

FRIESEN'S INC.

Proactive Prospecting Workshop

Message Review: Originals & Revisions

June 2026

Facilitated by Sales Concepts, Inc.

Andrew Sharp | Katherine Duley

Workshop Takeaways

The session focused on writing prospecting messages that earn a response. Key principles discussed:

- Write from the customer's perspective. Ask: "What's in it for me?"
- Minimize the word "I". Every use signals you're writing for yourself, not the reader.
- Keep messages under 20 seconds for voicemails; email should be scannable in under 30 seconds.
- Include a rhetorical question or a specific problem statement to create relevance.
- End with a clear call to action — give them something to respond to.
- Consider the buyer's style (Assertive, Animated, Analytical, Amiable) when crafting tone and length.
- An 8-touch outreach sequence works. Consistency and persistence often matter more than perfection.

Christen Anderson | Southern Region Sales Manager

EMAIL — INITIAL OUTREACH

ORIGINAL	REVISED
Subject: Visiting your area week of June 23rd Hi Name, My name is Christen Anderson with Friesen's. I'll be in your area the week of June 23rd and wanted to reach out to see if you'd be open to a brief introduction while I'm there. I'd welcome the chance to learn more about your operation and share how Friesen's may be able to help your team improve efficiency, address challenges, and support upcoming goals. If you're available, I'd be glad to stop by for 15–20 minutes. If someone else on your team would be the best person to connect with, I'd appreciate your guidance. Thanks, Christen	Subject: Friesen's: Quick Visit Week of June 23rd Hi [Name], Processors dealing with tight footprints, demanding sanitation requirements, or production bottlenecks often find a walkthrough with Friesen's worth the time; we help uncover where custom stainless equipment can move the needle. Could your operation benefit from that kind of conversation? If the week of June 23rd works, I'd value 15–20 minutes to learn more about your priorities and see if there's a fit. Would [specific day/time] work, or is there a better time for you? Thanks, Christen Anderson Friesen's Inc.

Workshop Notes:

The original opened with "My name is" and "I'll be in your area," two sender-focused statements before offering any value.

The revised version leads with a relevant customer challenge, then introduces the visit.

The time-limit offer is preserved but moved to after the value statement.

Consider personalizing the challenge statement to the specific prospect's industry (protein, bakery, etc.).

EMAIL — FOLLOW-UP

ORIGINAL	REVISED
Subject: Follow-Up on Friesen's Meeting Request Hi Name, Just wanted to follow up in case my last note got buried. I'll be in your area the week of June 23rd and would value the opportunity to meet briefly. I'd love to learn more about your current priorities and share how Friesen's may be able to help your team improve efficiency, address challenges, and support upcoming goals. Let me know if there's a time that works best for you and I will fit it into my schedule. Thanks, Christen	Subject: Still Worth 15 Minutes? Hi [Name], Following up on my note from last week. If sanitation compliance, line efficiency, or custom integration is on your radar this year, a quick conversation with Friesen's might save your team some time down the road. Are you available the week of June 23rd? Would [Day, Time] work? Thanks, Christen Anderson Friesen's Inc.
Workshop Notes: <i>The follow-up subject line, "Follow-Up on Friesen's Meeting Request," is bureaucratic and provides no reason to open the email.</i> <i>The revised subject creates a low-pressure value question.</i> <i>"Just wanted to follow up in case my last note got buried," is a filler opener; it says nothing. Cut it.</i> <i>The revised version leads immediately with customer-relevant topics.</i>	

EMAIL — INITIAL OUTREACH (ALTERNATE)

ORIGINAL	REVISED
Subject: Friesen's Inc Conveyance & Custom Automation Hi Name, My name is Christen Anderson, and I'm the Regional Sales Manager at Friesen's covering the Southern territory. If you're not familiar with Friesen's, we specialize in designing and manufacturing stainless, full washdown conveyance & custom equipment for food processors, supported by our in-house controls team and UL-listed panel shop. I'd appreciate the opportunity to spend some time with you learning about Company current goals and priorities to see if there may be any areas where Friesen's could be a resource.	Subject: Custom Stainless Solutions for [Company Name]: Worth a Quick Call? Hi [Name], When food processors need tight integration between conveyance, inspection, and packaging without the headache of managing multiple vendors, Friesen's is built for that. We design and manufacture stainless, fully washdown equipment in-house, including controls and UL-listed panel build. If your team has any projects, pain points, or capacity questions on the horizon, would a 15-minute call be worth your time?

