

VANQUISH

OPENING IS THE NEW CLOSING

Inside The Provocation Sequence™

THE CLOSING CALL · WEEKLY SALES TRAINING

EVERYONE TRAINS THE CLOSE. NOBODY TRAINS THE OPEN.

Closing matters. But you can't close a conversation you never opened.

WHY THIS EXISTS

Before this was a framework, it was leverage. I've opened doors most people never get invited through.

\$1BN+

in physical and information products sold

US / EU / UK

major retailers won as customers

ACQUIRED

by a Berkshire Hathaway group

\$19M

consultancy scaled in under 3 years

THE PROBLEM

It fails in one of two directions.

TOO HARD

THE PITCH

"I help X do Y, worth a chat?"

Dead on arrival. They know exactly what this is before they've decided they care.

TOO SOFT

THE SOFT TOUCH

"Just wanted to connect."

Nothing there for them to respond to. Silence, every time.

Both get ignored.

**THE ALTERNATIVE ISN'T A SOFTER PITCH.
OR A HARDER PITCH.
IT'S PROVOCATION, BUILT PROPERLY.**

Nobody teaches this properly. That's the gap.



THE PROVOCATION SEQUENCE™

Five moves. One job each. If they respond, the sequence stops and the conversation begins.



TRIGGER

HEURISTIC

Ask about the condition, not the solution.

EXAMPLE

“You focused on organic growth or looking at acquisitions right now?”

STAGE 01

V

0

1

TWO WAYS TO PLAY IT

Every trigger is one of these two. Know which game you're in.

PROVOCATION

Interrupt. Create curiosity. Reply fast.

BEST FOR

- You're unknown
- You need volume
- Lower ticket
- Problem aware markets

RESISTANCE FREE

No sales signal. Feels natural.

BEST FOR

- High trust / high ticket
- Sophisticated buyers
- Positioning matters
- A longer game

TRIGGER STYLES

Four structural styles. Everything else is a variation inside one of these.

PITCH

Use sparingly. Signals sale coming.

DIRECT

Fast, but removes their autonomy.

INDIRECT

Human. Slower to depth.

LATERAL

Peer level. Signals intelligence.

Strong signal? Use it. Don't force a subtler style over real information.

TRIGGER RULES

The fast checks that separate a real trigger from another dead message.

- **Different, not polished**

- **Weird beats perfect**

- **No sales signal**

- **No love bombing**

- **Never a yes or no question**

- **No pleasantries, no false synergy**

- **Always future pace**

- **End in motion, not closure**

BUMP

HEURISTIC

Advance the thought. Never chase the reply.

EXAMPLE

“Assuming organic growth then..”

STAGE 02

V

PROOF

HEURISTIC

Let them recognise themselves in the evidence.

EXAMPLE

“No way to know where you're at, but we helped ACME in your sector grow recurring revenue 40%+ last year.”

RECOMMENDED CTA

“Is it worth a conversation?”

AUTHORITY

HEURISTIC

Facts, not adjectives.

EXAMPLE

“For context, I've been a PE backed CFO three times, a post acquisition integrator a dozen times, and a twice exited entrepreneur.”

RECOMMENDED CTA

“Totally irrelevant?”

REST

Be persistent enough to survive distraction. Never so persistent that silence becomes pursuit.

DAY 0

Trigger

DAY 3

Bump

DAY 7

Proof

DAY 13

Authority

THEN

Rest

Four messages with no reply usually means no synergy yet. There is no fifth “just checking in.” The sequence ends.

THE BUILD TEST

Run every sequence through this before it goes out.

TRIGGER

Real condition, not a pitch?

BUMP

Advances the thought?

PROOF

They see themselves in it?

AUTHORITY

Facts, not claims?

RESTRAINT

Know when to stop?

WHAT HAPPENS NEXT

Provocation is one of three ways we build commercial conversations.

1

TRIGGERING

Elicit a response around something commercially relevant.

2

HAND RAISING

Give them a reason to reveal interest.

3

NURTURING

Stay relevant until timing is right again.

VANQUISH

**BRING YOUR OUTBOUND LIST.
BRING THE SEQUENCE YOU KNOW ISN'T
WORKING.
BRING WHATEVER'S LEFT OF YOUR PATIENCE.**

This one alone is worth ten years of the peppercorn membership I charge.