

Shimadzu Proactive Prospecting

Workshop 3 of 4: Developing the Messages

Monday, May 11, 2026 | Original and Revised Messages

Thanks again for the energy and effort you all put into our last workshop. As promised, this document collects the messages you submitted before, during, and after the session, paired with revised versions you can use right away. A few were already strong; most just needed tightening for the buyer's perspective, a clearer hook, or a real call to action.

Use whichever wording feels natural in your own voice. The goal is not a perfect script; it's an outreach you'll actually make. Done is better than perfection. Adjust, test, and rotate across your eight touches.

Quick reminders from the workshop

- Write from the customer's perspective, answer "What's in it for me?"
- Cover one thought or concept per message; 20 seconds or less for voicemails.
- Lead with the hook. Don't always put your name and Shimadzu first.
- Don't be presumptuous. Use "If you are..." rather than "I know you are..."
- Avoid "Did you know" and "I would like to..." They read as salesy or self-centered.
- Ask for what you want. Always include a clear call to action.
- Say your phone number slowly. Repeat it twice.
- Sound like a human, not a brochure. Read it aloud before you say or send it.
- Rotate eight different messages across the 8-Touch system, different angles, not the same thing eight ways. It is preferable for your messages to tell a story as they work together over time.

Megha Khandelwal

Field Sales Engineer I — three pre-workshop value statements, one in-session voicemail draft, and three post-workshop value propositions sent after May 11.

1. Pre-workshop — LCMS-2050 (Eric Lindberg, Upstate University)

ORIGINAL VALUE PROPOSITION

The LCMS-2050 delivers research-grade mass spec sensitivity in a compact system — helping your lab detect more, publish faster, and do more with limited budgets and bench space.

SUGGESTED VOICEMAIL

"Hi Eric, this is Megha from Shimadzu. If you're standing up a new lab and weighing how to detect more, publish faster, and stretch limited bench space and budget at the same time, the LCMS-2050 was built to help PIs do exactly that. I'd love a few minutes to share how. Please give me a call back at 678-555-0000. Again, that's 678-555-0000. Thanks, Eric, have a great day."

Katherine called this one out in the workshop as already a strong value statement. The voicemail above is essentially your own words with an opener, a close, and your number repeated.

2. Pre-workshop — GCMS-QP2050 (Emily Mane, Sacred Heart University)

ORIGINAL VALUE PROPOSITION

The GCMS-QP2050 costs less to run than what you have today — so your lab budget goes further on research instead of keeping an aging instrument alive.

SUGGESTED VOICEMAIL (USING YOUR QUANTIFICATION QUESTION)

"Hi Emily, this is Megha from Shimadzu. If you had to put a number on how many hours a month your team is losing to maintenance on the QP2010SE — and what that's costing in researcher time — I'd love an opportunity to share how the QP2050 helps labs get those hours back without adding to the operating budget. Please call me at 678-555-0000. Again, that's 678-555-0000. Thanks Emily."

3. Pre-workshop — GCMS-QP2050 (Eric Hatcher, Rensselaer Polytechnic)

ORIGINAL VALUE PROPOSITION

Every day your lab runs on an unsupported instrument is a day one bad part away from a research stoppage — the QP2050 gets you back on solid ground before that happens.

SUGGESTED VOICEMAIL

"Hi Eric, this is Megha from Shimadzu. Now that the QP2020S is unsupported, a lot of labs we talk to are one bad part away from a stoppage that could put a grant deliverable or a student's thesis at risk. If that's been on your mind, the QP2050 gets you back on solid ground before it becomes a real problem. I'd love a few minutes to share what other labs are doing. Please call me back at 678-555-0000. Again, 678-555-0000. Thanks Eric."

4. In-workshop voicemail — GCMS trade-in

YOUR ORIGINAL DRAFT

"Hello, this is Megha Khandelwal from Shimadzu. I understand you have a GCMS old model, and I know you are struggling to get the parts, so I have an exclusive solution by offering a competitive trade-in. So please call me back so we can discuss this promotion in detail."

WORKSHOP FEEDBACK

Katherine flagged "I know you are struggling" as presumptuous — swap to "If you are...". Andrew agreed: even when it's true, asserting it about a stranger backs them up. Soften, lead with the hook, and let the customer pull on the thread.

