

Proactive Prospecting Workshop — Message Compilation

Tencarva Machinery Company — Groups A & B, Workshop 3

May 5 & 7, 2026

This document combines every message submitted ahead of Workshop 3 with the revisions and feedback that came out of the two group sessions on May 5 and May 7. Each author has their own page so you can find your work — and your colleagues' — quickly.

Messages that were reviewed during a session appear with three rows: the original you submitted, the revised version we worked toward together, and the key feedback that drove the change. Messages that were not reviewed during the session are included as-is from your submissions — the same evaluation criteria on the next page will help you sharpen those on your own.

Where the workshop transcript got a name wrong (it happens with auto-transcription), this document uses the spelling from your submission. A few corrections worth flagging up front: Barron Ohler, Kyle Rhyne, Peyton W. Delaney, Logan Tang. The slurry / seal-and-shaft message reviewed in Group B was originally attributed in the transcript to “Fulber” — it’s actually one of Dustin Anderson’s messages.

The lens we used to evaluate every message

Before reviewing the messages, we agreed on the criteria a compelling message needs to satisfy. As you write or rewrite your own, run each one through this checklist:

- Does it answer the customer's "So what? Why should I care?"
- Is it written from the customer's perspective, not yours?
- Is it specific and relevant to them — not something any competitor could say?
- Is it unique? Does it differentiate Tencarva, the product, or you personally?
- Does it cover only one thought or concept? (No stuffing five ideas into one message.)
- Does it reference something quantifiable — downtime, maintenance cost, service time — that the customer can mentally connect to?
- Voicemail: under 20 seconds whenever possible, 30 seconds absolute maximum.
- Avoid the word "I" wherever you can — it forces a customer-perspective rewrite. Use "we" or Tencarva instead.

On using AI: AI is a fine tool for drafting, but prompt it well. Try: "Write this from the customer's perspective. Don't use the word I. Make it sound like me — here's a sample of how I talk. Only use vocabulary I'd actually use." Then always rewrite the output so it sounds like you would actually say it.

Tyler Alvarez

Sales Engineer, Tencarva Machinery Company (Greenville, SC) · Messages reviewed in both Group A (May 5) and Group B (May 7)

Message 1 — Voicemail: Goulds 3196 centrifugal pump (reviewed)

Original	Hey, this is Tyler with Tencarva Machinery Company! I'm calling because the Goulds 3196 centrifugal pump has become the industry gold standard thanks to its ANSI design, durability, and proven uptime in demanding applications. If you're evaluating replacements or looking to standardize, I'd be glad to share more. Feel free to call me back at (864) 960-5687. I look forward to connecting. Thanks!
Revised	Hey, it's Tyler with Tencarva Machinery. We represent the Goulds 3196 centrifugal pump, which has become the industry gold standard thanks to its ANSI design, durability, and proven uptime in demanding applications. If you're evaluating requirements or replacements, give me a call back when you have a chance at (864) 960-5687.
Key feedback	<p>Read aloud, the original clocked in at just over 30 seconds — too long. The target is 20.</p> <p>Drop “I'm calling because” — the customer already knows you're calling; they're listening to a voicemail. “We represent the Goulds 3196...” sounds more powerful.</p> <p>Drop “Feel free to” — it's filler and a small pet peeve. “Give me a call back when you have a chance” is friendly without being salesy.</p> <p>Also drop “I look forward to connecting” and “I'd be glad to share more” — padding.</p> <p>When you say the phone number, write it in the air with your hand as you say it. That paces you to the speed someone can actually copy it down. Say it twice.</p> <p>Group B noted Tyler's tone and delivery were excellent — the message lands better as a voicemail than as an email.</p>

Message 2 — Voicemail: Gorman-Rupp Super T Series pump (reviewed)

Original	Hey, this is Tyler with Tencarva Machinery Company! I'm calling because the Gorman-Rupp Super T Series pump is a go-to choice in wastewater for one key reason: easy maintenance. Its self-priming design and easy maintenance design helps crews minimize downtime and keep stations running. If you're looking to simplify maintenance or reduce service time, give me a call back at (864) 960-5687. I'd be glad to share more. Thanks!
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Revised	Hey, it's Tyler with Tencarva Machinery. If you're looking to simplify maintenance and reduce service time on your wastewater stations, the Gorman-Rupp Super T Series is built for exactly that — self-priming, easy to service, and designed to keep crews out of the pit and the station running. Give me a call back at (864) 960-5687.
Key feedback	<p>The original buries the lead. “Simplify maintenance and reduce service time” is the so-what — move it to the front.</p> <p>Consider opening with a rhetorical question (the way Dustin did): “Is maintenance time on your wastewater stations slowing your crews down?” That hooks an attentive listener in the first two seconds.</p> <p>Stylistically: an assertive contact will appreciate the benefit-up-front version; an amiable contact may be fine with the original's gentler ramp-up. Consider keeping both in rotation across your eight touches.</p>

Message 3 — Voicemail: ARO diaphragm pumps

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hey, this is Tyler with Tencarva Machinery Company! ARO diaphragm pumps are trusted for sealless, low-maintenance operation — able to run dry, handle solids, and get back online fast. When you have a chance, give me a call back at (864) 960-5687 to schedule a time to discuss your AOD pumps. Thanks!
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Scott Moore

Atlantic Valve and Equipment, a Division of Tencarva Machinery Company · Messages reviewed in Group A (May 5, 2026)

