AUDIENCE · VERSION 1

Injection molding · CEO · Single site

AUDIENCE CODE M1_V2-P1-A01	VERSION 1	PREPARED October 20, 2026
OWNER Sales	INDUSTRY Plastic injection molding	BUYER CEO
COMPANY SIZE 100-500 or 500-1,000 employees	FOOTPRINT One operating site	SYSTEM OF RECORD Unknown before outreach
DOCUMENT STATUS Discovery draft	COVERAGE 5 conversations · 1 unavailable topic	

About this audience

Choose one topic per call. Spoken lines are quoted; coaching is italic. Ask one question, pause, and follow the answer. Use the next step only when their answer gives you a reason to continue.

Let the buyer tell you whether there is a problem. Fill brackets with details they supply. If they decline, end the call.

Discovery draft. Start with the buyer's work. Continue only when their answer supports it. Agree what a test must show before proposing a change.

01	**Placing accepted work on the schedule · Unavailable** This conversation isn't ready to use. Choose another topic.
02	**Checking a promised date against the line**
03	**Comparing the cost of different run quantities**
04	**Getting a request ready to quote**
05	**Keeping a management answer tied to its records**
06	**Reconciling a physical count with recorded stock**

TALK TRACK

02 Checking a promised date against the line

OPENING

State your name, then:

"We're with Naologic. Is now a bad time for one question about delivery commitments?" *Pause.*

Bad time: stop. Permission given: continue.

Choose this topic only after they mention a moved delivery date. Otherwise choose another topic.

"When a promised delivery date moves, what do you check on the line that was going to run the job?" *Pause.*

CONVERSATION PATH

1 Understand their work	*Stay with the job they describe. Use only details they supplied.* "It sounds like [their check] is how you decide what date the line can meet." *Pause for correction before continuing.*
2 Check the mismatch	"Before that quote went out, how was the date checked against that line's availability and output rate?" *Pause.* *Compare their quote with the schedule and actual production record. If the check already works, accept that.*
3 Explore the effect	*Only after they confirm a gap.* "What, if anything, did that change for the business on this job?" *Pause.*
4 Explain the fit	"In Naologic's Industry Core, connecting your quoting rules to line availability is Configured: it needs setup around your rules and maintained rates." "The schedule must be current. Planning assumes round-the-clock operation, so your shifts need testing. Material planning is Roadmap, unavailable today. Preventive and predictive maintenance are unavailable. Your team would still check materials and downtime."
5 Agree a test	"We could compare the time, cost, and date shown for a sample quote with your planner's calculation, using your line rates and constraints. What would have to match for you to trust that comparison?" *Pause.* *Listen and agree the check before preparing it.* "That tests the plan. It does not reserve capacity or prove the delivery date can be met."
6 Offer a choice	"Would a review of that quote and schedule help decide whether this is worth testing? We can leave it here if it would not." *Pause.* *If invited, agree who brings each record, who joins from each team, and dates for preparation and review. This is a review, not a purchase or implementation commitment.*

RESPONSE BRANCHES

Mismatch confirmed

"What changed for the business when the date or line assumption changed?" *Pause.*

Listen for what happened in their example. No effect is a valid answer.

Process works well

"Thanks for correcting that. It sounds like this is covered. We can leave it there."

Stop unless they invite another topic.

Artifact needed

"We could look at one quote beside its schedule and production record, with sensitive details removed. Would that be useful?" *Pause.*

Pause. Agree only that inspection if invited; stop the pitch.

Change feels risky

"What part of quoting and planning must stay intact?" *Pause.*

Listen before asking the next question.

"What would you need to see before a small test felt acceptable?" *Pause.*

Pause. If no test is acceptable, stop.

Buyer busy

"We can stop here. If a brief callback would suit you, we can use a time you choose."

Accept a time they offer or end the call.

Buyer declines

"Thanks for your time. We'll leave it there."

End the call.

TALK TRACK

03 Comparing the cost of different run quantities

OPENING

State your name, then:

"We're with Naologic. Is now a bad time for one question about choosing how much to produce?" *Pause.*

Bad time: stop. Permission given: continue.

"When you choose how many of an item to run, what do you weigh before the job is released?" *Pause.*

CONVERSATION PATH

1 Understand their work	"What did that look like on the last run you reviewed?" *Pause.* *Listen before summarizing.* "It sounds like [their factors] guided that quantity." *Pause for correction. If there is no meaningful quantity choice, stop.*
2 Check the mismatch	"How does the comparison bring production cost, scrap, demand, and the cost of holding extra stock together?" *Pause.* *Inspect their run comparison against completed orders, demand, stock, and their carrying-cost method. Accept a comparison that already works.*
3 Explore the effect	*Only if they say part of the comparison is missing.* "What does that leave you uncertain about when the quantity is approved?" *Pause.*
4 Explain the fit	"Naologic's Builder can support a Configured production-cost comparison: it needs setup around comparable completed runs and your costing rules." "It does not calculate total economic cost. Expected-stock valuation and inventory carrying cost are unavailable in the product. An extension would need a method and inputs you supply and approve. We cannot estimate that work yet."
5 Agree a test	"We could compare completed runs of the same item at different quantities, under unchanged costing rules, and tie the costs back to each order. What would your planner need to see to use that as one input?" *Pause.* *Agree comparable conditions, the history window, and acceptable differences. The comparison has not been demonstrated for this audience.* "This would test the production costs. It would not identify the best future batch size."
6 Offer a choice	"Would reviewing a few completed runs help decide whether the comparison is worth preparing? If total cost is essential now, we can stop here." *Pause.* *If invited, agree the sample, a buyer reviewer, our owner, and preparation and review dates. Agree the cost check; make no implementation commitment.*

