'm gonna say.

09:56 Okay. And then we first met him when he was running innovation at the Cosmopolitan Hotel in Vegas, you know, three years ago.

10:05 So, every time he moved jobs, he'd be warm, and I felt warm. Like, we had something going, but then he would just go dead.

10:17 And then, you know, I know follow up is key, but like when, yeah, it's just me and Jenna really doing sales, you, you follow up with the leads that are actually responding a

10:28 hundred percent. Yeah. I mean, if a lot of cases, if you're doing sales, too much chasing, they're just not interested.

10:33 And if you can somehow hook them in, they're not, not necessarily going to be the greatest client anyway. Um, so, okay.

10:39 Yeah. We can take a look at that, see if we can re-engage also maybe just use his profile as, um, kind of an example or a model of people who might be a good fit that are similar to

10:48 him. Yeah. Yeah. I mean, I, I still think, um, our ICP is going to be CIOs, um, VP of app dev, VP of testing, although that's 50-50.

11:04 Because some of them are kind of union bosses, and this is going to take away their power, because, you know, they don't need as much headcount, et cetera.

11:11 Um, yeah, for sure.

11:15 I don't know, Jenna, if kind of the chief product officers and the chief innovation officers are still as valid.

11:23 I don't think the chief innovation officers are, although they might be the ones hunting for, you know, new emergency technologies, but I don't think that's it.

11:31 But I think the chief product officers are, because just remember, like, Annie is the one that brought this incident to

11:36 Banner. That's

11:36 true. Because she felt frustrated. But the delays of testing, I just think it's a different messaging for a chief product officer than it is for a CIO.

11:46 Yeah.

11:48 I think if there's a way for you to profile companies that are known to be partnering with, you know, law enforcement, Argentinian offshore companies.

11:57 Yeah.

11:57 Um, that's a great play for us because, you know, everyone who uses them are frustrated with, they're using them because of cost because the CFO or the CEO mandated them to do that, but they're not happy with the

12:11 results. Yeah.

12:13 And so we can bring in a cost neutral option that takes away the pain of the quality and timeliness of their outputs, they'd be all ears.

12:25 I don't even have to be cheaper.

12:27 Yeah. That's, yeah, it makes a lot of sense. Speaking to the choir, I completely agree with everything you're saying, and I'm sure that if we find those people, they're going to feel that pain, and so it's a nice transition into that

12:37 conversation. Do

12:40 we,

12:40 do we have the ability during this, you know, ramp-up period to, all of all

12:48 of these things?

12:49 I I'm not based there, so I don't know if that's going I'm like, they'll go, wait, do I really want to talk to a U.S.-based person?

12:56 But, like, they'll see Provoke as, you know, New Zealand- and Australian-based, so, but I'd just like to run some experiments and see if we can generate some leads over there, too.

13:08 I definitely think it's worth a shot, and we we definitely split up the campaigns to do a geographic-specific lead segmentation.

13:15 Uhm, we'll provide you some ideas for copy, but I certainly think just name-dropping, maybe even Doug, could be helpful, because he seems to be, like, a celebrity over there.

13:25 Uhm, but yeah, we'll think about how to approach them, but certainly I think it's a good idea, and they, they team, they tend to be, like, very open to conversations, just in general, so I think it's a

13:35 Yeah, I mean, I'm struggling with my kind of old-school AEBDM organization there, where there's, oh, the market's dead, no one wants to talk, I'm like, nobody?

13:45 Like, I don't. I mean, I get it's a slower market, but nobody? That sounds extreme to

13:50 me. I think you're probably doing something wrong.

13:52 Yeah, so I'd love to see if, uhm, I mean, just to be frank, like, if this gets me a little bit of leverage over my current BDM team.

14:02 Okay, yeah, I love that. Let's give it a shot. Uhm, I know you were kind of thinking about that, so let's get to have that clarity.

14:08 Let me see, because I think we had a couple other things we were thinking about. We are, this is way more of a product-based approach, right?