Message 1 — Email: Introduction (reviewed)

Original	Good afternoon _____, I am _____ with Atlantic Valve and Equipment. We are the rep in your area for McWane products, along with Ross and ITT Fab. I would like to take a few minutes to sit down with you and discuss what we offer and how we can help you in your operation. Please reach out to me anytime you have a chance.
Revised	Hello _____, this is Scott Moore with Atlantic Valve and Equipment. We're the rep in your area for McWane products, along with Ross and ITT Fab. Would you have a few minutes to sit down so we could discuss what we offer and how we might help your operation? Please reach out anytime you have a chance.
Key feedback	<p>At ~18 seconds when read aloud, the length works well for an email and could even be split into two short paragraphs for easier scanning.</p> <p>“Good afternoon” in an email signals “sales call” — and you don’t know when they’ll read it. “Hello” or “Hi” reads as more natural.</p> <p>“I would like to take a few minutes...” is from your perspective. Flip it: “Would you have a few minutes...” puts the customer in control.</p> <p>For an email, consider attaching a line card and including a Calendly link so the prospect can book time directly while they’re reading.</p> <p>Style matters: an amiable contact may welcome “Good afternoon”; an assertive or analytical contact will want you to get to the point faster.</p>

Message 2 — Email: Follow-up touch (reviewed)

Original	Good morning _____, hope everything is going well for you. I had sent you an email last week and wanted to touch base and see if you had a few minutes to chat about our products and how we can help you in your operation. Reach out whenever you have a free minute.
Revised	Hello _____, this is Scott Moore with Atlantic Valve and Equipment. Wanted to see if anything in the line card I sent over last week looked interesting, or if there’s something you’d like to discuss further. Would love to find a way we can help your operation. My number is...
Key feedback	Reference the prior touch concretely (“the line card I sent last week”) rather than just “an email I sent.” Specificity turns a generic follow-up into a conversation starter.

	<p>Ask whether anything in the prior touch was useful — a question is a better hook than a request.</p> <p>On a follow-up touch, the customer still doesn't know you well. Lead with your name and company so they have context.</p> <p>If your website is hard to say out loud (hyphens, awkward spelling), don't recite it in a voicemail — drive them to an email instead.</p>
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Message 3 — Email: McWane Plant and Industrial / inventory

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	<p>_____, Atlantic Valve is a rep for McWane Plant and Industrial. We offer ductile iron pipe and fittings. McWane offers import and domestic options with a large inventory in multiple warehouses in the USA. With this inventory we can help you stay up and running. When you have a few minutes, please feel free to give me a call.</p>
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Message 4 — Email: Week-later check-in

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	<p>Good afternoon _____, I had reached out last week and want to see if there is anything that you are having trouble with in your operation you would like us to take a look at and see if we can help you get it resolved. Please reach out and let me know how we can help.</p>
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Jesse Pearson

Sales Engineer, Tencarva Machinery Company (Memphis, TN) · Message reviewed in Group A (May 5, 2026)

Message 1 — Voicemail/email: Capabilities and troubleshooting offer (reviewed)

Original	<p>Hey, this is Jesse Pearson with Tencarva. I work with a lot of plants similar to yours and I was reaching out to tell you about the wide range of industrial pumps we offer and the extensive services we provide through our repair shops and onsite field service technicians. I'd love to hear back from you to see if we could add value by troubleshooting a current product that's giving you issues or if our repair shop or field services could be utilized by your plant. Please give me a call back at cell #.</p>
Revised	<p>Split the original into two or three shorter, more focused messages across your eight-touch sequence. For example:</p> <p>Touch A (introduction): "Hey, this is Jesse with Tencarva Machinery. We work with a lot of petroleum (or chemical, food & bev, etc.) plants in your area and carry a wide range of industrial pumps. Worth a quick conversation to see if we're a fit."</p> <p>Touch B (troubleshooting offer): "Hey, it's Jesse with Tencarva. If there's a pump that's giving you headaches right now, we'd be glad to troubleshoot it with you. That's usually the fastest way for us to prove we're worth a seat at the table."</p> <p>Touch C (repair / field services): "Hey, it's Jesse with Tencarva. Quick one — our repair shop and field service team back up everything we sell. If your plant ever needs that kind of coverage, we're here."</p>
Key feedback	<p>The original tries to do too much in a single message — introduction, capabilities pitch, troubleshooting offer, and service offer all at once.</p> <p>"We work with a lot of plants similar to yours" invites skepticism ("how do you know anything about my plant?"). Get specific: industry vertical, application, or named (sister-plant) reference when appropriate.</p> <p>Be cautious naming competitors' plants. Sister plants or different industries are usually safe; direct competitors are not.</p> <p>The troubleshooting offer is strong enough to stand alone as its own touch.</p> <p>Read your draft out loud before sending — most overstuffed messages get caught that way.</p>

Message 2 — Voicemail: Local resource introduction

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hey, this is Jesse Pearson with Tencarva. I travel through your area visiting a few industrial accounts and wanted to introduce myself as a local resource for pumps, mechanical seals, and a range of rotating equipment. If you ever need a second opinion, pricing check, or quick turnaround on something, I'd be glad to help. Please give me a call back at cell # and I will be glad to schedule a visit to stop by your plant to discuss further.
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Message 3 — Voicemail: Steel mill / GPM Eliminator

