

Michael Roberts ([00:09](#)):

Welcome to the Health Connective Show. I'm your host, Michael Roberts. Today, Scott Zeitzer and I are gonna talk about the concept of relationship building in a marketing and sales context. So let me give some, some kind of preamble here, some background, like why we're talking about this, and then, then we'll jump in. So, you know, we're always working on building relationships for the company and we've done that pretty extensively for our physicians that we work with, a lot under the P3 brand. We've done that a lot with current medtech clients that we have, like visiting clients. Interacting with clients is a big part of, of who we are as a company and, and having that exchange. We're spending more time on Health Connective. We're trying to figure out which are the right events for us to go to. And there's definitely some trial and error on those where I've been to some events where I'm wondering, "why the heck am I here?"

Michael Roberts ([00:55](#)):

And then some of them have been, you know, like a real good connection. And as I'm there in these meetings, I'm getting that chance to have that one-on-one sort of conversation. I'm not behind a booth, people aren't coming up to me. There's very much me being very proactive to go out and, and try to meet new people. And that's definitely a different approach for me. And Scott, that's not different for you, you know, you, you come from a sales background, that's your whole bread and butter. I mean, do you want to kind of just get as caught up real quick and just sort of your sales background and kind of like why I brought you in?

Scott Zeitzer ([01:24](#)):

Sure, yeah. You know, it's, it's interesting as you were talking about this, I have always been a sales person. I am a biomedical engineer by training. Been a long time since I've thought about or discussed biomechanics and/or biomaterials. But that being said, that was my background. I quickly got into sales and I sold artificial hips, knees, I was a full line orthopedic rep, so hips, knees, facial plates, trauma, the whole bit. And I was always selling. It became secondhand to me. And there's always been, we've talked about this a lot, Michael, this, this a battle would be an overstatement, but certainly a butting of heads between marketing and sales departments about how to get it done and "it" being, you know, quote the sale, the win. And it's funny, when I've had to wear marketing shoes—uncomfortably 'cause I'm not a, I'm not a great marketer—I found it like, wow, this is harder than I thought. And I'm sure when you've gone to some of these meetings you thought to yourself, "wow, this is harder than I thought." And so that's where this is all coming down to, right?

Michael Roberts ([02:22](#)):

Yeah. So, you know, like with, with a lot of what marketing is doing, you know, we're really approaching things from like kind of a central source, right? The company, the whoever you work for and you're trying to get that message out to the right people, but it's very much a one-to-many kind of conversation and you're, you know, like take just the fact that we're doing a podcast, this is not a video that we're recording or a conversation that we're recording for a single person. It's something that we're trying to reach several different people with. So there's this kind of one-to-many communication that you have, whereas when you're just trying to get that person's attention at the meeting or, you know, I'm, I'm writing some kind of email to somebody and it's just that one-on-one, well, it's a whole different type of exchange. It's not just like, "hello med tech person on the other end of this." Like, you know, you, you have to actually think about what do they care about what's going on in their world? And these are

things that we should be thinking about in marketing as well. But it's, it's easier to lose focus of that, you know, because of the fact that you're not talking to an individual.

Scott Zeitzer ([03:21](#)):

Ultimately it gets down to like, what tactics are you employing? So you got me to read the book "Trust-Based Selling" by Charles Green. And so, you know...

Michael Roberts ([03:29](#)):

Okay, truthfully, did you read the book or have you started the book? I'm, I...

Scott Zeitzer ([03:33](#)):

I, I read parts of the book

Michael Roberts ([03:36](#)):

<Laugh> This morning?