14:15 We're not really doing service in our copy. Well,

14:19 so, it's a, I think you should do some experiments, because we're open. So, you can take a product-based approach, or you can take a tech-enabled services company approach, meaning unlike other services companies, where it's just like, oh, we've got, you know, methodologies, and, uh, we've done the same

14:36 exact type of work for 5,000 other clients, which we all know is bullshit, you, There's no such thing as same exact type of work,

14:43 right? Yeah, for

14:44 sure. We have a piece of IP that can be leveraged to drive extreme results in the areas of test automation, requirements gathering, etc.

15:02 So, if you feel like going straight product is the most effective way, we're open to that.

15:09 But,

15:10 if you feel like a tech enabled service display is going to be an easier competition, great. Our experience, just our data, is companies are wary of bringing on new services companies, but signing up new product companies, they seem to be much more open to.

15:27 I mean, that's just our anecdotal observation.

15:29 I think the data agrees with you from what we see, too, between, you know, our clients are kind of split in half, half services, half SaaS and tech, and it does seem to be a little bit easier to hook people on, here's a product that we have that we want to show you, versus trust me as this expert that

15:47 can help your business when you need to be compared to thousands of other similar people. Okay,

15:53 Okay. So that makes that demo that much more important, and we should probably send you all of our sales sheets and, uhm, materials.

16:04 Please do. Yeah, anything you guys have, sales collateral, marketing collateral, that's, that's handy, uhm, please provide that. As well as, like, if you guys have done any, you know, phone calling or scripts, or you have any type of sales, uh, messaging that you've used with any level of success, we'd

16:18 be curious to see that as well. So I think

16:20 when you, when you, when we do the demo, like there's a PowerPoint, it's about six slides, that is our sales pitch and we're batting pretty good with that.

16:31 Like it's 80 to 90%. We'll get to a second meeting.

16:35 Nice. Okay. Yeah, that's amazing. That's an incredible conversion.

16:38 Yeah.

16:39 How many second meetings convert to a deal?

16:43 So they're all, we've got like, I would say half of them convert into proposal, but since I only target fortune 500, maybe fortune 500.

16:54 Fortune 750, 1000, they're all stuck in procurement right now, just going through the paces.

17:00 Makes sense. Okay. Um, do you guys have a list of existing companies or potential other types of people that you want to blacklist and not engage in this?

17:16 So, right now, although this may change, no competitors. So, funny enough, we get a lot of demo requests from competitors.

17:21 Capgemini, um, Slalom, you know, that, that, that sort of cohort. Interesting. That's probably not what we want to get into.

17:30 Uhm, yeah. So, major, like, GSIs, we'll just exclude.

17:37 Yeah, even the, the, the smaller GSIs, right? Like, just anybody that's an SI that, you know, has competitive overlap with us as a service provider.

17:46 I would say, uhm, our product works best when there's large volumes of work.

17:57 So, if you're not a very big company, you know, there's, there's the ROI side of isn't there. Makes sense. So, that, that eliminates kind of the SMB space.

18:07 I think, uhm, in the US, I would stay away from government. Okay.

18:18 I, I just, I don't want to go through that bureaucracy and, you know, being on some special list

18:25 and

18:26 having to agree to do a thousand hours of community service every single year. Uhm, are you minority owned and, you know, all this stuff that just, it's not, it doesn't fit us right now.

18:38 New Zealand, Australia all day, all night, cause a bunch of work there is government related. We already have the playbooks.

18:44 We already have the model. Uhm, Jenna, feel free to jump in if there's any, any answers you can

18:53 Not anti-ICDs, I did, uhm, read that healthcare is the highest adopter of AI, uhm, and we do need early adopters, uhm, so, that might be one, okay, one, one industry to touch on.

19:14 Makes sense. Put that in the focus section at the blacklist one. Okay. Um, sweet. Any sort of major events coming up or conferences that you guys are going to that we can potentially tap into?

19:34 Yeah, we're, we're going to be at CES first week of January.

19:38 First week of Jan. Nice. Okay.

19:42 That's a great idea, actually. Um. Jenna, what do you think about offering some sort of a incentive and we get to pick?

19:54 Because we have a spare room and we have tickets too. What do you think, Jenna? If you could tell We don't

20:02 want to pay up. We've let the spare room go. We would need to get in there.

20:07 Oh, got Okay. Do you guys think that would be, Something more incenting or not? Like, for the right client, I would not mind getting them at least a ticket to get to CES.

