

NEW BIZ DEV: Research to Get More Meetings and Grow Business NOW!

Presented by:

Ryan Dohrn

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**It takes 5 attempts to get traction with a new client.
78% of salespeople give up after 4 attempts.**

The Relevancy Protocol:

**Relevancy + Social Proof +
Respect for Time =
MORE MEETINGS!**

The Relevancy Protocol:

**Relevancy – LinkedIn and Facebook
Social Proof - Talking about happy
advertisers**

**Respect for Time – Asking for a
shorter meetings**

POWER PROSPECTING TEMPLATE

THREE relevant words in the subject line

In the email...

- 1. Share social proof**
- 2. What is your idea?**
- 3. Ask for 15-mins**



**BIG
IDEA
#1**

**76% of Business
Owners Use
LinkedIn. Do
you?**



Number of LinkedIn Users



LinkedIn boasts over

**660
million**

users in more than
200 countries and
territories across
the globe.

(LinkedIn, 2020)

Of those LinkedIn users who are frequently engaging with the platform, 40% access it on a daily basis, clocking up over 1 billion interactions every month.

[Kinsta.com](https://www.kinsta.com)



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Are You A President? - Join The Inner Circle of Professionals, A Premier Business Group-Apply Now. Ad ...



Melody Todd · 1st

Senior Marketing Strategist at 10 Missions Media for FenderBender and Ratchet+Wrench magazines

St Paul, Minnesota, United States · [Contact info](#)

500+ connections

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10 Missions Media



Northern State University

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Ryan, showcase your services



Find new clients with a free service page

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Automotive Personnel Placement Service, LLC ~...

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John Wolfe · 3rd

Corporate Fixed Operations Director



What is Melody's top skill?





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Melody Todd

Senior Marketing Strategist at 10 Missions Media for FenderBender and Ratchet+Wrench magazines

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Alexander Yermishkin, Joe Benson, and 17 others

Media Network, Advertising, Marketing and Media Sales Professionals, and 2 others



Managing Manager/ Visionary/ Chief Strategist at Brooklyn...

Connect

Show more

About

I love my job! I've been with 10 Missions Media for 10+ years, and have found a passion for the automotive industry. I pride myself on developing deep professional relationships with

People you may know



Duane Hughes

About

I love my job! I've been with 10 Missions Media for 10+ years, and have found a passion for the automotive industry. I pride myself on developing deep professional relationships with my customers. One of my major strengths is helping my customers exceed their marketing goals. Two of my major weaknesses are diet coke and iced white chocolate mocha.



**BIG
IDEA
#3**

**Do Not Just
Connect to
Connect. Make
it meaningful.**

Hi Bruce. Love to connect to refer business, share marketing ideas, and offer help as you grow your business.



**BIG
IDEA
#4**

**Increase Your
Internal
Company
Network.**

Are we all connected?

Are we connected to our current clients?

Are we connected to past clients?

Do we need to disconnect from some?

Do you follow your clients on LinkedIn and Facebook?



**BIG
IDEA
#5**

**Research to
Increase
Relevance.**



Loop Recruiting



Albert F. Cheatham
PRINCIPAL



Cameron B. Scott, AIA
PRINCIPAL



Richard M. Fletcher, AIA
PRINCIPAL





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Architecture and Planning · Augusta, Georgia · 100 followers

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Architecture and Planning

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Taylor Anderson • 3rd+

Detailed professional with a background in sales and customer-servi...
Augusta, GA

Message



Meagan Denton • 3rd+

Project Architect at Cheatham Fletcher Scott Architects
Augusta, GA

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Tina Slendak • 3rd+

Office Manager at Cheatham Fletcher Scott Architects
Augusta, GA

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Tzara Harper, RID, IIDA • 2nd

Registered Interior Designer

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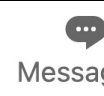


Ryan, let BioTouch har

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Richard Fletcher · 2nd

Principal at Cheatham, Fletcher, Scott Architects

Augusta, Georgia, United States · [Contact info](#)

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Kim Romaner is a mutual connection

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Clemson University



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· 2nd
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Cheatham Fletcher Scott Architects + Designers is with **First Baptist North Augusta.**

Yesterday at 8:00 AM

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Rating · 5.0 (11 Reviews) ⓘ

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Cheatham Fletcher Scott Architects + Designers is with **Wright McLeod Attorneys At Law.**



5d · 🌐

Honoring the brave & remembering the heroes 🇺🇸

Interior Design: [Cheatham Fletcher Scott Architects + Designers](#)

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Domain Search

Hunter's most powerful email-finding tool. Find email addresses from any company name or website in seconds.