Scott Zeitzer ([03:37](#)):

Fair, fair, fair question. I have COMD, cranky old man disease, and the book is good. Mr. Green, I'm not making it, it's just me. And I only have so much patience for certain parts 'cause I already know it. But a, a lot of it is just kind of reemphasizing a lot of, of what I already know. But, you know, if you think about it as I think about it, marketers are great at that one-to-many conversations like, look, you're just trying to build trust with these groups of people that we may be the right fit, you know, and sales and whatever tactics you employ to get that done, that's great. But then at some point, the meeting, you know, one of these meetings we go to or an in-person meeting where we're just gonna try to sell our services, we've somehow gotten our faces in front of somebody, and now it's really a lot more about listening to what the needs are and trying to take advantage of the fact that they somewhat trust us to have an understanding about that we're not a waste of time to talk to about a particular issue.

Scott Zeitzer ([04:33](#)):

I mean, that's really what it comes down to, right? So we, we certainly have talked to a ton of people, Michael, at a lot of these meetings, good and bad, where it's just a friendly banter back and forth 'cause, but I, I do think to have a successful meeting, no matter how much trust you've built up for a particular group, you really need to get that research. Who's attending, what do you think their needs are ahead of both as a company and as individual? I mean, that's a big part. And then real sales thing, the follow up afterwards, like you took all this time to go talk to that person about whatever man, you better follow up because that's, I always see that in sales where people drop the ball, like they just didn't follow up.

Michael Roberts ([05:10](#)):

So, you know, one of the things that you, you mentioned there was the concept of listening and you know, there are different tools that will allow you to do that in marketing. There's some different things. There's a tool called SparkToro, which is supposed to let you kind of like see, hey, here's what's going on with like this segment of people. Here are things that they're interested in. Here are things that they may be searching for. They may be looking to other types of sources that, you know, maybe you could like interact with them on that type of topic. And it's not the main thing that you're trying to sell them, but you could at least talk to 'em with some of these other kind of like related topics. So you've got

something like that. There's a service that we use called Wynter which was something where I tested some, some copywriting and I've lamented how poorly that went <laugh> in terms of like how honest the feedback was.

Michael Roberts ([05:53](#)):

But you know, and even just doing something like just advertising, did this ad work? Did people take the action that we wanted them to do? There's, there's a form of listening that you can kind of take on with that, but it's nothing like getting in front of somebody and either just hearing what they're thinking at the meeting. Like, "Hey, this is the talk that was interesting to me, this is the pain point I'm feeling. This is whatever's going on in my world." Or, you know, you're actually doing your pitch and they respond, "I'm interested," "I'm not interested." They're distracted, they don't care. Like whatever that sort of response is like, there's just such a real-time feedback that you get that's so remarkably different from what we get in marketing.

Scott Zeitzer ([06:30](#)):

You know, I, as you're telling, talking to me about this, I'm thinking of, there are some actors that do much better with scripts, really dig and delve deep into this. And then that impromptu, you know sketch, SNL Robin Williams where you're just kind of flying through it, you know, you just kind of riffing. And to your point, I think a marketer is much happier with like, "Hey man, this is the script. I'm going to the meeting and I'm gonna be talking about the following six things because I've done the research that says if I talk about these six things..." And remember, in fairness, marketing people are not at larger companies. Marketing people are trying to figure out like, "hey, salespeople, if you could just focus on these six things" or the number, you know, you're gonna have a chance to be more successful when you're out there riffing.

Scott Zeitzer ([07:11](#)):

And, and I'm thinking, wow, I remember when I was going through sales training it was my second time through, so I, I'd worked at Johnson and Johnson as a sales person and then I moved on to, at the time Howmedica, which was a division of Pfizer, and both had, you know, very big sales departments. And I remember a marketing person coming in talking about a particular product. And man, it was like, "here's the 20 minute presentation you're gonna give to sell our product." And I was the biggest pain in the neck at that point. One, I was younger and so stupid, little brash. And two, you know, I had been selling for a while and I was like, "20 minutes? You get 20 seconds with a surgeon!" And I would always, like, I got infamous in those meetings for going to the, to the marketing person saying, great, man, you know, it, it was an elevator.