20:27 Yeah, well, I think we wouldn't probably lead with that. I think we would just focus on people who are already there.

20:31 And then you can just say, hey, stop by the room when you have a minute. Uhm, but, if we do get a response of someone who's like, oh man, I wish I could go.

20:40 And you see their profile and you think, this could be an amazing client. Then we can throw it out. Okay.

20:46 Alright, let's run that play then. Okay. So yeah, CES is kind of the big thing that we're gearing up for right after the new year.

20:54 Do they provide you an attendee list by chance? Probably not. Not that I'm aware of. Okay. There's probably some groups on LinkedIn or something we can find.

21:04 So we'll investigate that. Where is that this year? Is it always in Vegas?

21:11 It's always in Vegas. I think once in a while they may stray to L.A. or they have like a smaller version in L.A.

21:17 But this one's in Vegas. It's the usual circus that it's going to

21:21 be. Yeah, for sure. Okay, cool. I've never been, actually, but it seems amazing.

21:28 It's amazing for about an hour. And

21:30 then it's

21:30 kind of like, oh, this is like Disneyland.

21:33 Yeah. I think it's going to be just A.I. everywhere, if I had to

21:38 guess.

21:38 It is.

21:39 I think that's going to be the theme.

21:43 Um, okay, and then kind of more at a high level, just kind of thinking about your engagement with us, and I'm just curious how you're thinking through, like, in three months or six months, how would you look back and determine if this was successful?

21:55 Or not? Like, how are you thinking about

21:56 that? Great question. Um, quality of meetings, pipeline, and ideally, you know, in our space, like, I think, you know, project works price points is very, very different than ours.

22:14 So our, our list price is 250 grand a year for our product. So, uh, obviously, a closed, closed deal would be amazing.

22:23 Um, but I, I, I would be measuring on the number of meetings that you get, the quality of those meetings, um, the number of proposals that we're able to get sent out.

22:39 And then, you know, cream on the top would be. Do we close anything?

22:47 Yeah.

22:48 And if you did that, like, if we were able to close something, I would promote you to all of my other CEOs in my network.

22:55 Yeah, that's the idea. I mean, we want to be, Will and I want to be joining the Provoke Christmas Party a year from today is the goal.

23:04 So we're going to figure out how to do that. Okay, so from first meeting to second meeting, you said it's typically like a 90% conversion, right?

23:10 For the Nova demo?

23:12 It's, well, I mean, Jenna, I don't know if I'm exaggerating. I'm the CEO, so I always have

23:16 a very optimistic lens. So what do you think?

23:20 Yeah, I mean, I think our batting average is, is pretty high. I don't know if it's 90%, but I would say if, if it's the right, if it's the right buyer, it's definitely that high.

23:31 If it's not, I'm not sure it's a service deal or something else. But, uhm, we, we, we don't get a lot of no's.

23:41 I'm not interested after a no. It's, it's usually, I need to show this to my boss. Uh, and that's, that's the next meeting.

23:49 Uh, okay. And so, you get basically half of people from that next meeting go to proposal, I think is what you said.

23:57 Of a proposal, do you know what your conversion rate might look like?

24:00 So, I think we are too early, because it's in procurement now, so I can't technically call it a win, but, I've got, I mean, if you want to look at it as, well, if they got you through procurement, or they're putting you through procurement, that's going to lead to a deal, then I would say, again, I think

24:20 it's about 50%.

24:22 Yeah, okay. Sweet. Uhm, and these deal cycles are, is it six months, is it two years?

24:34 So our old services model would be somewhere around what you're saying, like two years, a year and a half. Uhm, I think NOVA so far, you know, again, like, uhm, one of our prospects was, uh, Otsuka, which is a large pharmaceutical company.

24:50 I think we had the meeting maybe four weeks ago, and we're in procurement

24:57 now. Nice. Okay. Cool.

25:01 Banner Health is another one. We met that client. It was hot as shit in Dallas, so it had to be, like, July-August timeframe.

25:15 And, uh, we were in procurement, but then they had a, you know, E-Team reorg, so that slowed things down a bit.

25:22 So, but that, that was about three or four months. So, I mean, these are definitely shorter cycles than a traditional services deal.