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hey, this is Jesse Pearson with Tencarva. I work with several steel mills in the area helping keep pumps and rotating equipment running in some pretty tough applications like mill scale, slurry, and high-wear services. The reason for my call is we've been able to help reduce unplanned downtime and extend equipment life through better pump selection — like GPM Eliminator pumps built for your specific environments — and quicker repair turnaround with equipment pick up and delivery provided. If you're dealing with frequent failures or just want a backup resource, I'd love to have the opportunity to evaluate a current installation you have or show off our repair shop's capabilities. You can reach me at cell #.
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Barron Ohler

Sales Engineer Trainee, Tencarva Machinery Company (El Dorado, AR) · Message reviewed in Group A (May 5, 2026)

Message 1 — Voicemail: General introduction (reviewed)

Original	Hi _____, this is Barron Ohler with Tencarva Machinery. I wanted to reach out to see if you know about us and some of our capabilities. We are a distributor for several big names in the industrial world. We sell pumps such as Goulds, Gorman-Rupp, ARO, and many others. We sell primarily pumps but have a wide range of other industrial equipment, like motors, mixers, gearboxes, and cooling towers. If you could give me a call back, that would be great, so I can go more in depth about what we have to offer.
Revised	Hey, this is Barron Ohler with Tencarva Machinery, reaching out to see if you're familiar with us and what we can do for you. We're a distributor for several of the biggest names in the pump world — Goulds, Gorman-Rupp, ARO, and more — plus motors, mixers, gearboxes, and cooling towers. Call me back if you'd like to learn more.
Key feedback	<p>Barron's own observation: the opening sentence ("I wanted to reach out to see if you know about us...") could be cut entirely and the message would still work.</p> <p>"If you could give me a call back, that would be great, so I can go more in depth about what we have to offer" sounds time-consuming and a little needy. "Call me back if you'd like to learn more" does the same job in a fraction of the time.</p> <p>Listing the brands and equipment categories does real work here — it shows breadth without sounding generic.</p> <p>Be ready in case they actually pick up. Have a one-sentence introduction and one question rehearsed for that moment.</p>

Message 2 — Voicemail: Follow-up about repair services

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hi _____, this is Barron Ohler with Tencarva Machinery. I wanted to reach back out and see if you had some time I could talk to you about some of our capabilities. I mentioned that we sell pumps, pumping equipment, as well as many other industrial equipment. I wanted to add that we also provide a phenomenal repair service. We source our parts directly from the manufacturers and are even able to machine some parts. This allows us to get better lead times and special discounting from big-name manufacturers. If you could call me back so we can discuss this further, that would be great.
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	I would also love to come out to your location and get a better understanding of your process.
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Message 3 — Voicemail: Follow-up about process improvement

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hi _____, this is Barron Ohler with Tencarva Machinery. I wanted to follow up again on discussing some of the products and services we provide, as well as potentially coming out to your plant and seeing if there is any way we could help improve your process. I have been doing some research on y'all and noticed we might have some products you might be interested in. We offer very competitive pricing as well as consultation for any issues you might be experiencing. If you have any efficiency you would like to improve or failing equipment, I would love to find a solution for you. If you think of anything or find some time to talk with me, give me a call back.
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Peyton W. Delaney

Sales Engineer Trainee, Tencarva Machinery Company (El Dorado, AR) · Message reviewed in Group A (May 5, 2026)

Message 1 — Voicemail: Short opener (reviewed)

Original	Hello (insert name), this is Peyton with Tencarva Machinery Company. We provide solutions to pump problems. Please call me back at (insert phone number) at your convenience.
Revised	Keep this one essentially as-is. It's short, direct, and not salesy — a great first-touch voicemail, especially with the spread of call-screening tools that summarize voicemails as text.
Key feedback	<p>Group consensus: this is an excellent first or second message because it doesn't overwhelm the recipient and leaves room to build the story over subsequent touches.</p> <p>If a call-screener picks up and asks for the purpose, you can extend with: "Can you spare a few minutes to talk now?"</p>

Message 2 — Voicemail: Follow-up touch

Not reviewed in the workshop. Original text from your submission — included here for reference. One caution from the Peyton review: "calling again" phrasing can read as frustrated or passive-aggressive when transcribed by a call-screener. Consider softening it.

Original	This is Peyton with Tencarva Machinery Company calling again. I'm hoping to be able to help you with any pump applications or parts you are having problems with. Call me back at (insert number).
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Message 3 — Voicemail: Pump repair offer

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hey (insert name), Peyton with Tencarva Machinery Company. If you have any pump repair that is a pain, or not enough time to work on a pump, please call me back at (insert number). We can help you out.
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Message 4 — Voicemail: Alternative quote offer

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hey (insert name), if you would like an alternative quote on a pump or service job, please let me know. I can't guarantee that I'm cheaper, but I can open up your options. Call me at (insert number).
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Dustin Anderson

Sales Engineer, Fischer Process Industries · Messages reviewed in Group B (May 7, 2026)

Message 1 — Voicemail/email: Mechanical seal reliability (reviewed)

