AUDIENCE · VERSION 2

# Injection molding · CFO

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|---|---|---|
| AUDIENCE CODE<br>M1_V2-P2-A02 | VERSION<br>2 | PREPARED<br>October 20, 2026 |
| OWNER<br>Sales | INDUSTRY<br>Plastic injection molding | BUYER<br>CFO |
| COMPANY SIZE<br>100–500 or 500–1,000 employees | FOOTPRINT<br>2–20 operating sites | SYSTEM OF RECORD<br>Unknown before outreach |
| DOCUMENT STATUS<br>Discovery draft | COVERAGE<br>6 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.** Choose a conversation with an opening question. Scheduling is not ready to use.


| | |
|---|---|
| 01 | **Placing work on the schedule · Unavailable**<br>This conversation isn't ready to use. Choose another topic. |
| 02 | **Checking a quote against the production plan** |
| 03 | **Weighing run size against the cost of extra stock** |
| 04 | **Getting an incoming request ready to price** |
| 05 | **Answering a recurring question from the records** |
| 06 | **Checking a count against recorded stock** |
| 07 | **Following production costs into margin** |

TALK TRACK

# 02

# Checking a quote against the production plan

OPENING

*State your name, then:*

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

*Bad time: stop. Permission given: continue.*

"How do you compare the margin you quoted with the line that actually ran the job?" *Pause.*

CONVERSATION PATH

| | |
|---|---|
| **1 Understand their work** | *Use their example and their words in the summary.*<br>"So [person] checks [quote] against [production record]. What have we missed?" *Pause.* |
| **2 Check for a problem** | "Before a quote goes out, how do you check which line can run it and how much it can make?" *Pause.*<br>*If they describe a difference, stay with that quote and what happened next.* |
| **3 Explore the effect** | *Continue only after they confirm a problem.*<br>"What did that difference change for the team, if anything?" *Pause.* |
| **4 Explain what could help** | "Naologic can plan work on a production line today. Connecting that plan to your quoting rules needs setup in Builder, using your rates and schedule."<br>"The current calendar assumes round-the-clock working, so we'd need to test your shifts. It doesn't reserve a slot or check material availability. Keep your material and downtime checks in place." |
| **5 Agree what to test** | "We could compare a sample quote with the production plan: time, cost, delivery date, and margin. You'd check the figures against your own calculation."<br>"That would test the comparison. It wouldn't reserve production time."<br>"What would you need to see to trust that comparison?" *Pause.* |
| **6 Choose a next step** | "Would reviewing one quote with the person who checks the schedule help us decide whether to test this?" *Pause.*<br>*If they agree, settle what to bring, who will join, when to meet, and what they need to learn. Accept a refusal.* |

RESPONSE BRANCHES

### They confirm a problem

"What did that difference change for the team, if anything?" *Pause.*

### The process works well

"Thanks for explaining. It sounds like that is working for you."

*Stop unless they invite you to discuss something else.*

### You need an example

"Would it help to look at one quote alongside the production plan together?" *Pause.*

*Agree what to look at, then stop.*

### They are concerned about change

"Which part of quoting needs to keep working as it does today?" *Pause.*

*Listen. If they want to continue:*

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

### They are busy

"We can stop here. If a brief callback would help, what time suits you?" *Pause.*

*Stop.*

### They decline

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

TALK TRACK

# 03 Weighing run size against the cost of extra stock

OPENING

*State your name, then:*

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

*Bad time: stop. Permission given: continue.*

"When a run would make more than current demand, how does the cost of holding the extra inventory enter the decision?" *Pause.*