RESPONSE BRANCHES

Mismatch confirmed

"What does the missing comparison change about the decision you have to make?" *Pause.*

Listen for what happened in their example. No effect is a valid answer.

Process works well

"Thanks for correcting that. It sounds like this is covered. We can leave it there."

Stop unless they invite another topic.

Artifact needed

"We could look at your quantity comparison and a few completed orders, with sensitive details removed. Would that be useful?" *Pause.*

Pause. Agree only that inspection if invited; stop the pitch.

Change feels risky

"What part of choosing and approving a run quantity must stay intact?" *Pause.*

Listen before asking the next question.

"What would you need to see before a small test felt acceptable?" *Pause.*

Pause. If no test is acceptable, stop.

Buyer busy

"We can stop here. If a brief callback would suit you, we can use a time you choose."

Accept a time they offer or end the call.

Buyer declines

"Thanks for your time. We'll leave it there."

End the call.

TALK TRACK

04 Getting a request ready to quote

OPENING

State your name, then:

"We're with Naologic. Is now a bad time for one question about how quote requests reach your team?" *Pause.*

Bad time: stop. Permission given: continue.

"What happens to a request between the time it arrives and the decision to bid it?" *Pause.*

CONVERSATION PATH

1 Understand their work	*Follow one recent request from its arrival to the internal quote record.* "It sounds like [their steps] happen before the team can price it." *Pause for correction before continuing.*
2 Check the mismatch	"What, if anything, has to be interpreted or entered by a person before pricing can start?" *Pause.* *Compare a few original requests with their quote records. Manual handling alone is not a problem.*
3 Explore the effect	*Only after they confirm that handoff. Keep the effect open.* "When the number of incoming requests changes, where do you see that?" *Pause.*
4 Explain the fit	"With Naologic's Builder, turning captured request text into a reviewed quote draft is Configured: it needs setup for your fields, product names, and examples." "Email and phone intake are Integrated: they depend on a mail connection or an external transcript. A working connection for your channels has not been established. Upload formats and languages need validation too. A person still checks the draft."
5 Agree a test	"If the intake route is workable, we could compare a few drafts with your original requests, checking every required value and keeping corrections visible. What would make those drafts acceptable to your reviewer?" *Pause.* *Agree the intake route and acceptance rule before preparing a test.* "That would test those examples. It would not prove automatic email or phone capture, or that every request can be handled."
6 Offer a choice	"Would reviewing a few requests help decide whether a test is worth setting up? If the current process serves you well, we can leave it there." *Pause.* *If invited, agree safe examples, buyer and Naologic owners, preparation and review dates, and the draft-quality check. Make no rollout commitment.*

RESPONSE BRANCHES

Mismatch confirmed

"What does that handling mean for the team when more requests arrive?" *Pause.*

Listen for what happened in their example. No effect is a valid answer.

Process works well

"Thanks for correcting that. It sounds like this is covered. We can leave it there."

Stop unless they invite another topic.

Artifact needed

"We could look at a few requests beside the records created from them, with sensitive details removed. Would that be useful?" *Pause.*

Pause. Agree only that inspection if invited; stop the pitch.

Change feels risky

"What part of receiving and reviewing requests must stay intact?" *Pause.*

Listen before asking the next question.

"What would you need to see before a small test felt acceptable?" *Pause.*

Pause. If no test is acceptable, stop.

Buyer busy

"We can stop here. If a brief callback would suit you, we can use a time you choose."

Accept a time they offer or end the call.

Buyer declines

"Thanks for your time. We'll leave it there."

End the call.

TALK TRACK

05

Keeping a management answer tied to its records

OPENING

State your name, then:

"We're with Naologic. Is now a bad time for one question about management reporting?" *Pause.*

Bad time: stop. Permission given: continue.