Original	Hi customer... Are you having reliability issues with mechanical seals? If so, we are the distributor of one of the top seal manufacturers in the industry (John Crane). Would you be open to having a conversation about seal reliability?
Revised	Keep essentially as-is for email. For a voicemail variant, swap the closing question for a direct call to action: "...Call me back at [number] and let's talk seal reliability."
Key feedback	<p>The group praised this message — short (about 13 seconds when read), customer-focused, and not salesy. Read aloud, it lands inside the 20-second target with room for your name and number.</p> <p>The opening rhetorical question is the strength. The customer mentally checks the box "yes, I am having seal issues" and keeps listening; if they're not, they tune out and you haven't wasted their time.</p> <p>Question for further versions: name John Crane up front, or just say "one of the top seal manufacturers"? Naming John Crane builds credibility, but a prospect already running a cheaper seal may dismiss on price before hearing you out. Consider both versions across your eight touches.</p> <p>Strong template to lean on for future messages — the structure (problem question + Tencarva's answer + invitation) is reusable.</p>

Message 2 — Voicemail/email: Pump maintenance cost (reviewed)

Original	Hi customer... I know that pump maintenance can be expensive; could we have a conversation about your current applications and if the correct equipment is in use? We have a network of engineers to help make sure that your facility is running as efficiently as possible.
Revised	<p>Option A (single message): "Hey, this is Dustin Anderson with Fischer Process Industries. Have you found pump maintenance to be expensive lately? It's often a sign the wrong equipment is in the application. We have a network of engineers who can help make sure your facility is running as efficiently as possible. Call me back at..."</p> <p>Option B (split into two messages):</p> <p>Touch A — "Hey, this is Dustin Anderson. Have you found pump maintenance more expensive than it should be? Often it's a sign the wrong pump is in the application. Worth a quick conversation. Call me at..."</p>

	Touch B — “Hey, this is Dustin Anderson. We have a network of engineers whose job is to make sure your facility runs as efficiently as possible. Give me a call back and let’s see if we can put them to work for you.”
Key feedback	<p>“Pump maintenance can be expensive” as a flat statement can read as “we’re expensive” to some listeners. Flip it to a rhetorical question (“Have you found pump maintenance to be expensive?”) and the same idea now invites them in.</p> <p>Two strong ideas in this message: (1) the cost-of-bad-equipment hook and (2) the engineering-network capability. They’re strong enough to stand alone — consider splitting them across two touches.</p> <p>Drop “Hi customer” — use a name placeholder, or just open with “Hey, this is Dustin...”</p>

Message 3 — Voicemail/email: Sump pumps (reviewed)

Original	Hi customer... Sump pumps are generally a headache in plants; are you having issues with your sumps? If so, I have a product that can pull a lift, handle solids, and run dry. I think that I could help solve a major headache in your facility.
Revised	Sumps are generally a headache in plants. Are you having issues with yours? We have a pump that can pull a lift, handle solids, and run dry — it could solve a major headache in your facility. Give me a call back at...
Key feedback	<p>Swap “I” to “we.” Saying the company name (per Brian’s suggestion in Group B) signals the whole company is behind you, not just one rep.</p> <p>“I think that I could help” sounds tentative. Drop “I think that” — “it could solve a major headache” carries confidence without overclaiming.</p> <p>Be a touch careful with “could help solve a major headache” — a skeptical listener can come back with “you don’t know my facility.” Phrasing it conditionally (“could” not “will”) keeps it honest.</p>

Message 4 — Email: Abrasive slurry / seal & shaft wear (reviewed)

Note: This message was reviewed in Group B. The workshop transcript attributed it to a speaker name that was apparently mis-transcribed; the original submission shows this is your message. The review content below is from that discussion.

Original	Hello, this is with Tencarva. I work with facilities handling abrasive slurry applications, and one common issue we help solve is premature seal and shaft wear. We’ve been able to reduce maintenance costs and unplanned downtime by upgrading pump designs and materials. I’d love to share a few ideas if you have a few minutes sometime this week.
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Revised	<p>Hello ..., this is Dustin with Tencarva — we work with facilities handling abrasive slurry applications. We’ve been able to reduce maintenance costs and unplanned downtime for plants like yours by upgrading pump designs and materials, particularly around premature seal and shaft wear. Worth a few minutes this week to share a couple of ideas?</p>
Key feedback	<p>Two strong ideas in here, possibly worth splitting into two touches: (1) the credibility-builder “we work with facilities handling abrasive slurries” and (2) the benefit “reduced maintenance costs and unplanned downtime.”</p> <p>Per Katherine: lead with what’s in it for the customer (reduced cost, less downtime) before the credibility line. An assertive listener wants the benefit first.</p> <p>Per Chad: the credibility line up front works when you’re calling a target you know has slurry applications (mosaic, mining, FGD, etc.) — it signals “this isn’t a generic cold call.” Both orderings are defensible depending on the audience.</p> <p>Definitely better as an email than a voicemail at this length. If you use it as a voicemail, shorten it and pick one of the two ideas.</p> <p>When you read it out loud, smooth out the phrases that make you stumble. “I work with facilities handling abrasive slurry applications” is a tongue-twister — rewrite if it doesn’t flow.</p>

Message 5 — Email: Vidar integrated VFD motors (intro)

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	<p>Hello ..., this is ... with Tencarva. After researching your operation, I noticed you’re using NEMA 4 TECO VFDs with Techtop motors. I wanted to introduce you to Vidar motors, which feature integrated VFD technology directly in the motor. This can simplify installation, reduce compatibility concerns, and save panel space. I’d love to discuss whether it could be a fit for your applications. Give me a call when you get a chance. Thanks.</p>
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Message 6 — Email: Vidar integrated VFD motors (follow-up)