CONVERSATION PATH

| | |
|---|---|
| **1 Understand their work** | *Use their example and their words in the summary.*<br>"So [person] weighs [costs and demand] before choosing [run size]. What have we missed?" *Pause.* |
| **2 Check for a problem** | "How do production cost, scrap, demand, and the cost of holding extra stock come together in that decision?" *Pause.*<br>*First establish whether they have a meaningful choice of run size. If the current comparison works, stop.* |
| **3 Explore the effect** | *Continue only after they confirm a problem.*<br>"What decision is harder to make without that comparison?" *Pause.* |
| **4 Explain what could help** | "Builder could be set up to compare production costs from past runs. We'd need complete records that use the same costing method."<br>"Naologic doesn't calculate the value or carrying cost of the extra stock out of the box. Adding that would need your method, your inputs, and separate setup. The production-cost comparison alone won't tell you the best run size." |
| **5 Agree what to test** | "We could start by reviewing six months of completed runs for one item at one site. We'd compare different run sizes using the same costing method, then check the figures against the orders with your planner."<br>"We'd still need a separate calculation for holding extra stock before using it to choose a future run size."<br>"What would make that comparison useful to you?" *Pause.* |
| **6 Choose a next step** | "Would reviewing the order history and how you calculate the cost of holding stock be useful?" *Pause.*<br>*If they need a complete run-size recommendation now, explain that this comparison cannot provide it.*<br>*If they agree, settle what to bring, who will join, when to meet, and what they need to learn. Accept a refusal.* |

RESPONSE BRANCHES

**They confirm a problem**

"What decision is harder to make without that comparison?" *Pause.*

**The process works well**

"Thanks for explaining. It sounds like that is working for you."

*Stop unless they invite you to discuss something else.*

**You need an example**

"Would it help to look at past runs and how you calculate the cost of holding stock together?" *Pause.*

*Agree what to look at, then stop.*

**They are concerned about change**

"Which part of choosing a run size needs to stay in place?" *Pause.*

*Listen. If they want to continue:*

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

**They are busy**

"We can stop here. If a brief callback would help, what time suits you?" *Pause.*

*Stop.*

**They decline**

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

TALK TRACK

# 04 Getting an incoming request ready to price

OPENING

*State your name, then:*

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

*Bad time: stop. Permission given: continue.*

"What does one quote request take, in people and time, before it is a record you can price?" *Pause.*

CONVERSATION PATH

| | |
|---|---|
| **1 Understand their work** | *Use their example and their words in the summary.*<br>"So [person] takes [request] through [steps] before it is ready to price. What have we missed?" *Pause.* |
| **2 Check for a problem** | "What has to be read, interpreted, or entered before the request is ready to price?" *Pause.*<br>*Follow one request from arrival to pricing. Let them explain whether any of those steps cause a problem.* |
| **3 Explore the effect** | *Continue only after they confirm a problem.*<br>"What does that work affect when more requests arrive?" *Pause.* |
| **4 Explain what could help** | "Builder could be set up to turn your request documents into quote drafts for someone to review. We'd need to check your formats, required fields, and product records first."<br>"Email would need a tested mail connection. Phone requests would need to be captured as text elsewhere. Keep your current intake and review steps until those paths have been tested." |
| **5 Agree what to test** | "We could try a few requests with sensitive details removed. The person who prepares quotes would check each draft against its request, correct it, and confirm it saves properly."<br>"That would test those documents. We'd need a separate test for daily volume and turnaround time."<br>"What would a draft need to get right to be useful?" *Pause.* |
| **6 Choose a next step** | "Would looking at a few requests with the person who prepares the quotes help us decide what to test?" *Pause.*<br>*If they agree, settle what to bring, who will join, when to meet, and what they need to learn. Accept a refusal.* |

RESPONSE BRANCHES

### They confirm a problem

"What does that work affect when more requests arrive?" *Pause.*

### The process works well

"Thanks for explaining. It sounds like that is working for you."