Scott Zeitzer ([07:53](#)):

I didn't know what an elevator pitch was at the time, but it was, I was trying to tell 'em like, what's the elevator pitch? I got 30 seconds, what do I say in 30 seconds? And there would be some marketing people who would go like, "Oh yeah man, no problem. Just say these three things, just try to get these three things across." Right? And without knowing it, the marketer was basically saying like, "Here's how you build trust quickly and effectively in this little bit of time," right? And then if you're lucky enough, like to build that trust quickly and effectively, then you can have a deeper conversation about, "Here's my presentation," right? But I'm, I'm going back to that thing like a script versus like, I don't know, being on Saturday Night Live and just kind of winging it.

Michael Roberts (08:24):

What's, what's interesting out of, I think those types of feedback that you're getting, whether you got to that 20 minute presentation or whether you only had the chance for the 30 seconds and then somebody turned away <laugh>, it's like, I feel like you get this like richness of qualitative data, right? Like, "Hey, I talked to 17 people and 14 of them kept on going and like, I couldn't get to any 20 minute presentation. But the three that talked to me, hey, we had these, you know, these points come up and this was really interesting." And so it, it's possible to get at qualitative data, of course with, with marketing, and this is where, where like focus groups come in, this is where, you know, all of these different tools that we have that we can use, but it really is a very different experience.

Michael Roberts (09:02):

Now, I kind of wanted to like lean into that a little bit just in terms of how different it is to be one-on-one with somebody as opposed to sort of like this, this focus group. We had the chance to actually sit in, Justin and I had the chance to sit in on, on a client's focus group where we were going through, you know, some different aspects of a, a product rollout that was happening. It was, it was like in a beta phase. And what was interesting about it was like a couple of different things. One being that like there's always a, a couple of loud people that kind of like really start steering the direct, you know, steering the whole course of the conversation. And now Dr. So-And-So has an opinion and do you really want to contradict Dr so-and-So? You know, because Dr so you know this, this person is a KOL, this person does have some sort of like, reason to be in the group.

Michael Roberts (09:44):

And so you get this kind of like feedback being skewed. I think what was fascinating was seeing like new ideas popping up. And I'll say this like in a positive way too. It's not just like negative things that can happen in a, in these kind of groups, but you can have positive things where like a new idea will pop up and suddenly everybody's jumping on the new idea. Now it may be completely irrelevant to the point of the conversation, like you may be like way off of what you were trying to do at that point, but you can really get into some interesting ground with that. And you also get this chance for kind of your customers to actually bond together. You know, like being able to talk to customers one at a time. Like you get that rapport built up. But when you can get like sort of a group together, they do get this chance to like, "Yeah, I also have that problem in the clinic.

Michael Roberts (10:24):

"I also have that same struggle, man, how do you handle that?" And again, you may be talking about something that's completely not product related or, or whatever it was you started out with, but it's something that's very beneficial. So we've got focus groups, there's good and there's bad out of it, but I don't think there's anything that quite gets across the same like level to really think through why you should be talking to this person as a one-on-one conversation when somebody goes, "This is a terrible idea. How could you even bring this to me?" And you have to think through that response like, "Ah, because..." or "You know, doc, tell me what is relevant, like if I've missed the mark, what is relevant?" So like thinking through those kinds of situations, Scott, like have you, have you been in a scenario where, hey, this doc is not feeling it, like is not having, is not interested in your pitch? So what's the pivot maneuvers that you've had to take as a salesperson? And is there anything that like, I guess that marketing could have done to prep you better? Or are there things that you could do to kind of like be more prepared for those kinds of situations?

Scott Zeitzer ([11:21](#)):

Well, first of all, I think, you know, I've been in a lot of those conversations where you think you're completely empowered, right? You, you've got all this information from your marketing team thinking as a med tech rep more than as a owner of a small business. But you know, you've got, you're empowered with all this information. You go to the doc and, and the doc just was like, could care less about what you, what you were saying. And for some salespeople, the answer to that problem is to just simply move on to the next person. You better have a very well documented set of, in my mind, like I would equivocate that with trying to sell life insurance. Either you need it or you don't need it, or you believe it, you need it. And if you don't, I'm gonna move on to the next person and hopefully the next person will buy the way.