SUGGESTED VOICEMAIL

"Hi [Name], this is Megha from Shimadzu. If you've been running a GCMS that's gotten harder to source parts for, we have a trade-in option that gets your lab onto a fully supported platform without blowing up the capital budget. I'd love a few minutes to walk you through what other labs in your position have done. Please call me back at 678-555-0000. Again, that's 678-555-0000. Thanks."

5. Post-workshop — UV-3600i Plus (MIT Professor)

ORIGINAL VALUE PROPOSITION

The UV-3600i Plus lets you characterize materials a standard UV-Vis physically cannot see. It provides a wavelength range of 185 to 3,300 nm with three detectors (PMT, InGaAs, cooled PbS) and stray light below 0.00005 percent — publication-ready band-gap, thin-film, and optical data on one instrument.

SUGGESTED VOICEMAIL

"Hi Dr. [Name], this is Megha from Shimadzu. If your group is pushing into materials work where a standard UV-Vis just can't see past 1,100 nm — wafers, thin films, optical coatings — the UV-3600i Plus gets you publication-ready band-gap and NIR data on a single instrument, all the way out to 3,300 nm. I'd love a few minutes to talk about whether it fits where your research is heading. Please give me a call back at 678-555-0000. Again, that's 678-555-0000. Thanks."

SUGGESTED SHORT EMAIL

Subject: Publication-ready NIR data on one instrument — 15 minutes?

Hi Dr. [Name],

What if you could characterize the materials a standard UV-Vis can't see — wafers, thin films, optical coatings — on a single instrument that goes all the way out to 3,300 nm, with stray light below 0.00005 percent?

That's exactly what the Shimadzu UV-3600i Plus is built to do. Publication-ready band-gap, thin-film, and optical data — and the same LabSolutions UV-Vis software your students can pick up in an afternoon.

Would you be open to a short conversation? You can grab a time on my calendar here: [Calendly link]

Best,

Megha Khandelwal, Ph.D. | Shimadzu Scientific Instruments

6. Post-workshop — Nexera XS inert (Pharma Bioinert UHPLC)

ORIGINAL VALUE PROPOSITION

For biomolecule analysis, the Nexera XS inert removes the single biggest reason your team loses sensitivity and chases peak-shape failures: adsorption to the metal. The entire wetted flow path is PEEK with a ceramic injection needle while still holding 105 MPa — clean peaks, real recovery on phosphorylated and high-affinity compounds, and assays you don't have to repeat.

SUGGESTED VOICEMAIL

"Hi [Name], this is Megha from Shimadzu. If your analysts are still passivating columns or chasing peak-shape failures on phosphopeptides, oligos, or antibody fragments, the Nexera XS inert eliminates the adsorption issue at the source — clean peaks and real recovery, with the same LabSolutions control your team already knows. I'd love a few minutes to share what that's looking like for groups going biologics-heavy. Please call me back at 678-555-0000. Again, that's 678-555-0000. Thanks."

7. Post-workshop — Nexera X4 (Pharma R&D UHPLC)

ORIGINAL VALUE PROPOSITION

The Nexera X4 was built for R&D when you develop a new method every other day. 7 μ L of extra-column dispersion (the lowest in the industry) gives sharper peaks for impurity profiling, and the new four-drive binary pump cuts analysis time up to 92 percent vs. HPLC and 78 percent vs. other UHPLCs — faster go / no-go calls on more compounds without re-engineering the method each time.

SUGGESTED VOICEMAIL

"Hi [Name], this is Megha from Shimadzu. If your R&D group is developing new methods every other day and still waiting twenty minutes for runs to finish, the Nexera X4 can cut that to three or four — with the lowest extra-column dispersion in the industry, so impurity profiling actually gets cleaner, not noisier. That's faster go / no-go calls on more compounds without re-engineering the method each time. I'd love a few minutes to share the data. Please call me back at 678-555-0000. Again, 678-555-0000. Thanks."

Dmitriy

Three pre-workshop emails (ICPE-9820, LCMS-2050, SPARQ) and one in-session voicemail draft. Katherine and Andrew both called your emails out as strong — the changes here are mostly about a real call to action and giving you matching voicemail versions you can split across the 8-Touch system.

1. Pre-workshop email — ICPE-9820 (Brian)

ORIGINAL EMAIL

Hi Brian,

What if you could lower the cost per sample while still getting rock-solid reliability and results you can trust every day?

That is exactly what the Shimadzu ICPE-9820 is designed to help you do. By reducing reruns, lowering argon consumption, and minimizing day-to-day maintenance, it helps your lab maintain throughput while keeping operating costs under control.