Would you be available for a brief Teams call next week? Would Date & Time work for you?	Would [Day/Time] work? Christen Anderson Southern Region, Friesen's Inc.
Workshop Notes: <i>Original subject line leads with a product category (Conveyance & Automation), not a customer benefit. The revised subject poses a question directly relevant to the prospect's decision.</i> <i>"If you're not familiar with Friesen's," don't assume they need an orientation. Lead with the problem you solve.</i> <i>The call to action was preserved and tightened.</i>	

EMAIL — FOLLOW-UP (ALTERNATE)

ORIGINAL	REVISED
Subject: Quick follow-up Hi Name, I wanted to follow up in case my previous note got buried. I understand you've got a lot going on, but I'd still welcome the opportunity to connect briefly and learn more about your current goals and priorities to see where Friesen's could be a resource — particularly around conveyance, automation, and checkweighing. If a Teams call isn't ideal, I'm happy to work around your schedule or connect at a later time that's convenient for you. Please let me know what works best, or if there's someone else on your team I should reach out to. Thank you, Christen Anderson	Subject: Conveyance, Automation, or Checkweighing — Anything on the Horizon? Hi [Name], Circling back with a simple question: are conveyance, automation, or checkweighing challenges something your team is working through right now? If yes, Friesen's may be a good conversation to have. If the timing isn't right, I'm glad to reconnect when it is. Who's the best person to include if projects like this come up? Christen Anderson Southern Region, Friesen's Inc.
Workshop Notes: <i>The revised subject doubles as a qualifying question — the prospect immediately knows if this is relevant.</i> <i>"I wanted to follow up in case my previous note got buried" — common filler, adds no value. Removed.</i> <i>The redirect question at the end ("who's the best person?") is a useful door-opener even when the immediate answer is no.</i>	

VOICEMAIL

ORIGINAL	REVISED
Hi Name, this is Christen Anderson with Friesen's. I work with protein processors like yours on custom conveyance and packaging solutions. I'll be in your area later this month visiting a few facilities. I'd really like to connect briefly to learn more about what you're working on and see if there might be a way we can support your team. I'll follow up with a quick email as well, but feel free to give me a call or shoot me a text with your availability at 218-841-4068. Looking forward to it, thanks!	Hi [Name], Christen Anderson with Friesen's. Protein processors dealing with sanitation-driven downtime or tight integration challenges often find a short conversation with us saves time on their next project. Worth a quick call? Reach me at 218-841-4068. I'll also follow up by email. Thanks.
Workshop Notes: <i>Original runs approximately 35–40 seconds — too long for a voicemail. Target is under 20 seconds. "I'd really like to connect" and "Looking forward to it" are filler phrases focused on the caller's desires. Revised version opens with a customer problem, keeps it under 20 seconds, and ends with a direct call to action.</i>	

LINKEDIN CONNECTION REQUEST

ORIGINAL	REVISED
Hi Name — came across your role at Company and wanted to connect. I cover the Southern region for Friesen's, Inc and work with protein processors on engineering projects involving custom conveyance & equipment. Would be great to connect.	Hi [Name] — I cover the Southern region for Friesen's and work with protein processors on custom conveyance and integration projects. Would welcome the connection.
Workshop Notes: <i>The original is solid. Minor revision: remove "Hi Name — came across your role at Company and wanted to connect" — the platform context makes that implied. Opens stronger by stating your role and relevance immediately.</i> <i>Using "I" is appropriate here — you're briefly identifying yourself, not asking for anything yet.</i>	