Scott Zeitzer ([11:59](#)):

I think like when you've got a smaller group of people that you're trying to target, you know, and I think of like med device and pharma, it's like, look man, there's only x number of orthopedic surgeons. There's only y number of, I'll make it up, cardiologists out there. And you know, so moving on to the next one so quickly may not be in your best interest. And, and listening a little bit as to why, like, that's the big thing to me. And I think as you were talking to me, I, I really do think, wow, I wonder how helpful it would've been for the marketing department to know when I failed and why I felt I failed, right? Because 'cause as a sales person, you're just like, wow, what's wrong with that guy? I'm just gonna move on to the next person. That might be an ego protection mechanism, et cetera.

Scott Zeitzer ([12:36](#)):

But in other ways it's like, hey, wait a minute, how did we miss the market? Like when you're the marketing person, just like you said, like you've got all this, this application stuff out there, right? All these applications that go like, well you missed the mark and 71.4% chance that you missed the mark because of this. And it's like, well, you know, that feedback from the sales team probably would've been helpful. And so as a salesperson, like I know, like right now I'm thinking, Michael, if I, the next meeting I go to when I'm failing on something, I'm gonna make a note, not just when I win, right? But hey man, I failed. No shot, no shot of getting any work here. Why? Right? It and, and sometimes it's like, hey, I was pointed at the wrong customer. Michael, you and I went to a meeting and I'm not gonna get into which meeting it was 'cause I'm not trying to diss anybody, but we were at the meeting and I think we spent more time discussing where we were gonna go eat for dinner than talking to you.

Scott Zeitzer ([13:22](#)):

You know the meeting. We did eat well. But, but that being said, that was a great example of like, hey, we're just not talking to the right people. It doesn't matter what the message is. Messages might be good, might be bad, I don't know, but we definitely were talking to the wrong people. But you took that Michael, instead of it just being like, Hey man, what a failure. It's like, no, no, yes. I mean we ate well, but here's what we've learned. And I do think like for salespeople to get some good feedback to marketing about "here's why I think we failed" would be extremely helpful in making for the next win. Even with that same person you just spoke to.

Michael Roberts ([13:53](#)):

To flip that on like the positive side. You know, one of the things that, that I heard somebody present about that, like the comparison that they made was like, if you have like a gem, right? Like you've got this sort of like multi-sided thing and so you look at it from one angle and these are the like aspects of it

that you can take in. But you know, you may decide that there's another side that's more appealing than this, you know, this part of the cut more interesting, like these kinds of things. The positive side of this is like, yes, there's gonna be times where we come back and we go, "Man, that that didn't land and why didn't it land?" But there are also like different reasons that it does land and understanding like which aspect it was that like really resonated with somebody like, "Hey, we were really going in, I came in talking about aspect A, and it was actually aspect C that the person actually like really resonated with.

Michael Roberts ([14:38](#)):

"And that was the thing that really kind of like closed the deal." You know, maybe like that's the thing that got us to the next level of conversation. So, you know, I think one of the things that I was surprised by and I'll, I'll kind of like go back to some of the work that we did earlier on, like we're in working with physicians. I had come from a background of like marketing for small businesses and I just thought, hey, medical practices are gonna market the same way. And so, and there are a lot of overlapping needs, but there are a lot of very, very different needs. And so I would come in stressing factor A and like they cared about factor F, like, it was like way down the list of what I thought was important. And I think that like getting that chance to like pitch that, see that like A through E like all struck out and they didn't really care, but F was the thing that they came back with and they were really concerned about.

