

# 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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**RATCHET  
+WRENCH**



10 Missions Media



Northern State  
University

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Ryan, showcase your services



Find new clients with a free service page

Get started

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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

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

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**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?**

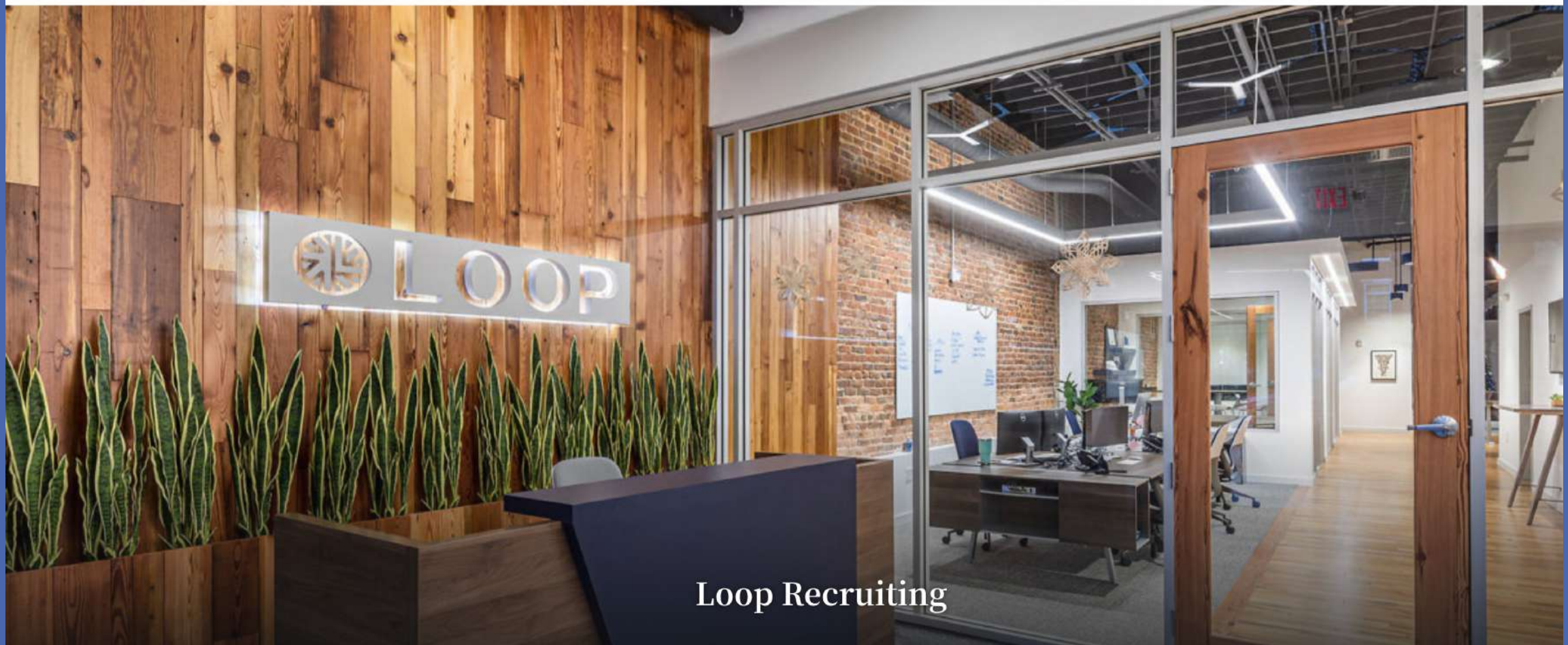
**Do we need to disconnect from some?**

**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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## Cheatham Fletcher Scott Architects + Designers

Architecture and Planning · Augusta, Georgia · 100 followers

See all 10 employees on LinkedIn

+ Follow

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### About

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Ryan, you might like RSVPify

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**2KM Architects, Inc.**

Architecture and Planning

125 followers

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For Business

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Cheatham Fletcher Scott Architects + Designers 1

Connections

All filters

Res



**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

Connect



**Tzara Harper, RID, IIDA** • 2nd

Registered Interior Designer

Connect

Comprehensive single-source  
logistics & kitting solu



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**Richard Fletcher** · 2nd

Principal at Cheatham, Fletcher, Scott Architects

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

321 connections



Kim Romaner is a mutual connection



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Cheatham, Fletcher,  
Scott Architects



Clemson University



Ryan, explore relevant opportunities  
with City Lifestyle

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**Richie Fletcher III**

· 2nd

Dealer Manager

Memphis Boat Center



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**Laura Waksman**

**Sugano**

· 3rd

### Activity

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# Cheatham Fletcher Scott Architects + Designers

622 likes · 675 followers



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## Intro

Your local full-service Architecture Firm, expert problem solvers, and professional thinkers.