Features such as dual-view, all-wavelength capability, Eco Mode, vacuum optics, the mini-torch, gravity-drain sample introduction, and a vertical torch design are there to support those outcomes: reliable data across varied samples, lower gas use, and stable long-term operation.

I would be glad to meet and discuss this in more detail.

Best,

Dmitriy

WORKSHOP FEEDBACK

Katherine loved the opener. Andrew flagged the close — "I would be glad to meet" is passive and tells the prospect what you want. Ask for the meeting and make it easy by adding a calendar link near the top, before the reader gets lost in detail.

REVISED EMAIL

Subject: Lower cost per sample on soil & water — 15 minutes?

Hi Brian,

What if you could lower your cost per sample while still getting rock-solid reliability and results you can trust every day? If that's worth fifteen minutes, you can grab a time on my calendar here:

[Calendly link]

That's exactly what the Shimadzu ICPE-9820 is built to do. Reducing reruns, lowering argon consumption, and minimizing day-to-day maintenance keeps throughput up and operating costs in check. Features like dual-view, all-wavelength capability, Eco Mode, vacuum optics, the mini-torch, gravity-drain sample introduction, and a vertical torch design all support the same outcome — reliable data across varied samples, lower gas use, and stable long-term operation.

Looking forward to it.

Best,

Dmitriy

VOICEMAIL VERSION (USE THE OPENER AS A STAND-ALONE TOUCH)

"Hi Brian, this is Dmitriy from Shimadzu. What if you could lower your cost per sample on the ICP without giving up reliability? That's exactly what the ICPE-9820 is built to do. I'd love a few minutes to share what other soil and water labs are seeing. Please call me back at 678-555-0000. Again, that's 678-555-0000. Thanks Brian."

2. Pre-workshop email — LCMS-2050 (Joe)

ORIGINAL EMAIL

Hi Joe,
What if your LC-MS could help your team move from synthesis to confident answer faster? That is where the Shimadzu LCMS-2050 stands out. Heated DUIS lets you see high- and low-polarity compounds in a single run, Mass-it puts MS data directly onto the LC-UV/PDA chromatogram so hidden or co-eluting components are easier to spot, and Performance Concierge automatically checks key MS performance parameters to support consistent, trustworthy data. Add startup in as little as 6 minutes and tool-free desolvation-line replacement without breaking vacuum, and you get fast answers with less interruption to the workflow. I'd be glad to meet and discuss it further.
Best,
Dmitriy

WORKSHOP FEEDBACK

Andrew caught a missing word in the opener: "from synthesis to a confident answer." Same passive close as the ICPE email — fix the call to action and add the calendar link.

REVISED EMAIL

Subject: From synthesis to a confident answer — faster

Hi Joe,
What if your LC-MS could help your team move from synthesis to a confident answer faster? If that's worth a short conversation, grab a time here: [Calendly link]
That's where the Shimadzu LCMS-2050 stands out. Heated DUIS lets you see high- and low-polarity compounds in a single run, Mass-it puts MS data directly onto the LC-UV/PDA chromatogram so hidden or co-eluting components are easier to spot, and Performance Concierge automatically checks key MS performance parameters to support consistent, trustworthy data. Startup in as little as six minutes and tool-free desolvation-line replacement without breaking vacuum mean fast answers with less interruption to the workflow.
Looking forward to it.
Best,
Dmitriy

VOICEMAIL VERSION

"Hi Joe, this is Dmitriy from Shimadzu. What if your LC-MS could help your team move from synthesis to a confident answer faster? That's exactly what the LCMS-2050 is built for — heated DUIS, MS overlay on the LC chromatogram, and startup in as little as six minutes. I'd love a few minutes to share what that looks like in your workflow. Please call me back at 678-555-0000. Again, 678-555-0000. Thanks Joe."

3. Pre-workshop email — Shimadzu SPARQ (Dan)

ORIGINAL EMAIL

Could one instrumentation partnership elevate your university's research profile?

Hi Dan,

What if one instrumentation partnership could strengthen faculty research, attract students, and elevate your university's research profile at the same time?

That is the idea behind Shimadzu SPARQ — a co-investment program that helps universities bring high-end analytical instrumentation onto campus while advancing research capability, student opportunity, and institutional visibility.

If this is of interest, I would welcome a brief conversation.