Michael Roberts ([15:24](#)):

And it was a, an aspect of what we do. I think that there's sometimes, regardless of who you're marketing to and like what you're marketing, I think there's like the thing that you expect your customer to care about and then like what they actually do care about, right? And it's not that what you expect them to care about is irrelevant. It's just not the thing that's most pressing at the moment, right? There's those pain points being so, so very different and trying to land on like what, what thing it is that that's actually gonna be most important to them. Listening.

Scott Zeitzer ([15:49](#)):

Listening, you did the pitch, right? You did the pitch, you as the marketing person have had to become at some of these meetings, the sales person as well, right? So now the shoe's on the other foot, right? So I was the sales guy having to be a marketing guy and here you are being the marketing person, having to be a salesperson. And with all the preparation pre-, right, with all the knowledge that you've got, with all of the information in your head about the pitch, probably the most important thing while you're there is just listening. What is working, what isn't working? Why is that? You know, that inferred knowledge where you think like, well everybody knows it, you're gonna do X and it's like, nah man, 50% got that right? You know, as you're saying this, I'm going, ugh, we all gotta listen, we all gotta lean in. Listen.

Michael Roberts ([16:31](#)):

There's two different modes I think like people are trying to get in front and I don't wanna like kind of relate this to, you know, more to medtech and to people that are trying to sell to physicians that are trying to get in front of, of those kinds of groups. You've got like these meetings that you can go to and maybe the I'll stick with the physicians for the moment. Like physicians are like, they're on the trade floor, maybe they're going between session one to session two, whatever, and you've got that chance and there's that moment where at least they're not in surgery, they're not at their practice, they're not like, as busy as they normally would be, but it doesn't mean that they're just open and ready to just talk to anybody. So like what are the ways that you've kind of focused on those sort of like listening

techniques, like striking up conversation to just get that chance to hear from people what they think at while you're at these kinds of meetings? Like what's the approach that you've used and, and how have you pivoted <laugh> as necessary?

Scott Zeitzer ([17:20](#)):

It's funny, we've tried as a company multiple ways to slow the surgeon down, you know, as they go point A to point B. So anybody who's been to a lot of these meetings know that there's lots of lectures, there's times that they try to funnel the surgeons into the booth room. And they've all been told by the people who run the meetings like, "Hey, surgeons, docs, fellas, y'all gotta slow down when you're in there. 'Cause if you don't slow down enough to talk to some of these guys, at least just talk. Well, they're not coming back and if they don't come back, your \$1,500 fee to come here is quickly gonna become 5,000." 'Cause without these guys, right? So they slow down. So you, you do get a little bit of an opportunity and, and to all the surgeons who happen to be listening to this meeting, slow down a little bit.

Scott Zeitzer ([18:03](#)):

I mean a lot of these vendors are spending a lot of money to just get an opportunity to talk. And the way that I've done it, mostly, that's been successful for me is relationship selling. So it isn't about like having a booth with a spinning wheel. Which, by the way, people listening, we had, we thought like we were trying to sell online marketing to surgeons and we basically had a spinning wheel with like, what's your problem? You know, that you're having it, it worked, you know, I mean it slowed down a few people. Mostly it just had a tear in one of my suits and killed one of my really nice suits. But when I was trying to build it, 'cause I'm not very good at that stuff. But for me it's been relationship selling. So for me it's getting to know the practice, the surgeon, and when I say practice, sometimes it's just the surgeon, sometimes the marketing person at, at the practice, sometimes it's the person answering the phone, et cetera.

Scott Zeitzer ([18:48](#)):

There's a lot of different people that that could be part of that conversation. But it's really listening to try to figure out like what is it that's troubling you, you know? And it takes time, you know, I don't care how well you've developed that pitch, marketing people, about what four things, 10 things, whatever it is that you think you can solve for them. It's sometimes, like with a lot of customers that I've dealt with over the years, it's really about, first I gain trust by having a better relationship, by really truly getting to know them as people rather than just as A customers, B customers, and C customers. And the A customers we're gonna talk about this, and the B customer are talking about that, the C this, it's like, well, okay, yeah, I did put them in my head of whether they're A, B, and C, and maybe that helped position me again not to knock the marketing people, right? It did position me, man, like I know this is an A customer and I know I should be talking about these three things, but before I get into that, right? So it's me, for me the most successful has always been relationship. Like the win is over time for me.

