

# POKE THE BEAR

A cold call method that invites people to care.

**ONCE UPON A TIME  
THERE WAS A  
VETERINARIAN  
NAMED DR. DAVID**

**DR. DAVID WAS  
CO-OWNER AT  
THE CIRCLE K  
VETERINARY  
HOSPITAL**

**LIFE WAS GOOD**

**JB**  
JOSH BRAUN

**DR. DAVID  
RECOMMENDED  
PRODUCTS HE SOLD . . .**

**JB**  
JOSH BRAUN

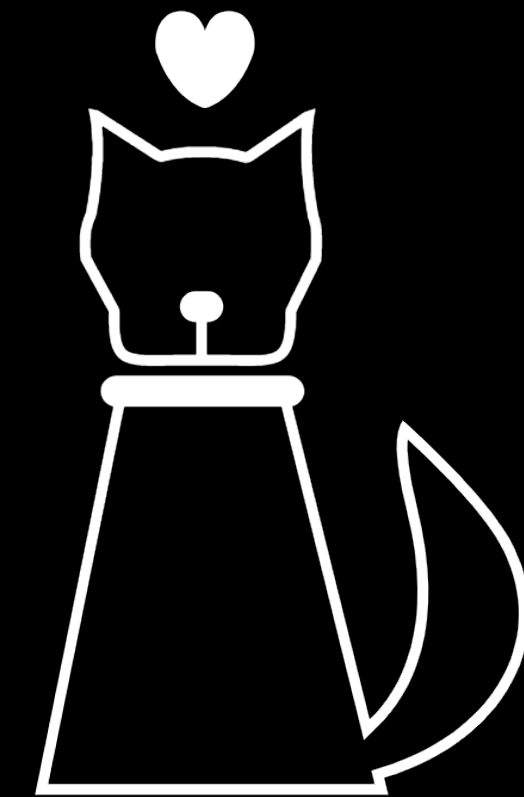
**AND PET OWNERS  
BOUGHT THEM.**

**JB**  
JOSH BRAUN

**AFTER 10 YEARS OF HARD,  
TIRELESS AND OFTEN TIMES  
THANKLESS WORK . . .**

**JB**  
JOSH BRAUN

**HE HAD A LOYAL  
CUSTOMER BASE**



**JB**  
JOSH BRAUN



**ONE DAY SOMETHING CHANGED . . .**

**JB**  
JOSH BRAUN

**DR. DAVID NOTICED THAT  
AFTER HE RECOMMENDED  
PRODUCTS . . .**

**JB**  
JOSH BRAUN

**PET OWNERS WOULD BYPASS  
HIM AND PURCHASE THE ITEMS  
ONLINE OR AT SUPERSTORE  
FOR LESS MONEY.**

**BECAUSE OF THAT  
DR. DAVID MADE  
LESS MONEY.**

**JB**  
JOSH BRAUN

**UNTIL FINALLY . . .**

**JB**  
JOSH BRAUN

**JASON BRAUN, THE  
FOUNDER OF ANIMAL  
PHARMACEUTICALS  
SHOWED UP**

**JB**  
JOSH BRAUN

**HERE'S WHAT HE  
SAID TO DR. DAVID...**

# PERMISSION

**“Hi Dr. David. I know you weren’t expecting me but I was hoping to speak with you briefly. Do you have a 2 minutes?”**



# PROBLEM

**“Something that used to irk Dr. Jones, the DVM & co-owner at Circle C, was recommending a brand-name product to pet owners and then seeing them bypass him and purchase the item online or at a superstore . . .”**

# POKE THE BEAR

**“How are you  
dealing with that at  
your clinic?”**

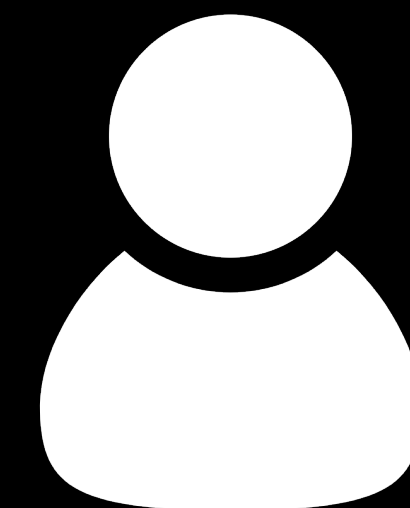
# **POKE THE BEAR**

- 1. TO GET PEOPLE TO THINK DIFFERENTLY**
- 2. A QUESTION THAT'S DIFFICULT TO ANSWER**
- 3. TO EXPOSE A GAP IN UNDERSANDING**
- 4. TO SHINE A LIGHT ON A PROBLEM**

**HERE'S DR. DAVID . . .**

**JB**  
JOSH BRAUN

HMM. I'M NOT  
SURE. WHAT DO  
YOU MEAN?



**JB**  
JOSH BRAUN

**HERE'S JASON . . .**

**JB**  
JOSH BRAUN

**“IMAGINE YOUR OWN  
LINE OF PRODUCTS.”**

**JB**  
JOSH BRAUN

**“EXCLUSIVE TO YOU.”**

**JB**  
JOSH BRAUN



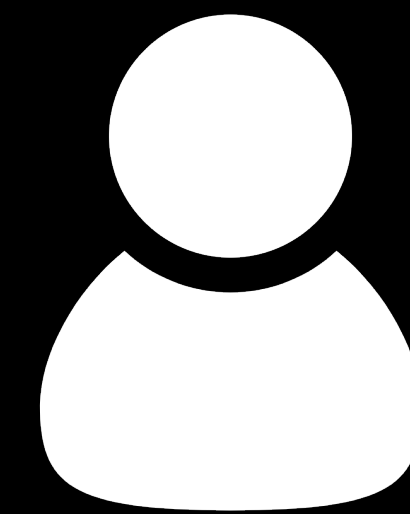
**“NO BYPASSING YOU FOR ONLINE  
RETAILERS OR MEGASTORES.”**

**JB**  
JOSH BRAUN

**“IT’S CALLED  
PRIVATE LABELING.”**

**JB**  
JOSH BRAUN

HOW DOES IT  
WORK?



**JB**  
JOSH BRAUN

**ONE MONTH LATER DR. DAVID  
HAS HIS OWN LINE OF  
PRODUCTS**

**JB**  
JOSH BRAUN

**DR. DAVID IS MORE  
AWESOME BECAUSE . . .**

**JB**  
JOSH BRAUN

**HE'S NOT LOSING SALES  
TO ONLINE RETAILERS OR  
MEGASTORES.**

**JB**  
JOSH BRAUN

**SALES PICK UP.**

**JB**  
JOSH BRAUN

**THE MORAL OF THE STORY . . .**

**JB**  
JOSH BRAUN



**DITCH THE PITCH . . .**

**JB**  
JOSH BRAUN

# POKE THE BEAR

[academy.joshbraun.com/p/pokethebear](https://academy.joshbraun.com/p/pokethebear)

~FIN~

**JB**  
JOSH BRAUN