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cfsarchitects.com

Find email addresses

Most common pattern: **{first}@cfsarchitects.com**

2 results

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4 sources 

About 597 results (0.43 seconds)



Cheatham Fletcher Scott

<https://www.cfsarchitects.com> › team › richard-fletcher ⋮

Richard M. Fletcher, AIA

Richard Fletcher is a native of North Augusta, South Carolina and a principal architect at Cheatham Fletcher Scott Architects + Designers.



LinkedIn

<https://www.linkedin.com> › richard-fletcher-26585424 ⋮

Richard Fletcher - Principal - Cheatham, Fletcher, Scott ...

Augusta, Georgia, United States · Principal · Cheatham, Fletcher, Scott Architects

Richard Fletcher · Principal at Cheatham, Fletcher, Scott Architects · Report · Report · Experience · Education · Recommendations received · Websites · People also ...

<https://www.linkedin.com> › company › cheatham-fletche... ⋮

Cheatham Fletcher Scott Architects + Designers

Website: <http://cfsarchitects.com>. External link for Cheatham Fletcher Scott Architects ... Click here to view **Richard** Fletcher's profile. **Richard** Fletcher.



Facebook

<https://www.facebook.com> › photos ⋮

Cheatham Fletcher Scott Architects + Designers

Champions Retreat #fall #porchpic || Architect: **Richard** Fletcher of **CFS Architects** #cfsarchitects #cfsinteriors.

POWER PROSPECTING TEMPLATE

THREE relevant words in the subject line

In the email...

- 1. Share social proof**
- 2. What is your idea?**
- 3. Ask for 15-mins or less**

Hi Richard. **Blackstone Builders and Davidson Interiors are loving their marketing results with us.** Your American flag freedom lobby design at Woodside would be something great for us to promote in the magazine. When could I get 10-15 minutes for a brief chat about that idea?

Hi Richard. **Blackstone Builders and Davidson Interiors are loving their marketing results with us.** **Your American flag freedom lobby design at Woodside would be something great for us to promote in the magazine.** **When could I get 10-15 minutes for a brief chat about that idea?**

Hi Richard. **Blackstone Builders and Davidson Interiors are loving their marketing results with us.** **Your American flag freedom lobby design at Woodside would be something great for us to promote in the magazine.** **When could I get 10-15 minutes for a brief chat about that idea?**



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WINDSOR JEWELERS

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Overview

Windsor Jewelers is a true North Carolina native jewelry and watch store, dedicated to giving

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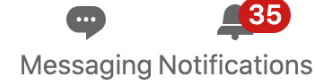
Luxury Goods & Jewelry

500 followers

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Ben Simon • 2nd

Vice President, Windsor Jewelers
Charlotte, NC

Steve Tomanchek is a shared connection

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LinkedIn Member

President at WINDSOR JEWELERS INC
Winston-Salem, NC



Sherry Shifley • 3rd+

Graduate Gemologist
Charlotte, NC

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Michael Trescott • 3rd+

Luxury Sales Professional providing extraordinary service to all clients
Charlotte, NC

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Steve Tomanchek · 1st
General Sales Manager at WAVE
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Account Executive at WAVE 3 - TV

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Ben Simon · 2nd

Vice President, Windsor Jewelers

Charlotte, North Carolina, United States ·

500+ connections · [Contact info](#)



WINDSOR JEWELERS
INC



UNC Chapel Hill

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Lisa Camhe · 3rd

Manager at London Jewelers

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Donnie Thompson · 2nd

President at Windsor Jewelers

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Highlights



1 mutual connection

You and Ben both know Steve Tomanchek



Ben Simon

Vice President, Windsor Jewelers

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About

After spending many years developing my sales skills in New York City, I have returned home to North Carolina to help develop my family business. Windsor Jewelers is now open in Charlotte, as well as its original location in Winston-Salem!

Activity

556 followers

Posts Ben created, shared, or commented on in the last 90 days are displayed here.