LINKEDIN FOLLOW-UP MESSAGE

ORIGINAL	REVISED
Thanks for connecting, Name. I mentioned in my connection request that I cover the Southern region for Friesen's and work with protein processors like yours on engineering projects involving custom conveyance and equipment. I'll be traveling through your area soon and would welcome a	Thanks for connecting, [Name]. Processors in the protein space dealing with footprint constraints, sanitation requirements, or integration complexity often find Friesen's worth a conversation. Any of those on your radar? Happy to set up a quick call if the timing is right.

quick conversation to learn more about your operation and see if there's a fit.	Christen Anderson
Would you be open to a short call or quick visit?	
Workshop Notes: <i>The original restates your background twice (once in the first sentence, already covered in the connection request).</i> <i>Revised version skips the recap and opens immediately with a customer-relevant question.</i> <i>Ending with a yes/no question gives the prospect an easy on-ramp to respond.</i>	

EMAIL — 1ST TOUCH (PROTEIN / PLANT MANAGER & OPERATIONS)

ORIGINAL	REVISED
Subject: Quick plant visit – Friesen's Hi [Customer Name], My name is Evan Dodd, I'm the Western Region Sales Manager at Friesen's. I spent 12 years in the food industry as a process engineer before moving into sales, and now I help protein processors solve sanitary material handling and production flow challenges. I'll be in your area on [date] and wanted to see if you'd be open to a quick 30-minute visit. Just want to introduce myself, learn more about your operation, and understand where material handling, sanitation, or throughput may be creating friction on the floor. Friesen's is a U.S.-based manufacturer specializing in stainless, fully washdown equipment for protein plants — conveyors, augers, dumpers, hoppers, and integrated inspection and packaging systems. Everything we build is designed with cleanability, uptime, and operator ease-of-use in mind. If you have 30 minutes available on [date], I'd appreciate the opportunity to connect. Thanks in advance, looking forward to meeting you! PS - I have some marketing materials I can shoot your way if you think that would be useful, just say the word!	Subject: Sanitation Downtime & Production Flow — Worth 30 Minutes? Hi [Name], Protein plant managers dealing with sanitation-driven downtime, material handling friction, or throughput constraints typically find a walkthrough with Friesen's valuable. We design and build stainless, fully washdown equipment conveyors, augers, hoppers, and dumpers with cleanability and uptime built in, not bolted on. Going to be in your area on [date]. Would a 30-minute visit be useful? [Day/Time Option 1] or [Day/Time Option 2] which works better? Evan Dodd Western Region, Friesen's Inc. [Phone]
Workshop Notes: <i>The email length was appropriate for a plant manager, but it opened with a full career bio before stating any customer value.</i> <i>The revised version opens with the customer's problem, then establishes Friesen's relevance.</i> <i>The P.S. about marketing materials shifts focus back to the seller. Removed — it can be offered in conversation.</i> <i>Background credentials (12 years as process engineer) can be woven in verbally; they add weight in a call, less so in a cold email.</i>	

EMAIL — 1ST TOUCH (PROTEIN / ENGINEERING & MAINTENANCE)