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	<p>Hi ..., this is ... from Tencarva. I noticed your facility is using TECO VFDs, and I know lead times and integration can sometimes become a challenge. We’ve been working with Vidar integrated VFD motors that offer shorter lead times and simplify commissioning by combining the motor and drive into one package. I’d be happy to discuss it further if you’re interested.</p>
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Message 7 — Email: Pump repair capabilities

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hello ..., this is ... with Tencarva. I'm reaching out because we help customers reduce downtime through our pump repair capabilities with a very experienced team of maintenance technicians. If you're currently managing frequent repairs or long turnaround times, I'd appreciate the opportunity to discuss how we may be able to help.
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Message 8 — Email: Battery recycling / coating services

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	Hello ..., this is ... from Tencarva. I have experience working with battery recycling and I know it is a very abrasive application. We provide coating services that significantly prolong rotating shafts' life, saving companies thousands of dollars. I would love to set up a time to discuss it more.
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Kyle Rhyne

Sales Engineer, Tencarva Machinery Company (Greensboro, NC) · Messages reviewed in Group B (May 7, 2026)

Message 1 — Voicemail: Pumps observed on-site (reviewed)

Original	Hello Jack, this is Kyle Rhyne with Tencarva in Greensboro. I was driving by your facility this week, and I noticed a few pumps in the scrapyard. Wanted to talk to you about those and your plans for them. Please call me back at your convenience at 984-389-5446.
Revised	Hello Jack, this is Kyle Rhyne with Tencarva in Greensboro. Was driving by your facility this week and noticed you have a few pumps sitting out. Wanted to talk to you about those and your plans for them. Please call me back at your convenience at 984-389-5446.
Key feedback	<p>Group consensus: this message is excellent. It's simple, curiosity-piquing, and reads nothing like a sales pitch — the recipient genuinely wonders what you want and is likely to call back.</p> <p>Per Chad: be careful with “scrapyard.” That may not be how the customer sees those pumps — they may be staged for a project, waiting on parts, or just temporarily outside. Calling it a “scrapyard” can read as judgmental. Substitute a neutral description: “by your warehouse,” “on the north end of your property,” or just “I noticed you have a few pumps sitting out.”</p> <p>Including “Tencarva in Greensboro” is a good idea — customers don't always know where the office is, and the local anchor helps.</p> <p>“Please call me back at your convenience” is a friendly, non-forceful ask. Keep it.</p> <p>Great template for follow-ups: if no callback after this one, the next touch can offer something specific Tencarva could do with those pumps (refurb, trade-in, upgrade quote).</p>

Message 2 — Email: “Pick your brain” on a product application (reviewed)

Original	Hello Jack, this is Kyle Rhyne with Tencarva in Greensboro. I have a customer that is having difficulty handling X product. On your website it mentioned you all produce product X. I wanted to pick your brain on ideas for safe handling.
Revised	Hello Jack, this is Kyle Rhyne with Tencarva in Greensboro. We work with customers handling materials similar to product X, which I noticed your facility produces. Would love a few minutes to compare notes on what's working in the field and see if there's a way we could help on your end too. Call me back at...

Key feedback	<p>The original gets pushback from the group. Two issues:</p> <p>(1) From the customer’s perspective there’s no “so what.” A total stranger is asking them to spend their time helping you solve someone else’s problem.</p> <p>(2) It can read as misleading — the prospect may think you’re a potential buyer of their product, then feel bait-and-switched when the conversation turns to selling pumps.</p> <p>Per Brian: flip it so Tencarva is offering experience, not asking for help. “We have customers handling similar products to what you produce. I’d love a moment to talk to you about it.” People love to talk about what they do — that’s the hook.</p> <p>Save the curiosity-driven approach for messages like Message 1 above, where the curiosity is grounded in something you actually saw.</p>
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Message 3 — Email: Facility tour follow-up

Not reviewed in the workshop. Original text from your submission — included here for reference.

Original	<p>Hello Jack, thank you for the phone call earlier. I wanted to see if we could schedule a time to take a tour of your facility. Currently I know you have X that we can service, but I would like to know how we can better support you in other areas.</p>
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Logan Tang

Sales Engineer Trainee, Tencarva Machinery Company (Midlothian, VA) · Template reviewed in Group B (May 7, 2026)

Template — Voicemail: Equipment life / extending service (reviewed)

Logan submitted **three variants** of a short voicemail template. The group liked variants 1 and 3 and pushed back on variant 2.

Original	<p>Hi (name of person), this is Logan Tang with Tencarva Machinery.</p> <p>Variant 1: How often are your pumps failing? I have several offerings that could help extend your equipment life.</p> <p>Variant 2: What kind of obstacles are you currently experiencing with (insert process name)? Can we discuss a couple of solutions to overcome those obstacles?</p> <p>Variant 3: Is reducing long-term lifecycle cost a priority for your pumping equipment? If so, I have a couple of ideas that could reduce long-term costs.</p> <p>Please give me a call back at (909) 762-2438. Thank you!</p>
Revised	<p>Keep Variant 1 essentially as-is, with two tweaks: swap “I have several offerings” to “we have several offerings,” and slow down through the phone number — say it twice.</p> <p>Drop or rewrite Variant 2. Replace the open-ended “obstacles” question with three or four specific, named pain points (e.g., running out of motor-control-room space, frequent seal failures, unplanned downtime) and turn each one into its own touch in the sequence.</p> <p>Keep Variant 3 — the specific terminology earns the right to ask the question.</p>
Key feedback	<p>Variant 1 is roughly 12–15 seconds when read — punchy and powerful. Strong as a first or second touch.</p> <p>On Variant 2: “what obstacles are you experiencing” sounds like a fishing expedition. You haven’t earned the right to a freeform problem dump yet. Name a specific obstacle and the prospect can mentally agree or disagree — either way you’ve made progress.</p> <p>Phone number tip: say it slowly, say it twice. A prospect who can’t catch your number will not rewind the voicemail — they’ll delete it.</p> <p>On the seventh or eighth touch, try putting the message first and your name last. By that point you’ve introduced yourself plenty; the prospect might keep listening if they don’t immediately recognize who’s calling.</p>