[See all activity](#)

Experience



Phillip Basner • 3rd

Watch Buyer at London Jewelers

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Haley Gordon • 3rd

Office Assistant at Fink's Jewelers

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Matt Bertz • 2nd

Vice President, Games at Magid

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Lisa Bradley



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Ben Simon

Vice President, Windsor Jewelers

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Breitling

2 yrs 6 mos

Assistant Manager

Nov 2012 – Jan 2013 · 3 mos

Breitling Boutique Manhattan

Assistant Manager of the Breitling Boutique on 57th Street.

Sales Associate and Keyholder

Aug 2010 – Nov 2012 · 2 yrs 4 mos

Dedicated sales associate at the Breitling Flagship Boutique on 57th street.



Sales Associate, Omega Boutique New York

Swatch Group

Oct 2009 – Jul 2010 · 10 mos

5th Avenue, New York, NY



Volunteer Teacher

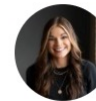
Global Vision International



douglas rea

Senior Vice President / Advertising

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Erica Rapp

Project & Account Manager at H2M

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James Wolfe

Health Copywriter with Twelve Years Face-to-Face Sales...

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Ryan



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@windsorjewelersnc · Jewelry & Watches Store

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i Since 1986, Windsor Jewelers has embraced excellence at every turn. We offer the people of North Carolina's Triad area exceptional service, prestigiou...

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👍 9,621 people like this including 1 of your friends



📁 9,484 people follow this

📍 316 people checked in here

🌐 <http://www.Windsor->



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Photo/Video



Check in



Tag Friends



Windsor Jewelers

21h · 🌐

An homage to aviation. The @Rolex Air-King in Oystersteel, 40 mm case, black dial, Oyster bracelet. Contact our Charlotte store for details.

[#WindsorJewelersNC](#) [#Charlotte](#) [#PhillipsPlaceClt](#)
[#Rolex](#) [#AirKing](#)





Windsor Jewelers

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every turn. We offer the people of North Carolina's Triad area exceptional service, prestigiou...

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9,484 people follow this

316 people checked in here

<http://www.Windsor-Jewelers.com/>

(336) 721-1768

Away
Send Message

ben@windsor-jewelers.com

Price Range · \$\$\$

Jewelry & Watches Store ·
Jewelry & Watches Company



Windsor Jewelers

21h · 🌐

An homage to aviation. The @Rolex Air-King in Oystersteel, 40 mm case, black dial, Oyster bracelet. Contact our Charlotte store for details.

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[#Rolex](#) [#AirKing](#)





Call Now

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"Can you recommend something for me?"

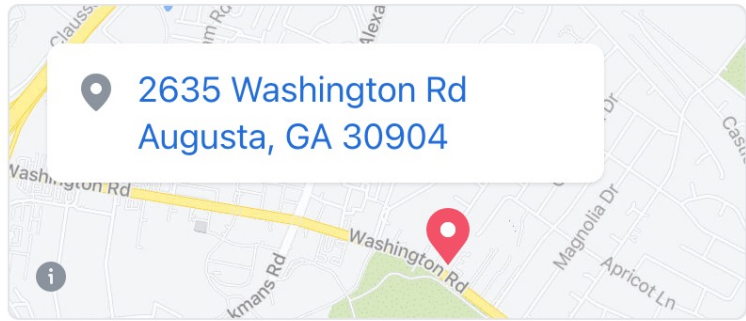
Ask

Type a question

Ask

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Windsor Fine Jewelers is a national leader in fine jewelry, founded in 1975 in Augusta, Georgia.

Windsor Fine Jewelers is a national leader in fine jewelry, founded in 1975 in Augusta, Georgia.

18,914 people like this including 11 of your friends



It's butterflies and ladybug season #windsorfinejewelers #greenboxmoment #butterfly #ladybug #igjewelry #fashionjewelry



10

1 Share

Like

Comment

Share

POWER PROSPECTING TEMPLATE

THREE relevant words in the subject line

In the email...

- 1. Share social proof**
- 2. What is your idea?**
- 3. Ask for 15-mins**

Hi Ben. We are helping Jewelers Bench and Davidson Jewelers bring in new customers. I have an idea to help you promote your Rolex Air King and more. When could I get 10-15 minutes for a brief chat about that idea?

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VOICEMAIL TEAMPLATE

Hi Ben. We are helping Jewelers Bench and Davidson Jewelers bring in new customers. I have an idea to help you promote your Rolex Air King and more. When could I get 10-15 minutes for a brief chat about that idea? You do not need to call me back. But, if you could reply to my email that would be great. Oh, by the way, this is Ryan from _____.