Best regards,

Dmitry

REVISED EMAIL

Subject: One partnership — research, students, and institutional visibility

Hi Dan,

What if one instrumentation partnership could strengthen faculty research, attract students, and elevate your university's research profile at the same time? If that's worth twenty minutes, grab a time on my calendar here: [Calendly link]

That's the idea behind Shimadzu SPARQ — a co-investment program that brings high-end analytical instrumentation onto campus while advancing research capability, student opportunity, and institutional visibility, all in one move.

Looking forward to it.

Best regards,

Dmitry

4. In-workshop voicemail draft

YOUR ORIGINAL DRAFT

"Hi Emily, I'm Dmitriy from Shimadzu. Would you have time to discuss the instruments that might elevate your research and allow you to publish new and unique data? Let's have a meeting."

WORKSHOP FEEDBACK

Katherine liked it — kept it simple and customer-focused. Just needs an ending, a phone number repeated, and a hair more pace.

SUGGESTED VOICEMAIL

"Hi Emily, this is Dmitriy from Shimadzu. Would you have time to talk about instruments that could elevate your research and let you publish new and unique data? I'd welcome a few minutes whenever it works for you. Please give me a call back at 678-555-0000. Again, that's 678-555-0000. Thanks Emily — have a great day."

Steve Kovaleski

Three pre-workshop UHPLC value statements plus one in-session voicemail. Each value statement below has been converted into a voicemail you can rotate across your 8-Touch sequence — three different angles into the same prospect, not three ways of saying the same thing.

1. Pre-workshop — Throughput / Efficiency

ORIGINAL VALUE QUESTION + MESSAGE

Question:

Are you currently focused more on increasing throughput, or on improving chromatography quality and reproducibility?

Value message:

Many labs are under pressure to increase throughput without sacrificing data quality. Our low-dispersion UHPLC systems are designed to maintain peak shape and reproducibility even with fast gradients and smaller particle columns.

SUGGESTED VOICEMAIL

"Hi [Name], this is Steve Kovaleski from Shimadzu. A lot of labs we talk to are under pressure to push more samples through without giving up data quality. Our low-dispersion UHPLC systems are built to hold peak shape and reproducibility even with fast gradients and smaller particle columns. If that's a tension your group is feeling, I'd love a few minutes to share what other labs have done about it. Please give me a call back at 678-555-0000. Again, that's 678-555-0000. Thanks."

2. Pre-workshop — Flexibility / Future-proofing

ORIGINAL VALUE QUESTION + MESSAGE

Question:

How important is flexibility when evaluating a new LC or LCMS platform?

Value message:

A lot of customers are looking for systems that can adapt as workflows evolve. Our configurations support features like column switching, multiple mobile phase options, and integration with a wide range of MS platforms, allowing the system to grow with the application.

SUGGESTED VOICEMAIL

"Hi [Name], this is Steve Kovalski from Shimadzu. If your workflows are still evolving and you don't want to lock into an LC platform that can't grow with you, our configurations support column switching, multiple mobile phases, and integration with a wide range of MS platforms — so the system grows with the application instead of getting in the way. I'd love a few minutes to share what that looks like. Please call me back at 678-555-0000. Again, 678-555-0000. Thanks."

3. Pre-workshop — Reliability / Usability

ORIGINAL VALUE QUESTION + MESSAGE

Question:

What are the biggest day-to-day frustrations with your current system?

Value message:

One thing we hear frequently is that labs want robust systems that don't require constant troubleshooting or babysitting. We focus heavily on reliability, carryover reduction, and ease of day-to-day operation so scientists can spend more time generating data and less time maintaining the instrument.

SUGGESTED VOICEMAIL

"Hi [Name], this is Steve Kovaleski from Shimadzu. One thing we hear constantly from labs is that they want systems they don't have to babysit. We've put a lot of work into reliability, carryover, and ease of day-to-day operation, so your scientists are generating data instead of maintaining the instrument. I'd love a few minutes to share what that looks like in practice. Please call me at 678-555-0000. Again, that's 678-555-0000. Thanks."

4. In-workshop voicemail — LC peak broadening / X4

YOUR ORIGINAL DRAFT

"Hi, this is Steve Kovaleski from Shimadzu. Has LC peak broadening ever been an issue in your lab? Did you know that our X4 is the lowest dispersion UHPLC available on the market?"

WORKSHOP FEEDBACK

Andrew: solid hook, but it trailed off — no ask, no number. Katherine: drop "did you know" — it can read as condescending, especially to a PI who prides themselves on what they know. Slow your pace, repeat the number twice.