Ben Bafford

Sales Engineer, Tencarva Machinery Company (Greensboro, NC) · Not reviewed in workshop

Message 1 — Voicemail/email: Tencarva capabilities since 1978

Original	Hello ____, this is ____ with Tencarva. Founded in 1978 as an equipment distributor, engineering/design partner, and service repair provider, we have the knowledge, resources, and drive to help you solve the challenges that have been costing your company time and money. From system analysis and troubleshooting to application engineering and custom fabrication, we pride ourselves on delivering professional solutions to fix your biggest headaches.
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Message 2 — Voicemail/email: Service and repair capabilities

Original	Hello ____, this is ____ with Tencarva. I hope you're doing well. I wanted to take a moment to tell you about our service and repair capabilities. If your maintenance team is struggling with workload or if you're in need of an extra hand, we have a strong field service team and 22 full-service repair shops capable of assisting you with pump, mixer, blower, and other equipment repair from any manufacturer and any size. We'd love to help you take some pressure off your team.
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Message 3 — Voicemail/email: Comprehensive pump survey

Original	Hello ____, this is ____ with Tencarva. One of my favorite things to offer for a potential new customer is a comprehensive pump survey. It's a great way to update any equipment documentation you have with fresh entries on pump performance, potential failure points, and upcoming maintenance tasks. This can be helpful for budgeting and scheduling for planned downtime. At the same time, it allows me to point out potential issues I see, and lets me learn your system to be able to help you more effectively in the future.
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Message 4 — Voicemail/email: SealRyt Durapack

Original	Hello ____, this is ____ with Tencarva. Do you have any pumps that burn through packing, or are spraying seal water like crazy? If so, I'd love to talk to you about SealRyt. Their Durapack system incorporates a bearing for shaft stabilization and a structural lantern ring for proper packing lubrication. This eliminates excess flush water usage, and ensures your shafts run concentrically for longer, increasing the life of your packing.
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Message 5 — Voicemail/email: Hydrodyne headworks band screens

Original

Hello ____, this is ____ with Tencarva. Are you having trouble with your headworks? If so, Hydrodyne may be your answer. Hydrodyne's band screens have the best capture rates in the industry, with their center flow band screen specifically having a 93.25% capture rate with 2mm grid and 84% with 6mm grid. These screens make sure to protect your downstream equipment, leading to fewer headaches for your maintenance team and a cleaner running plant.

Connor Vaverek

Tencarva Machinery Company · Attended Group B (May 7, 2026); messages not reviewed during the session

Message 1 — Voicemail: Short opener

Original	Hello, this is Connor Vaverek from Tencarva Machinery Company. Give me a call back when you have the chance to talk about how we can be of service to you.
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Message 2 — Voicemail: Fluid handling problem

Original	Connor Vaverek from Tencarva here. If you are having trouble moving fluids across your plant, give me a call.
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Message 3 — Voicemail: Local repair shop (Cumming, GA)

Original	Tencarva Machinery Company has a local repair shop right down the road in Cumming, GA. We'd love the opportunity to help repair and service your equipment.
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Message 4 — Voicemail: Tough application offer

Original	If you have a tough application that is giving you a headache, let me know. I would be happy to come out and take a look, see if there is some way Tencarva and I can be of service to you.
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Message 5 — Voicemail: Capabilities since 1978

Original	Tencarva has been providing service in fluids handling since 1978; there isn't much our company hasn't seen in the industry. From simple air diaphragm pumps to highly engineered vertical turbines, we have the capability to do it all. Let us help find the right pump for you.
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Message 6 — Voicemail: 24/7 availability

Original	Our customers run 24/7 and so do we. Give us a call anytime and we will be there to help you get back up and running.
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Hamp Hughes

Tencarva Machinery Company · Not reviewed in workshop

Hamp submitted these as customer-discovery questions rather than full message scripts. They're strong material to bake into the body of a voicemail or email — a rhetorical question (the way Dustin's mechanical-seal message does it) is one of the most effective opening hooks we discussed.