ORIGINAL	REVISED
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Subject: Quick plant visit – Friesen's (focus: specs, integration, controls, problem-solving) Hi [Customer Name], I'm Evan Dodd, Western Region Sales Manager at Friesen's. Prior to sales, I spent 12 years working as a process engineer in food manufacturing, and now focus on helping protein processors design and integrate sanitary material handling systems. I'll be in your area on [date] and wanted to see if you'd be open to a quick 30-minute meeting. I'd love to learn more about your current process, upcoming projects, or pain points related to transfer, inspection, or packaging integration. Friesen's designs and builds stainless, full-washdown equipment to NAMI standards and integrates third-party technologies including trim sorting, metal detection, X-ray, optical inspection, and smart packaging systems. We also manufacture our own NTEP-rated checkweighers and handle controls and panel build in-house via our UL-listed panel shop. Would you have availability on [date]? How does [schedule option 1] or [schedule option 2] look? Thanks in advance, looking forward to meeting you!	Subject: Transfer, Inspection & Controls Integration: Anything on Your Plate? Hi [Name], Engineers dealing with transfer system complexity, third-party integration headaches, or controls reliability issues often find Friesen's worth a conversation. We build to NAMI standards, integrate trim sorting, metal detection, X-ray, and smart packaging systems, and handle controls and UL-listed panel build in-house, which simplifies coordination significantly. Worth a 30-minute conversation on [date]? [Day/Time Option 1] or [Day/Time Option 2]? Evan Dodd Western Region, Friesen's Inc. [Phone]
Workshop Notes: <i>Strong credential details (NAMI, NTEP, UL-listed) are well-suited for an engineering audience kept in the revision.</i> <i>The subject line was a label ("1b Protein + Engineering / Maintenance"), not a customer-facing subject. Revised to a relevant question.</i> <i>Career background ("12 years as a process engineer") can be mentioned in conversation; it earns more credibility spoken than written cold.</i>	

EMAIL — 1ST TOUCH (PROTEIN / CORPORATE, CAPEX & PROCUREMENT)

ORIGINAL	REVISED
Hi [Customer Name], My name is Evan Dodd, I'm the Western Region Sales Manager at Friesen's. I've spent over a decade in the food industry as a process engineer and now support protein processors	Subject: Reducing Vendor Complexity on Protein Processing Projects Hi [Name],

with capital equipment and integrated system solutions. I'll be in your area on [date] and would love the chance to briefly introduce Friesen's and learn more about your approach to equipment sourcing and project execution. We're a U.S.-based manufacturer specializing in stainless, fully washdown material handling equipment for protein processors. In addition to core equipment, we provide full system integration — including inspection technologies, checkweighing, controls, and UL-listed panel build — helping customers reduce vendor complexity and execution risk. If you have 30 minutes available on [date], I'd appreciate the opportunity to connect. How does [schedule option 1] or [schedule option 2] look?	Procurement and CapEx teams often tell us that managing multiple vendors across a processing equipment project creates risk and overhead. Friesen's consolidates that — stainless material handling, inspection integration, controls, checkweighing, and UL-listed panel build, all under one roof. Worth 30 minutes to see if there's a fit? Would [date/time option 1] or [option 2] work? Evan Dodd Western Region, Friesen's Inc. [Phone]
Workshop Notes: <i>Procurement and CapEx audiences respond to risk-reduction and vendor-simplification language; the revision leads with that.</i> <i>The original opener is heavily bio-focused. Executive-level contacts don't need your career history in the first paragraph.</i> <i>The revised subject line names a specific pain point relevant to this audience.</i>	

VOICEMAIL — ULTRA-SHORT VERSION

ORIGINAL	REVISED
"Hi [Name], Evan Dodd, Western sales manager with Friesen's, based out of SLC. I spent 12+ years as a process engineer in food and beverage. I had a quick question about how you're handling [product/process] today — I'll try you again."	"Hi [Name], Evan Dodd with Friesen's. Wondering how you're handling [product/process challenge] — have a thought that might be useful. Reach me at [number], or I'll follow up by email. Thanks."
Workshop Notes: <i>Good instinct: keep it short and create curiosity. The revision removes "based out of SLC" (not relevant to the prospect) and "12+ years as a process engineer" (save for the callback conversation).</i> <i>Important: the original says "I'll try you again" — this removes the prospect's ability to respond. Always include a callback number, even in a short message.</i> <i>The revised version preserves the curiosity hook while enabling a response.</i>	

VOICEMAIL — 1A PROTEIN / PLANT MANAGER & OPERATIONS

ORIGINAL	REVISED
Hi [Name], this is Evan Dodd with Friesen's.	"Hi [Name], Evan Dodd with Friesen's. Protein processors dealing with sanitation-driven