"When you ask a management question about sales, purchasing, or production, where does the answer get built?" *Pause.*

CONVERSATION PATH

1 Understand their work	*Stay with one recent answer they used.* "It sounds like [their report] is built from [their records] through [their steps]." *Pause for correction.* "How does that answer stay current with the transactions?" *Pause.*
2 Check the mismatch	"Which of the reports you rely on, if any, need an export and a spreadsheet rebuild each time?" *Pause.* *Start with that report and its source transactions. One export does not establish that all reporting needs rebuilding.*
3 Explore the effect	*Only if they confirm repeated reconstruction.* "What, if anything, does rebuilding that answer change about the decision you need to make?" *Pause.*
4 Explain the fit	"Naologic's Builder supports Configured reports: they need setup around your calculations and source records." "Required fields and relationships must be supported, with access, dates, units, and currencies checked. Rerun the view to pick up changes. We need your report before sizing the work."
5 Agree a test	"We have no completed proof for this workflow. If your fields support it, we could reproduce one report, check it against source records, then rerun it after a known change. What would need to match?" *Pause.* *Agree the comparison and access rules first.* "That tests one report. Other analysis may still need a spreadsheet."
6 Offer a choice	"Would reviewing one report help decide whether to prepare a test? We can stop here if it is not a priority." *Pause.* *If invited, agree a safe report sample, who owns the comparison on each team, and preparation and review dates. This commits only to the inspection.*

RESPONSE BRANCHES

Mismatch confirmed

"What does rebuilding the answer change about your decision?" *Pause.*

Listen for what happened in their example. No effect is a valid answer.

Process works well

"Thanks for correcting that. It sounds like this is covered. We can leave it there."

Stop unless they invite another topic.

Artifact needed

"We could look at one report, its source records, and the rebuilding steps, with sensitive details removed. Would that be useful?" *Pause.*

Pause. Agree only that inspection if invited; stop the pitch.

Change feels risky

"What part of management reporting must stay intact?" *Pause.*

Listen before asking the next question.

"What would you need to see before a small test felt acceptable?" *Pause.*

Pause. If no test is acceptable, stop.

Buyer busy

"We can stop here. If a brief callback would suit you, we can use a time you choose."

Accept a time they offer or end the call.

Buyer declines

"Thanks for your time. We'll leave it there."

End the call.

TALK TRACK

06 Reconciling a physical count with recorded stock

OPENING

State your name, then:

"We're with Naologic. Is now a bad time for one question about inventory counts?" *Pause.*

Bad time: stop. Permission given: continue.

"When you last set a physical count next to the recorded quantity, how were those numbers reconciled?" *Pause.*

CONVERSATION PATH

1 Understand their work	*Use the count they describe. If they cannot recall one, follow their usual count process.* "It sounds like [their count and review process] is how you check the recorded quantity." *Pause for correction.*
2 Check the mismatch	"After recounting and checking the movements, what differences, if any, remain unexplained?" *Pause.* *Compare the count, recorded balance, movement history, and review result. Timing differences that resolve normally can rule this out.*
3 Explore the effect	*Only after an unexplained difference is confirmed.* "What does that leave you needing to check before relying on the stock figure?" *Pause.*
4 Explain the fit	"Naologic's Industry Core can post an approved count difference as an inventory movement and keep that correction visible. That is Native: available today." "Count rules, tolerances, and approvals are Configured: they need setup for your stock and process. Counts and item records must be accurate. This corrects a balance; it does not tell you what caused the original difference."
5 Agree a test	"We could use a safe copy of one count, apply your approval rules, and check that the final balance equals the approved count with a matching movement. What else would your stock owner need to verify?" *Pause.* *Agree the tolerance and control movements during the count.* "That tests the correction and its history. It does not find the original cause or prevent another difference."
6 Offer a choice	"Would reviewing one count and its movements help decide whether that test is useful? If finding the cause is the requirement, we can stop here." *Pause.* *If invited, agree the sample, both teams' owners, preparation and review dates, and the balance-and-movement check. Keep live stock unchanged during the test.*

RESPONSE BRANCHES

Mismatch confirmed

"What extra check does that unexplained difference require from your team?" *Pause.*

Listen for what happened in their example. No effect is a valid answer.

Process works well

"Thanks for correcting that. It sounds like this is covered. We can leave it there."

Stop unless they invite another topic.

Artifact needed

"We could look at one count beside the recorded balance and movement history, with sensitive details removed. Would that be useful?" *Pause.*

Pause. Agree only that inspection if invited; stop the pitch.

Change feels risky

"What part of counting and approving stock adjustments must stay intact?" *Pause.*

Listen before asking the next question.

"What would you need to see before a small test felt acceptable?" *Pause.*

Pause. If no test is acceptable, stop.

Buyer busy

"We can stop here. If a brief callback would suit you, we can use a time you choose."

Accept a time they offer or end the call.

Buyer declines

"Thanks for your time. We'll leave it there."

End the call.

Common responses

Ask at most one follow-up question, then listen. Accept a refusal.

“We already have an ERP”

“What does it already handle well for the work we’re discussing?” *Pause.*

Listen. If it covers the need, accept that and stop.

“Send me information”

“Of course. Which part of the work should it help you assess?” *Pause.*

Send only the relevant material through an agreed channel. Do not turn the request into a meeting commitment.

“We don’t have budget”

“Thanks for telling us. We can leave it here.”

Stop unless they ask to continue.

“I’m not the right person”

“Thanks for letting us know. Who, if anyone, would you suggest we speak with about this work?” *Pause.*

Accept no referral. If they are declining contact, end without asking.

“We’re not interested”

“Thanks for your time. We’ll leave it there.”

End the call without another question.