SUGGESTED VOICEMAIL

"Hi [Name], this is Steve Kovaleski from Shimadzu. Has LC peak broadening ever been an issue in your lab? Our X4 is the lowest-dispersion UHPLC on the market, and I'd love a few minutes to talk through whether it could help. Please give me a call back at 678-555-0000. Again, that's 678-555-0000. Thanks — have a great day."

David

One in-session voicemail draft. We've split it into two touches to keep each under twenty seconds, with the software hook leading one and the portfolio hook leading the other — your own suggestion to flip the structure and put "Shimadzu" at the end.

In-workshop voicemail — Portfolio & LabSolutions

YOUR ORIGINAL DRAFT

"I'm calling from Shimadzu Scientific Instruments, and would like to connect with you to discuss our expansive portfolio of instruments, as well as our single software platform LabSolutions, which covers all technologies, can bring benefits to your lab."

WORKSHOP FEEDBACK

Katherine: at roughly thirty seconds it's too long for a voicemail — the strongest content (software) is buried near the end. You suggested flipping it: lead with the hook, put "this is David from Shimadzu" at the end. Split into two touches.

SUGGESTED VOICEMAIL — TOUCH A (SOFTWARE HOOK)

"Hi [Name] — what if every analytical platform in your lab ran on the same software? GC, LC, GCMS, LCMS, UV — your team learns once and works everywhere, with one set of audit trails and one set of methods. That's LabSolutions. This is David from Shimadzu — I'd love a few minutes to walk you through it. Please call me back at 678-555-0000. Again, 678-555-0000. Thanks."

SUGGESTED VOICEMAIL — TOUCH B (PORTFOLIO / CONSOLIDATION HOOK)

"Hi [Name] — if you've ever had to manage two or three vendors just to cover the analytical work in your lab, what would it be worth to consolidate? Shimadzu offers one of the most versatile portfolios in the industry — most of the technologies you need under one roof, with the support relationship that goes with it. This is David from Shimadzu — please give me a call back at 678-555-0000. Again, that's 678-555-0000. Thanks."

Krystal

Krystal submitted the most comprehensive pre-workshop write-up, a full prospect list with value sources, value propositions, and discovery questions across multiple targets. Because there's too much to fit cleanly here, a separate document is coming with a converted voicemail for each entry on your prospecting list. Below is the worked example from the session for Michael (core facility) so you can see the format the full set will use.

Worked example — Michael (core facility prospect)

SOURCE — VALUE PROPOSITION FROM YOUR WORD DOCUMENT

Value direction: increase instrument uptime and sample throughput with low-maintenance options across a core facility's instrument suite.

SUGGESTED VOICEMAIL (ANDREW'S IN-SESSION DRAFT, TIGHTENED)

"Hello Michael, this is Crystal with Shimadzu. If you're looking to increase instrument uptime and speed up sample throughput across your core — with options that are lower-maintenance than what most cores are running today — I'd love a few minutes to share what that's looked like for similar facilities. Could you please give me a call back? My number is 678-555-0000. Again, that's 678-555-0000. Thanks Michael — have a great day."

Reminder from the session: write these to a class of prospect ("core facility manager"), not just one named person. The same voicemail above works for any core facility lead you reach out to — you only need to swap the name.

A Few Closing Thoughts

Some practical guidance as you start putting these into rotation:

- Pick 20 or so prospects to start. Put them on the 8-Touch Prospecting System.
- Mix channels. Voicemails, emails, and LinkedIn messages working together are far more effective than any one of them alone. Reference the others in each touch ("I just left you a voicemail about...").
- Rotate angles. Use eight different messages across the eight touches, different pain points, different value sources, not the same message reworded. This is very powerful when your messages tell your story over the two-month period.
- Practice out loud. Read each voicemail before you leave it. If it sounds like you're reading, rewrite it until it sounds like you're talking to a friend. The [Otter.ai](#) app will transcribe as you speak, which is useful for catching what actually came out of your mouth.
- Audit each other. Send a draft to a colleague once a week and ask, "Would you call me back if you got this?" Sales Concepts does this internally, it works.
- [Calendly](#). For any email, put a calendar link near the top so the prospect can book a slot in two clicks. It changes response rates.
- [LinkedIn](#). Cover this in Workshop 4 on June 1; review your own profile before then. Would you reply to you?

If a message above doesn't feel like your voice, change it. The version you'll actually use beats the version that's technically better but stays in a draft. Done is better than perfect!

See you on Monday, June 1 at 9:00 AM ET for Workshop 4: Generating Business with LinkedIn.

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