I work with protein plants on sanitary material handling and production flow improvements. I was hoping to set up a brief remote introduction to learn a bit about your operation and see if it makes sense to stay in touch. You can reach me at [phone], or I'll follow up by email. Thanks — again, Evan Dodd.	downtime or production flow friction often find it worth a quick conversation with us. Worth a 15-minute call? Reach me at [phone], or I'll follow up by email. Thanks."
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Workshop Notes:

"I was hoping to set up a brief remote introduction" — this is entirely about what you want. Removed.
"To learn a bit about your operation" — same. The prospect has no reason to invest their time in your education.
Revised version replaces those phrases with a customer problem statement, then asks if it's relevant.

VOICEMAIL — 1B PROTEIN / ENGINEERING & MAINTENANCE

ORIGINAL	REVISED
Hi [Name], Evan Dodd calling from Friesen's. I spent about 12 years as a process engineer in food manufacturing and now help protein processors with transfer, inspection, and controls integration. I was hoping to schedule a short remote intro to learn more about your current setup and any upcoming projects. I'll follow up by email — thanks.	"Hi [Name], Evan Dodd with Friesen's. Engineers working through transfer, inspection, or controls integration challenges sometimes find our background useful — I spent 12 years as a process engineer before this role. Worth a conversation? I'll follow up by email, or reach me at [phone]. Thanks."

Workshop Notes:

For an engineering audience, the background credential actually belongs in the message; keep it, but reposition it after the problem statement.
"I was hoping to schedule a short remote intro to learn more about your current setup" frames the ask as benefiting you. Removed.
The revised version leads with a relevant challenge, then uses the credential to establish credibility.

EMAIL — CUSTOMIZED OUTREACH

ORIGINAL	REVISED
I've been following your company's work, and with your current focus on [goal/product], I wanted to reach out. When designing specific systems, I find that the best way to uncover hidden bottlenecks or layout efficiencies is by simply looking at the floor layout in person. I'm actually going to be in your area next week. Would you be open to a quick walkthrough of your facility? Let me know what day/time works best for you, and I will get it on our calendars!	Subject: [Company Name] Spot Any Bottlenecks in the Floor Layout? Hi [Name], With your current focus on [goal/product], the best way to find hidden bottlenecks or layout inefficiencies is usually a quick look at the floor — not a slide deck. Going to be in your area next week. Would a walkthrough make sense? [Day/Time Option 1] or [Day/Time Option 2] let me know what works. Robert Cervenka Friesen's Inc. [Phone]
Workshop Notes: <i>This was one of the stronger emails in the session. The personalization ("I've been following your company's work") and the specific insight about floor walkthroughs are both strong — kept in the revision.</i> <i>Revision: change "I find that the best way" to a customer-centered statement. Switch "I will get it on our calendars" to a specific date/time ask.</i> <i>Personalizing the subject line with the company name increases open rates significantly.</i>	

EMAIL — PROBLEM-FOCUSED OUTREACH

ORIGINAL	REVISED
Many of our customers that I've spoken with lately are hitting a wall when it comes to [problem]. Because every facility layout has its own unique constraints, it can be difficult to find the right fit for your space. We specialize in mapping out custom integration strategies directly on the plant floor to ensure new additions don't disrupt your existing flow. I'd love to take a quick look at your current layout to see how we might help you with any bottlenecks.	Subject: Hitting a Wall with [Problem Area]? Hi [Name], Processors dealing with [problem] often find that a standard equipment spec doesn't account for their specific footprint. Friesen's maps integration strategies directly on the floor, so new additions work with your existing flow, not against it. Worth a quick site visit to take a look? Available next week.