Question 1 — Pump system reliability

Original	What issues are you currently having with your pump system and how long have they been failing?
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Question 2 — Application and seal failures

Original	What type of application are you handling, and have you had issues with leaks or seal failures?
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Question 3 — Downtime cost

Original	How is downtime affecting your operation and how costly is it for you?
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Kareem Khasawneh

Solutions Engineer / Account Manager (NE Ohio), Hoffman-Kane & Fischer Process, Divisions of Tencarva Machinery Company (Pittsburgh, PA) · Not reviewed in workshop

Message 1 — Voicemail: Short introduction

Original	Hey, this is Kareem with Hoffman-Kane. Just wanted to introduce myself and see if you guys are running into any pump or process equipment issues I might be able to help with. Feel free to give me a call back on 216-317-5326 whenever you get a chance. Thanks.
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Message 2 — Voicemail: Equipment projects, reliability, maintenance

Original	Hey, Kareem here with Hoffman-Kane. Wanted to reach out quickly and see if you've got any equipment projects, reliability concerns, or maintenance headaches going on right now. If so, I'd be happy to help however I can. My number is 216-317-5326. Appreciate it.
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Message 3 — Voicemail: Drive-by introduction

Original	Hello, this is Kareem with Hoffman-Kane. I was just passing by your plant earlier and figured I'd give you a quick call. We work with a few facilities running very similar processes to yours, helping with pumps, seals, filtration, and other process equipment, so I thought it'd make sense to introduce myself. If there's ever anything you guys need support on, I'd be happy to help. Feel free to give me a call back on 216-317-5326. Thanks.
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Nick Stutz

Tencarva Machinery Company · Not reviewed in workshop

Message 1 — Voicemail: New territory rep introduction

Original	Hey *customer name*. This is *my name* with Tencarva Machinery Company calling. I have just been assigned to be the sales engineer in your area and saw in our system that we had done some business with you guys some time back. After all that time I would love to stop by and have a conversation with you to see how we might be able to help you. When you have a second, please give me a call back at *my phone number*.
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Message 2 — Voicemail: Greensboro repair facility / Goulds certification

Original	Hey *customer name*. This is *my name* with Tencarva Machinery Company calling. I know that being a *industry* plant, y'all likely have a lot of equipment and with that some breakdowns. So I thought it might be helpful for you to know that we have many repair shops across our company, with one of the largest being nearby at our Greensboro facility. We are the certified Goulds Pumps repair center but aside from that can repair just about any pump, vacuum pump, blower, submersible, or anything else in that wheelhouse. I'd love to get a chance to talk to you more about repair and what else we might be able to help y'all with. When you get the chance, give me a call back at *my phone number*.
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Message 3 — Voicemail: ANSI process pumps / Goulds inventory

Original	Hey *customer name*. This is *my name* with Tencarva Machinery Company calling. Based on what y'all do there at *company name*, I know there is a good chance you are running a lot of ANSI process pumps. ANSI pumps are a big focus area for us and we keep a strong inventory of Goulds pumps and parts on hand, and we can build and turn around units quickly when needed. If 24/7 emergency service or fast replacement capability is important to you, I would like to be a resource for you there. When you have a minute, give me a call back at *my phone number*.
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Message 4 — LinkedIn: Reliability engineer outreach

Original	Hey *customer name*. This is *my name* with Tencarva Machinery Company. It was cool scrolling through your LinkedIn and seeing more of what y'all do at *customer company*. I would love to connect to see how we might be able to help. While I myself am only a year into this role, I have some people on my team who have decades of experience working and problem-solving in your specific industry and think we would be able to help
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you in improving your processes and keeping uptime. When you have time, give me a call back at *my phone number*.

Message 5 — Email: Tri-state hard coatings

Original

customer name,

This is *my name* with Tencarva Machinery Company. I have attached a few documents on Tri-state hard coatings that I think will be of interest to you, being in your industry. Tri-state has recently become a division of Tencarva Machinery Company and some of the stuff they can do is quite amazing. If you have any abrasive applications or equipment taking a lot of wear, this is something that can work wonders in some instances for keeping uptime on your equipment.

If anything comes to mind where you're seeing excessive wear or issues with parts not lasting as long as they should, I'd be glad to take a look and see if this could be a good fit.

Thanks,
my name

Message 6 — Email: SealRyt packing and mechanical seal support

Original

customer name,

I wanted to pass along a few things on SealRyt and some of the sealing support we can offer. I've attached some highlights from their product line and some information on where it tends to help most in plant applications like yours.

SealRyt is focused on helping with both packing and mechanical seal applications, especially where plants are dealing with leakage, frequent adjustments, or short seal life. Improving the sealing area can be a pretty direct way to improve uptime without major equipment changes.

If you've got any pumps or systems where seals or packing are becoming a recurring issue, I'd be glad to take a look and see if any of these products might be able to help you.

Thanks,
my name

Ryan Roberts

Sales Engineer, Saladin Pump and Equipment, a Division of Tencarva (Beaumont, TX) · Not reviewed in workshop

Message 1 — Voicemail/email: Liquiflo mag drive pumps / supply chain

Original	Good afternoon. My name is Ryan Roberts with Saladin Pump and I'm one of your local pump reps. We've serviced the area for over 40 years and I wanted to try and come by next week with breakfast to introduce myself and our product line. I understand you use a lot of mag drive pumps and you're probably experiencing some of the supply chain issues affecting that sector. We have the Liquiflo line and they have been able to avoid many of the delay issues plaguing other lines by keeping an aggressive inventory surplus of the magnets used. I'd love to sit down and have a conversation about it. Let me know if Wednesday or Thursday of next week works for you.
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Message 2 — Voicemail/email: Q3 startup / OEM rep support

Original	Hello. My name is Ryan Roberts with Saladin Pump. I see that y'all are scheduled for startup this 3rd quarter and I wanted to reach out to introduce myself and talk a little bit about what we can offer. I understand Goulds, Xylem, and potentially a few other lines we rep were awarded pumps during the bid process on your plant. As the OEM rep, I'd be happy to try and support your equipment and help get spares set up for equipment that may have been missed. How does next Tuesday work for your schedule to sit down and discuss? Thank you.
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Message 3 — Voicemail/email: Containment-duty AOD line