**Page** · Architectural Designer

420 8th St , Augusta, GA, United States, Georgia

(706) 724-2668

[cfsarchitects](#)

[cfsarchitects.com](#)

Closed now ▾

Price Range · \$

## Posts

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

Yesterday at 8:00 AM · 🌐

Choose your adventure

Architecture: [Cheatham Fletcher Scott Architects + Designers](#)  
Interior Design: Corporate Studio... **See more**






 [cfsarchitects.com](https://cfsarchitects.com)

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 Price Range · \$

★ Rating · 5.0 (11 Reviews) 

### Photos

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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](#)

#... See more





# Domain Search

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

**Find email addresses**



Cheatham Fletcher Scott Architects + Designers cfsarch **2 results** le, [hunter.io](https://hunter.io).

cfsarchitects.com

Find email addresses

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

2 results

c  tact@cfsarchitects.com 

2 sources 

i  o@cfsarchitects.com 

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**

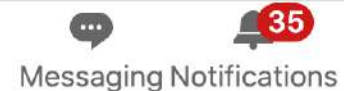
Hi Richard. **Blackstone Builders and Davidson Interiors are loving their marketing results with us.** Your American flag freedom lobby design at Woodside would be something great for us to promote in the magazine. When could I get 10-15 minutes for a brief chat about that idea?

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?

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Are You A CEO? - Inner Circle of Professionals Is An Exclusive Business Network. Join Now. Ad ...



## WINDSOR JEWELERS

Retail · WINSTON-SALEM, NC · 66 followers

See all 6 employees on LinkedIn

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### Overview

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

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Get the applicants you need for free

Post a free job

### Pages people also viewed



Windsor Jewelers, Inc.

Luxury Goods & Jewelry

500 followers

+ Follow



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**Ben Simon** • 2nd

Vice President, Windsor Jewelers  
Charlotte, NC

Steve Tomanchek is a shared connection

Connect



**LinkedIn Member**

President at WINDSOR JEWELERS INC  
Winston-Salem, NC



**Sherry Shifley** • 3rd+

Graduate Gemologist  
Charlotte, NC

Message



**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

Louisville Metropolitan Area · [500+ connections](#) ·

[Contact info](#)

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WAVE3 News



UNC Wilmington

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**Laura Bible** · 3rd

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

## Highlights



1 mutual connection

You and Ben both know Steve Tomanchek

Ad ...



Get the applicants you need for free

[Post a free job](#)

## People also viewed



Lisa Camhe · 3rd

Manager at London Jewelers

[Connect](#)



Donnie Thompson · 2nd

President at Windsor Jewelers

[Connect](#)



**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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## People you may know



**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

Connect



**Erica Rapp**

Project & Account Manager at  
H2M

Connect



**James Wolfe**

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

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Ryan



## Windsor Jewelers

@windsorjewelersnc · Jewelry & Watches Store

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windsor-jewelers.com

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### About

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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->



Create Post



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

Shop Now

Like

Message



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

**See More**



9,621 people like this including 1 of your friends



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](mailto: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.

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





Windsor Fine Jewelers

Call Now

Like

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"Can you recommend something for me?"

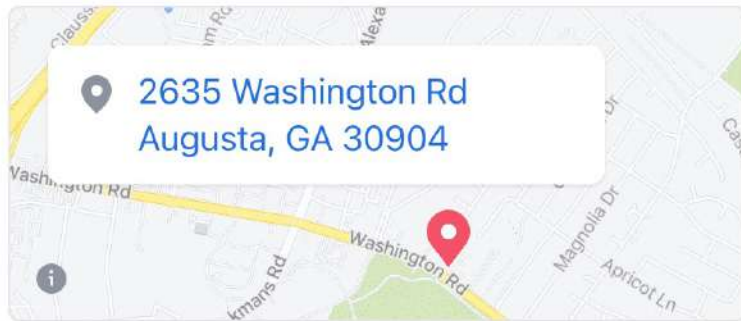
Ask

Type a question

Ask

## About

See all



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?**

**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?**

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?

## 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 15<sup>th</sup>?



# **BIG IDEA #6**

# **Get Specific with “hooks”!**



Fireside Kitchens & Grills

Send Email

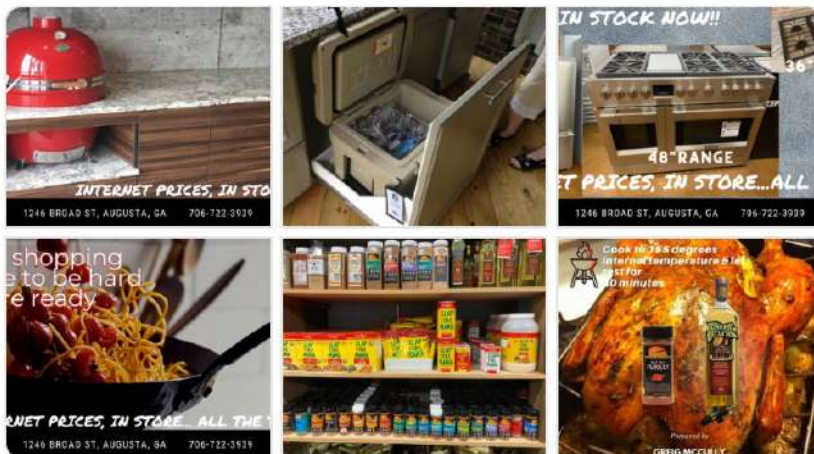
Like

Message



## Photos

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## Videos

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



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



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

Introducing the W1 washer.

[UPGRADE NOW](#)

## 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

**breeo**  
INDUSTRIES LLC  
rethinking fire



# 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

# 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 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?**

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?

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

## Related Pages



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Nonprofit organization

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Cat Networking Agents

Nonprofit organization

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Midtown Market Augusta

Angie Moorhead likes this

Local business

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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!! 🐦

## 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.



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.



blue jay

Where did you see the finch?  
What is something you noticed?  
What is something you wonder?



finch

**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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