Are you available for a brief site visit next week?	[Day/Time Option 1] or [Day/Time Option 2]? Robert Cervenka Friesen's Inc. [Phone]
Workshop Notes: <i>The rhetorical question framing ("hitting a wall") is effective — it creates immediate relevance if the problem resonates.</i> <i>Revision: remove "I'd love to take a quick look" (about you). Tighten the message and put the call to action at the end.</i> <i>The subject line mirrors the rhetorical question; it should match whatever specific problem you insert for that prospect.</i>	

VOICEMAIL — VERSION 1

ORIGINAL	REVISED
Hi [Name], this is Robert with Friesen's. How are you doing today? We design custom food processing equipment and systems. I'm calling you specifically because a lot of our customers tell me that trying to integrate new equipment into an existing footprint can be very difficult — especially when trying to maintain strict sanitary standards and smooth product flow. I'm curious — are you guys currently looking at upgrading any of your processing lines this year, or is your current layout handling the volume exactly how you want it to? Because every footprint is unique, it's usually easier to look at it in person rather than over email. I'll be in your area next week, let me know a time that works for you to walk through your facility.	"Hi [Name], Robert Cervenka with Friesen's. Integrating new equipment into an existing footprint while keeping sanitation standards intact is a challenge we hear about constantly. If that's on your radar, worth a quick call? Reach me at [phone], or I'll follow up by email. Thanks."
Workshop Notes: <i>"How are you doing today?" Remove this from all voicemails. On a voicemail, it sounds scripted and insincere.</i> <i>The original has great bones: a specific customer challenge, a rhetorical question, and a concrete offer. It runs long at approximately 45–50 seconds.</i> <i>The revised version preserves the core message in under 20 seconds. The rhetorical question can be asked in a follow-up call once they call back.</i>	

VOICEMAIL — VERSION 2

ORIGINAL	REVISED
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Hi [Name], this is Robert with Friesen's. How's your week going? The reason for my call is that we've been working heavily with regional processors lately, and your name came up regarding the [City/Region] facility. A lot of the production teams we're partnering with right now are frustrated by finding space in their existing plant footprint to improve their production capacity and efficiency. We recently helped a few customers implement a custom layout that actually cut their changeover time in half and boosted daily throughput. I wanted to see if you are facing any similar footprint or efficiency constraints on your floor right now? I'm actually going to be out your way next week. Would you be open to a site visit on Wednesday to see if there are any areas that we can help with?	"Hi [Name], Robert with Friesen's. Production teams struggling to add capacity without disrupting their existing footprint, that's a problem we solve regularly. We recently helped a processor cut changeover time in half with a custom layout change. If that kind of challenge is on your plate, worth a call? I'll be in your area next week. Reach me at [phone], or I'll follow up by email."
Workshop Notes: <i>"How's your week going?" — remove. Same issue as Version 1.</i> <i>"Your name came up regarding the [City/Region] facility." This is vague and can sound like a trick. Remove unless you can be specific.</i> <i>The social proof detail (changeover time cut in half) is genuinely strong. Kept in the revision, it answers "so what?" with a real result.</i> <i>The revised version runs approximately 25–30 seconds. Trim further if needed, but the result example earns its place.</i>	

VOICEMAIL — SHORT VERSION

ORIGINAL	REVISED
We design and build custom food processing equipment and can be a full system integrator as well. Do you have any processes that are pain points or any specific areas that you are looking to improve upon? I think we can be great partners to help improve those processes for you. Are you available next week for a site visit?	"Hi [Name], Robert Cervenka with Friesen's. If your team is working through any footprint, sanitation, or integration challenges on the floor, we may be worth a conversation. Available next week, reach me at [phone]. I'll also follow up by email. Thanks."
Workshop Notes: <i>Original is missing a greeting and a callback number — two essentials for any voicemail.</i> <i>"I think we can be great partners" — avoid superlatives you haven't earned yet. Let the conversation prove it.</i> <i>Revised version adds the greeting, number, and reframes from "we can be great" to "we may be worth a conversation" — a more credible, lower-pressure offer.</i>	