Subject Lines:

New idea for you

Have you considered this?

Quick note: Rolex Air King

Your thoughts?

May 15th?



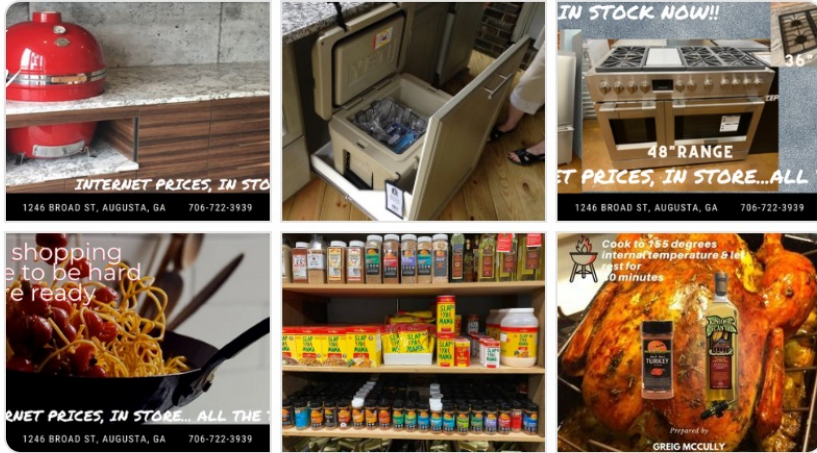
BIG IDEA #6

Get Specific with “hooks”!



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Where you been? We're cookin' it up fo...

13 likes

Just in @ Fireside. The newest Stoll outdoor kitchen with a beautiful Firemagic grill.





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Miele

Rethink how you do laundry.
By thinking less about it.

Introducing the W1 washer.

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The Kitchen Store

Fireside Kitchens & Grills is the authority on kitchens, indoor and outdoor kitchens, and the appliances that go in them. We sell every major appliance in the house from laundry and microwaves, refrigerated columns, ranges, ovens, speed ovens, steam ovens, dishwashers, coffee makers and all in the finest brands on the market to the finest outdoor kitchens you've ever dreamed of. We offer complete outdoor kitchen designs, work well with builders, architects, landscape designers and, of course, home owners. We have been a part of thousands of outdoor kitchen projects and have systems that make the Do-It-



Join Our Mailing List

Rethinking fire.

The worlds only smokeless wood firepits



The Kitchen Store

Fireside Kitchens & Grills is the authority on kitchens, indoor and outdoor kitchens, and the appliances that go in them. We sell every major appliance in the house from laundry and microwaves, refrigerated columns, ranges, ovens, speed ovens, steam ovens, dishwashers, coffee makers and all in the finest brands on the market to the finest outdoor kitchens you've ever

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Hi Steve. We are helping Red Star Insurance and Bob the Builder bring in new customers. I have an idea to help you promote your Stoll outdoor kitchens and more. When could I get 10-15 minutes for a brief chat about that idea?

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_____.



Wild Birds Unlimited (Augusta, GA)

Page created - March 15, 2011

Page manager location: United States

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This weather ☀️ couldn't be more perfect, and many kids are off for spring break! Take a break from devices, experience nature, and go on a family scavenger hunt--fun for ALL ages!!

Save this post (click the three dots in the upper right corner and click "save") for later and go on a hunt for your favorite birds!!

name _____ NEIGHBORHOOD

BIRD SCAVENGER HUNT

 robin	 blue jay	 finch
 hummingbird	 woodpecker	 dove
 blackbird	 cardinal	 sparrow
 crow	 mockingbird	 hawk

Where did you see the robin?

What is something you noticed?

What is something you wonder?

Write a short story about the robin.

Where did you see the blue jay?

What is something you noticed?

What is something you wonder?

Write a short story about the blue jay.

Where did you see the finch?

What is something you noticed?

What is something you wonder?

Hi Bonnie. We are helping Red Star Insurance and Bob the Builder bring in new customers. I have an idea to help you promote your bird scavenger hunt. Could I get 10-15 minutes for a brief chat about that idea?

Hi Bonnie. We are helping Red Star Insurance and Bob the Builder bring in new customers.

I have an idea to help you promote your bird scavenger hunt. Could I get 10-15 minutes for a brief chat about that idea?

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