25:29 Great. Okay. That's it. That's helpful. Um, okay. And then do you have a calendar link that you're using for sales calls right now or some sort of meeting link that we can

25:39 utilize? We did, but it's kind of out of date. Um, I would say this, um, between Jenna and I, one of us should be able to, to cover.

25:48 I mean, ideally we both can attend, so if you can grab two or, well, are you trying to get a meeting set right then and there with the customer or do you, you know, come back with options?

25:58 What's your motion?

25:59 Yeah, it's typically, it really depends on your preferences, but kind of out of the box motion that we would typically do is, you have your calendar link and then, or whatever that is, right?

26:07 Someone says, Hey, yeah, Andy, this sounds interesting. We would look at your availability and just like, great. Day and forget nine, et cetera, et

26:15 Our calendars generally are going to look packed. So I'm not, what I'm saying is I, I'm not really sure when you're on with the customer or a prospect, you're going to be able to say, Oh, here's some slots that work.

26:25 Like,

26:26 I think you're going to notice it's

26:27 pretty

26:28 canvas. So I would just say, you know, grab, grab a time and Jen and I will make it work

26:34 from then. Okay. Okay. Okay.

26:45 And I'm very curious on the New Zealand, Australia outcomes too. So we can do like kind of a 50 50 split between the two regions, U.S.

26:55 and Australia. That'd be great.

26:57 Okay. Cool. I mean, they're typically, um, with the time zones, normally they're going to want to meet you probably later in the afternoons.

27:04 Are you?

27:04 That's fine.

27:05 Okay, cool. Sweet. West Coast isn't that bad. It's like a three hour time zone difference. That's a good point. Yeah, I didn't think about that.

27:12 I'm in Eastern right now, so it's a little bit different.

27:14 Yep.

27:15 Okay. Yeah. Let's try that out. Um, I think that's pretty much everything we wanted to clarify with you. Do you feel like there's anything we, we have not asked you in this process up till now that you feel like we should know before we get started?

27:36 Do I need to worry about LinkedIn, figuring out someone else's using my account and shutting it down or anything like that?

27:44 No.

27:45 A lot of people have like a VA in their account anyway. It's pretty typical behavior and we're going to sort of scale up the volume because basically the worst thing that happens is we send out too many in mails, for example, too quickly and LinkedIn will just pause it.

27:57 And I'll just say, Hey, you can't send that many. You got to wait for a week until you can restart again.

28:02 That's sort of like the worst case because it slows down our, our top of

28:04 funnel. Do I need to buy more in mails?

28:07 You actually can't, unfortunately.

28:09 Okay. Yeah. Okay.

28:12 All right. But we basically have a little sort of workaround, right? Cause you only get 50 credits per month, but.

28:18 But we actually can build lists of people who have an open profile on LinkedIn, which means they're open to receiving in-mails.

28:24 And so we can actually send like eight to 900 a month with that.

28:27 Got it. Interesting. Okay. Alrighty. Sounds good.

28:32 Cool.

28:33 Uh, any other questions from you? I'll take that as a

28:42 no. So, so muted. Potentially talking to us through the muted. But, uh, Will, also, do you have any thoughts or kind of follow-ups?

28:48 Uhm, not that I can think of. I feel like we kind of covered everything, to be honest. Uhm, yeah, nothing top of mind for me.

29:00 Cool. Uh, I think we're set. So obviously not that I'd like for us to reconnect on Friday, but we'll go through our ideas for the different campaigns and copy and test what we want to run for you guys.

29:09 I'll send you a quick follow-up email, so if you guys can pass over any collateral you guys have in the meantime, it'd be super helpful.

29:14 Uhm, okay. We'll connect you with, uhm, Samantha, Sam on our team. She's our, she's Jenna's marketing, uhm, assistant. So, she'll have access to all the materials if you need anything else.

29:27 If you need something custom created, she can also help with that as well.

29:31 Okay. Yeah, that'd be great. Sweet.

29:38 Jenna, any questions now that you're unmuted?

29:39 Nope, all

29:41 good. Sounds

29:43 good. All

29:44 right. Thanks, guys. I'll see

29:45 you guys on Friday. You'll send a meeting invite? Yep, send it right now.

29:48 Okay. Thanks.

29:50 Bye-bye.

29:50 Bye, guys.