EMAIL — GENERAL CONTACT

ORIGINAL	REVISED
Hi [First Name], My name is Andrew Friesen, and I'm the Regional Account Manager for the Eastern Region with Friesen's Incorporated. We specialize in stainless steel material handling solutions and often serve as the bridge between processing systems and third-party equipment to help projects come together smoothly. I'd like to learn more about your operation and see if there may be opportunities for us to support your future initiatives. Would you be open to a brief conversation? Thank you, Andrew Friesen Regional Account Manager Friesen's Incorporated	Subject: Stainless Material Handling — Worth a Conversation? Hi [First Name], When processing projects get complicated by the gap between your process systems and third-party equipment, that's exactly where Friesen's adds value. We serve as the integration bridge — stainless material handling built to close that gap cleanly. If that sounds relevant to anything on your horizon, worth a brief call? Andrew Friesen Eastern Region, Friesen's Incorporated 218-234-6326
Workshop Notes: <i>"My name is Andrew Friesen, and I'm the Regional Account Manager for the Eastern Region" — standard opener, but it leads with who you are rather than what the prospect gets.</i> <i>"I'd like to learn more about your operation" — frames the ask as a benefit to you.</i> <i>Revised version opens with the customer scenario and positions Friesen's as the solution before making any ask.</i>	

EMAIL — ENGINEER

ORIGINAL	REVISED
Hi [First Name], My name is Andrew Friesen, and I work with Friesen's Incorporated, where we specialize in engineered stainless steel material handling systems. Our team is often involved early in the design phase, helping connect processing equipment with third-party systems to ensure projects function as intended from concept through commissioning.	Subject: Integration Complexity at Your Facility — A Resource Worth Knowing? Hi [First Name], Engineering teams managing complex integration projects — connecting processing equipment to third-party systems from concept through commissioning — often tell us the coordination overhead is where projects go sideways.

I'd be interested in learning about the challenges you're seeing in your facility and discussing how we've helped other engineering teams simplify integration and project execution. Would you be available for a brief conversation? Regards, Andrew Friesen Regional Account Manager Friesen's Incorporated	Friesen's gets involved early and stays involved, specifically to close that gap. Would it be useful to connect and compare notes? Andrew Friesen Eastern Region, Friesen's Incorporated 218-234-6326
Workshop Notes: <i>This email has a clear engineering audience — good instinct on the detail level. "I'd be interested in learning about the challenges you're seeing," again frames the ask as benefiting you. Flipped in the revision: start with their challenge, then offer your relevance. The early-phase involvement point is differentiated and worth keeping, and has been moved earlier in the revised version.</i>	

EMAIL — EXECUTIVE

ORIGINAL	REVISED
Hi [First Name], My name is Andrew Friesen, Regional Account Manager with Friesen's Incorporated. We partner with processors across North America, providing stainless-steel material-handling solutions with a strong engineering focus. Our role is often to bridge the gap between processing systems and third-party equipment, helping projects move efficiently from design through final delivery. I'd welcome the opportunity to learn about your current priorities and determine whether Friesen's could be a resource for your team. Would a brief 10-minute conversation make sense? Best regards, Andrew Friesen Regional Account Manager Friesen's Incorporated	Subject: Simplifying Project Execution for [Company Name] Hi [First Name], Processors managing complex capital projects often face the same friction: the gap between process systems and third-party equipment drives schedule risk and execution overhead. Friesen's is built to close that gap, stainless material handling with the engineering depth to integrate from design through commissioning. Would a 10-minute call be worth your time? Andrew Friesen Eastern Region, Friesen's Incorporated 218-234-6326

Workshop Notes:

Executive audiences care about execution risk, schedule, and outcomes, not product specs. The revised version leads with that.

"I'd welcome the opportunity to learn about your current priorities," positions the call as a benefit to you. Removed.

A 10-minute ask is appropriate for an executive and was kept in the revision.