Original	Good morning, I'm Ryan Roberts with Saladin Pump. I was doing some research on your facility and saw you use a lot of hazardous chemicals on AOD applications. I'd like to introduce you to some technology we have with our containment-duty AOD line that gives an extra layer of protection if you were to have a diaphragm rupture. Let me know if you have some time this Friday to sit down and talk about some good fits we may have for your process. Thank you.
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Stokes Lineberger

Sales Engineer, Tencarva Machinery Company (Greenville, SC) · Attended Group B (May 7, 2026);
messages not reviewed during the session

Message 1 — Voicemail: Pump and process equipment rep / 24-7 service

Original	Hey, this is Stokes Lineberger with Tencarva. We are a pump and process equipment rep in Greenville, South Carolina. We are a 24/7 service company with a local repair shop that repairs pumps locally here in Greenville. Please give me a call back at 864-979-6715.
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Message 2 — Voicemail: SealRyt engineered packing

Original	Hey, this is Stokes Lineberger with Tencarva. We are a pump and process equipment rep in Greenville, South Carolina. I was calling to discuss an engineered packing we have called SealRyt. Their packing prevents leakage and helps with shaft deflection. Would love to swing by the plant and discuss. Give me a call at 864-979-6715. Thanks.
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Message 3 — Voicemail: Fabrication department / turnkey solutions

Original	Hey, this is Stokes Lineberger with Tencarva. We are a pump and process equipment rep in Greenville, South Carolina. I was calling to discuss our fabrication department. We create complete custom turnkey solutions with pumps, valving, baseplates, and headers. Please give me a call back at 864-979-6715 to discuss. Thanks.
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Tim Harper

Sales Engineer, Hudson Pump, a Division of Tencarva Machinery Company · Not reviewed in workshop

Message 1 — Email/voicemail: In-area visit, troubleshooting offer

Original	I hope you are doing well. I passed your facility today and wanted to see if you had any availability next week (xx-xx) when I will be back in the area. We are the area reps for xxxx, sanitary equipment, and process and chemical pumps. I'm curious if there are any process or utility systems that you would like help troubleshooting. When you have a moment, let me know your availability.
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Message 2 — Email/voicemail: Introduction / industry experience

Original	I hope you are doing well. I wanted to reach out for the opportunity to meet and introduce myself. We provide sanitary process and chemical equipment. I have been in the industry for 15 years, much of that time being in the sanitary industry. When you have a moment, please let me know what your availability looks like.
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Message 3 — Email/voicemail: Brief visit / Tencarva capabilities

Original	I hope you are doing well. I wanted to reach out to schedule a brief visit with you to better understand your facility's operation and to see how we can help with your facility's operations. Tencarva provides sanitary, utility, and chemical pumps along with accessories (we provide equipment to some of your neighbors). Please let me know what your availability looks like when you have a moment.
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Message 4 — Email/voicemail: "Problem system" offer

Original	I hope you have been well! I'm just sending a note to let you know that I will be in the area next week. I was wondering if you have a 'problem system' you would like to go over / troubleshoot, or if you had time to meet briefly. Let me know your availability when you have a chance.
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Takeaways to carry into the next touches

- Rehearse out loud. Almost every issue we caught — over-length, awkward phrasing, stumbles — would have been caught by reading the draft aloud once before sending.
- Write the way you actually talk. Grammatically perfect, Queen’s-English voicemails sound like nobody. A little colloquial is fine — it makes you human.
- Lead with the so-what. The benefit (less downtime, lower maintenance cost, less service time) belongs near the top. Bury it and the prospect deletes before they reach it.
- Open with a rhetorical question when you can. “Are you having reliability issues with your seals?” gets the prospect mentally agreeing or disagreeing in the first three seconds — either outcome is useful to you. (Hamp’s three questions are excellent raw material for this.)
- Use “we” or your company name instead of “I.” It forces a customer-perspective rewrite and signals that a whole company is behind the call, not just one rep.
- Use AI as a tool, not an author. Prompt it well, then rewrite to sound like you. Always double-check that the facts it spits out are accurate.
- Plan for eight touches, not one. You have ~ 20 seconds $\times 8 =$ about 2 minutes 40 seconds of total “air time” with this prospect. Don’t try to spend it all on touch one.
- Match the style to the person. Assertive contacts want it short and bulleted; analytical contacts want reasons and structure; amiable contacts want warmth. See the style sheet Katherine shared in chat during both sessions.
- For emails, consider including a Calendly link in the body (not just the signature). Assertive prospects in particular will book themselves a slot rather than wait to play phone tag.
- Track what works. A/B test variations across your prospect list and keep the ones that get responses.
- Persistence matters. After all eight touches, roughly 80% of prospects will engage in some way — but only if you actually complete the sequence.

Next steps

Our next sessions cover LinkedIn outreach: Tuesday, May 12 for Group A and Wednesday, May 13 for Group B. If you’d like a one-on-one Zoom in the meantime to walk through your messages and rewrite them together — especially if your messages weren’t reviewed during the workshop — reach out to Katherine or Andrew at Sales Concepts. We’re happy to do it.

Thanks again for the energy and honesty you all brought to these sessions.