Michael Roberts ([19:43](#)):

So I'm thinking about like, here's what marketing folks, what sales folks, like, how we can start kind of thinking of some of these ways to bridge some of these gaps. So like, hey, if for anybody that's on the floor that's pitching to somebody that's going through that process, whether you're, whatever your title is, regardless, right? Like, hey, getting those notes about this is what worked and this is what didn't,

being able to bring that back. I, I think that's, that's a critical takeaway. I think having that 30-second pitch for the people that are gonna be on the floor. Like,

Scott Zeitzer ([20:11](#)):

Yeah, you're running headstart,

Michael Roberts ([20:12](#)):

You know, marketers, you gotta you gotta equip your people with something that's gonna be able to get it down that fast. Folks being able to listen long enough to know when to bring up any of these 30-second pitches or any of that kind of stuff. Any of these like pain points that, you know, you've done the research on that you figured out how to, how to start. 'Cause, just because you know what a group of people need doesn't mean that everyone needs exactly the same thing and in the same amounts and the same levels there. So,

Scott Zeitzer ([20:35](#)):

Or even know that they need it, Michael.

Michael Roberts ([20:37](#)):

Yeah, totally fair.

Scott Zeitzer ([20:38](#)):

Right? I, I think another thing is as you're saying, it's like, look, and this happens a lot, you know, the marketing person, company X says, "Look, I got the pitch, it's perfect, perfect 30-second pitch, 15 seconds" insert time here, right? And then the sales person comes back and goes, "Pitch never worked." And the bad conversation between marketing and sales is sales says, "Well, marketing, you did a bad job giving me a pitch." Marketing says, "Well, you guys did a bad job pitching." And the better answer to all this is listening. Like, well, what was working about it? What didn't work about it? And you know, this is something like in our company, Michael, where we're we get across the whole point of like, look, I always say this, there's nobody on the operating room table. No one's gonna die. So let's have a nice collegial conversation about what's working and not working.

Scott Zeitzer ([21:16](#)):

Who made a mistake, who didn't make a mistake? Like it's okay, it doesn't matter. We all make mistakes. How we fix those mistakes, how we get better at it. There are some meetings that are just not good meetings for a particular company. There are some, and I'm thinking of the one where we had very good dinners and there are some where you're going like, man, we didn't get a lot of wins at this meeting, but man, this was a good meeting. We need to come back and we need to do the following to tweak. Right? I mean, I think that's a big part of it. And hey salespeople, when you get that pitch from the marketing person, you, you gotta have enough trust too in your marketing person. So instead of rattling off the same pitch in the same way, you know, at these meetings, these small meetings, it's like, why don't you try something different? Like why don't you slow down and listen to yourself, have some patience with yourself too.

Michael Roberts ([21:58](#)):

There's a comedian, and I'm blanking on who it was, that would talk about basically going and delivering this, like delivering their, you know, their set that they would do. Like they, they would try a lot of new material in the midst of it and would go to like really small clubs and just run their, like one part of this, this like, here's the new part of the show. Run that in front of a group of people, and like 15% of it would be great and the rest of it would just be awful. You know? And it was, Chris Rock is who it was, Chris Rock talking about like you know, going and just pitching material, trying the material over and over and over and then cutting and cutting and cutting and cutting, and it's the same kind of thing, right? Just, Hey, we're throwing the material out there, you're gonna get the laugh. You're not gonna get the laugh. And being, being ready to kind of cut off all that, that stuff that, that isn't working so that you really can get at like a really, really great set, you know, list that you take out and

Scott Zeitzer ([22:45](#)):