VOICEMAIL — GENERAL CONTACT

ORIGINAL	REVISED
"Hi [First Name], this is Andrew Friesen with Friesen's Incorporated. I cover the Eastern Region and work with companies on stainless-steel material-handling solutions. We often help bridge the connection between processing systems and other equipment throughout a facility. I'd like to learn more about your operation and introduce myself as a resource. Please give me a call back at 218-234-6326 or reply to my email. Thanks."	"Hi [First Name], Andrew Friesen with Friesen's Incorporated. When stainless material handling needs to connect your processing systems to third-party equipment, that's our specialty; we serve as the integration bridge. Worth a call if that's relevant? Reach me at 218-234-6326 or reply to my email. Thanks."
Workshop Notes: <i>The original is clean and professional. Main adjustment: "I'd like to learn more about your operation and introduce myself" is seller-centric. Replaced with a customer-relevant positioning statement.</i> <i>The revised version is approximately 20 seconds. Good length for a voicemail.</i>	

VOICEMAIL — ENGINEER

ORIGINAL	REVISED
"Hi [First Name], this is Andrew Friesen with Friesen's Incorporated. We specialize in engineered stainless-steel material-handling systems and often work alongside engineering teams to connect processing equipment to third-party systems. I was hoping to introduce myself and learn more about your current projects and challenges. Feel free to call me back at 218-234-6326 or respond to my email. Thank you."	"Hi [First Name], Andrew Friesen with Friesen's Incorporated. Engineering teams dealing with integration complexity between process equipment and third-party systems, that's where we typically get involved. If you've got projects where that kind of coordination matters, worth a conversation. 218-234-6326, or I'll follow up by email. Thanks."
Workshop Notes: <i>Original has the same issue: "I was hoping to introduce myself and learn more." Benefits you, not them. Removed.</i> <i>The revised version leads with the engineering challenge before positioning Friesen's relevance.</i> <i>Approximately 20 seconds right on target.</i>	

VOICEMAIL — EXECUTIVE

ORIGINAL	REVISED
"Hi [First Name], this is Andrew Friesen with Friesen's Incorporated. We help processors	"Hi [First Name], Andrew Friesen with Friesen's Incorporated. Processors managing large

execute projects by providing engineered stainless-steel material-handling solutions and serving as a bridge between process equipment and supporting systems. I would appreciate a few minutes to introduce myself and learn about your upcoming initiatives. Please call me back at 218-234-6326 or reply to my email. Thank you for your time."	capital projects often find that the gap between process equipment and supporting systems creates execution risk. We're built to close that gap. If your team has projects on the horizon where that matters, would it be worth a brief call? 218-234-6326. Thank you."
Workshop Notes: <i>"I would appreciate a few minutes to introduce myself and learn about your upcoming initiatives." This is completely seller-focused. Removed.</i> <i>The revised version opens with a business problem relevant to an executive, then positions the ask as low-friction.</i> <i>"Thank you for your time" at the end of a voicemail — appropriate for an executive audience. Kept.</i>	

EMAIL — QUICK INTRODUCTION

ORIGINAL	REVISED
Subject: Quick Introduction Hi [First Name], I'm Andrew Friesen with Friesen's Incorporated. I work with processors across the Eastern Region, helping engineering and operations teams integrate stainless steel material handling systems into larger process lines. Even if there's no immediate need, I'd appreciate the opportunity to introduce myself and learn more about your facility so I can be a resource when projects arise. Would you be open to a short introductory call in the coming weeks? Best regards, Andrew Friesen	Subject: Stainless Integration Resource — Eastern Region Hi [First Name], When processing projects require stainless material handling that connects cleanly to larger systems, Friesen's is often the resource engineering and operations teams reach for. We work across the Eastern Region on projects from concept through commissioning. No immediate need required — worth a short call to connect before a project comes up? Andrew Friesen Eastern Region, Friesen's Incorporated 218-234-6326
Workshop Notes: <i>"Even if there's no immediate need, I'd appreciate the opportunity to introduce myself and learn more about your facility so I can be a resource." This sentence is entirely about what you want. The revision reframes this as being useful to them when projects do arise.</i> <i>Good instinct to offer a no-pressure ask. The revised version preserves that while keeping the focus on the prospect.</i>	

