WEEK 3 OF 4 · EXAMPLE INDUSTRIAL CLIENT · SDR OUTREACH

EXAMPLE

Friday report

212	41	7	5
Calls made	Conversations	Meetings booked	Meetings held

Meetings held this week

Company	Role	What they said	Next step
Food processor, 300 staff	Plant manager	Labour shortage on the packing line; tried a pilot two years ago	Demo with engineering, Nov 12
Auto parts supplier	Engineering lead	Integrator decides; wants a joint call	Call with integrator, Nov 14
Packaging company	Operations director	Budget set in January; wants numbers first	Send ROI estimate
Metal fabricator	Owner	Quality issues costing rework	Site visit, Nov 18
Distribution centre	Maintenance manager	Interested, not the decision maker	Intro to VP Operations

What buyers said

"We tried vision two years ago and it never left the pilot line."

"Our integrator decides this, not us."

Objections heard

Already have a supplier: 12
No budget this year: 6
Integrator decides: 5
Call back in January: 4

We recommend

Add the three largest integrators and call them as partners.

Lead with the pilot line problem in the opener.

Next week

150 calls to the revised list · Integrator outreach starts Monday · Target: 6 meetings held