Yeah, and, and isn't it like we, we've been talking about this. Like, I keep saying listen and I'm thinking like, you know, you, you need to listen--for salespeople out there and, and marketing people when you're doing the talking there, you're a sales person now. So when you got your sales hat on, listening to, to what's working and what's not working, and making note, and then tweaking it, right? And then at all times, like, how do I tweak this to, to be better? Because I can't tell you how many times something worked at a particular meeting and you're thinking, "Well, that's it, I solved it. Got it. I am done now. I will just do it this way forever and it will work." And that's a, a method for failure. As a matter of fact, I was, what's the movie where Bill Murray keeps waking up? Groundhog Day. Yeah, there you go. Groundhog Day. And remember he really liked Andie MacDowell and he, it worked once, so he just kept trying to do it over and over and we were all laughing like, nah, dude, that yeah, that's failing miserably, right? And I'm thinking of that, you know, it's like every situation is gonna be just slightly different. Inferred knowledge will kill you, you know? Oh no, no, you don't know that you need X.

Michael Roberts ([23:43](#)):

Which everybody loved hearing <laugh>. Oh

Scott Zeitzer ([23:45](#)):

Yes. Because that's a win when you tell somebody like, "You're not smart enough to know that you don't know." But you know, for us, Mike, you know, we've been talking a lot about, like for me, I, I focus a lot on selling online marketing to surgeons. And there are, it is a little bit better defined. You know, on the Health Connective side of things, it's much less defined for us. Like we solve complex problems. So what are you supposed to do? Go up to someone and go, "Hey, you got a complex problem? Boom, boom. You know, we know healthcare, you have a complex problem, obviously we're the ones who are gonna solve it for you. Here's 45 ways that we've solved it before and it's a variety of different ways. We've come up with the top five things that we think might help you." But in all sincerity, it might be item 10 that we haven't talked about in seven years. We still know how to do it. "But don't worry, you'll just use us because we told you." It's a hard sell. And, and that is something, everybody listening, it's like, what kind of product do you have? Is it, what kind of sale do you have? Is it a, a short cycle sale or a long cycle sale? And be patient with yourself.

Michael Roberts ([24:42](#)):

And if you're in med tech, it's most likely long <laugh>.

Scott Zeitzer ([24:45](#)):

It is, it is.

Michael Roberts ([24:46](#)):

Lots of people involved and, and all that stuff.

Scott Zeitzer ([24:48](#)):

You're not just signing people up left and right, you know, to do that. I mean, there are some products where you, you think, I can't tell you how many times I've talked to a med tech person, you know what these meetings where you're just sitting around waiting for the next time when all this docs are gonna come by and they just, in their heart of hearts, like it's, it's one of the people who put their own money into it, and they just came out with device X, whatever that is. And they just know in their heart of hearts, like if people are just slow down, they're gonna make their lives so much easier. The patients are gonna be happier. A lot of 'em are doctors, a lot of 'em are surgeons. Like they're not doing it just because they can make more money. Certainly that's part of the equation, but they're really doing it 'cause they think like, Hey man, this is gonna save lives, this is gonna make lives easier. I mean, they are fully into it and there are people just rushing past them because it is a long cycle. Michael, we have not gone to any meeting where our goal was to sell. We're gonna sell 14 of these, right? No, our goal was to slow 14 people down enough so we could follow up with them.

Michael Roberts ([25:42](#)):

Earn that trust over the long haul. Well thank you for joining me today. Thank you that I, I didn't just have to talk about this by myself 'cause I definitely <laugh> get, did wanna get that, that back and forth around this. 'Cause this is definitely, it's, it's continuing to be a learning process for me for sure. You know, thank you to all our listeners for joining us for this episode. For more on The Health Connective Show, please visit [hc.show](#) for previous episodes and Health Connective as a company. Thanks everybody.

Scott Zeitzer ([26:05](#)):

Have a great day.