*Stop unless they invite you to discuss something else.*

### You need an example

"Would it help to look at a few requests and the quote records made from them together?" *Pause.*

*Agree what to look at, then stop.*

### They are concerned about change

"Which part of checking a quote needs to stay in place?" *Pause.*

*Listen. If they want to continue:*

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

### They are busy

"We can stop here. If a brief callback would help, what time suits you?" *Pause.*

*Stop.*

### They decline

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

TALK TRACK

# 05 Answering a recurring question from the records

OPENING

*State your name, then:*

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

*Bad time: stop. Permission given: continue.*

"How do you produce a purchasing or inventory analysis from the transactions?" *Pause.*

CONVERSATION PATH

| | |
|---|---|
| **1 Understand their work** | *Use their example and their words in the summary.*<br>"When a report has been prepared, how do you tie it back to the transactions in the operating system?" *Pause.*<br>"So [person] uses [records] to prepare [report]. What have we missed?" *Pause.* |
| **2 Check for a problem** | "What has to be rebuilt the next time you need the same answer, if anything?" *Pause.*<br>*Stay with one report and how it is prepared. Using a spreadsheet is not, by itself, a problem.* |
| **3 Explore the effect** | *Continue only after they confirm a problem.*<br>"What does preparing that answer again affect?" *Pause.* |
| **4 Explain what could help** | "Builder could be set up to produce that report from the records Naologic supports. First we'd check the fields, calculations, and who can see the data. Any connection to another system would need its own check."<br>"You'd rerun the report for updated figures. Keep the current report as your reference until the results match." |
| **5 Agree what to test** | "Once we've checked that the data is available, we could test one report against your calculation. Then we'd change a test transaction and run it again to check that the figures update correctly."<br>"You'd review the differences before deciding whether to use it."<br>"What would the report owner need to check?" *Pause.* |
| **6 Choose a next step** | "Would reviewing one report with its owner help us decide whether it is worth building a test?" *Pause.*<br>*If they agree, settle what to bring, who will join, when to meet, and what they need to learn. Accept a refusal.* |

RESPONSE BRANCHES

### They confirm a problem

"What does preparing that answer again affect?" *Pause.*

### The process works well

"Thanks for explaining. It sounds like that is working for you."

*Stop unless they invite you to discuss something else.*

### You need an example

"Would it help to look at one report and the transactions behind it together?" *Pause.*

*Agree what to look at, then stop.*

### They are concerned about change

"Which report or check must keep working during a test?" *Pause.*

*Listen. If they want to continue:*

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

### They are busy

"We can stop here. If a brief callback would help, what time suits you?" *Pause.*

*Stop.*

### They decline

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

TALK TRACK

# 06 Checking a count against recorded stock

OPENING

*State your name, then:*

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

*Bad time: stop. Permission given: continue.*

"When the book quantity and a physical count differ, how do you find the transactions that explain the difference?" *Pause.*

CONVERSATION PATH

| | |
|---|---|
| **1 Understand their work** | *Use their example and their words in the summary.*<br>"So [person] checks [count] against [stock record], then reviews [movements]. What have we missed?" *Pause.* |
| **2 Check for a problem** | "After the recount and transaction review, what remains unexplained, if anything?" *Pause.*<br>*If the review explains the difference, accept that. Only continue if something remains unresolved.* |
| **3 Explore the effect** | *Continue only after they confirm a problem.*<br>"How does an inventory difference show up in the figures you report?" *Pause.* |
| **4 Explain what could help** | "Naologic can record an approved count adjustment and show the movement behind it. Your tolerances, approvals, and reasons for adjustments need setup and testing."<br>"That can correct the recorded balance. It doesn't explain why the difference happened. Keep your investigation and finance checks in place." |
| **5 Agree what to test** | "We could try one item in a test warehouse. You'd approve the count, then check that the balance matches and the adjustment shows the right quantity and direction."<br>"That would test one stock correction. It wouldn't explain the original difference, verify the accounting entries, or show that counts reconcile across your sites."<br>"Which count and approval checks would need to stay in place?" *Pause.* |
| **6 Choose a next step** | "Would reviewing one count with the person responsible help us decide whether this would address the gap?" *Pause.*<br>*If they need help finding the cause, be clear that a stock adjustment does not do that.*<br>*If they agree, settle what to bring, who will join, when to meet, and what they need to learn. Accept a refusal.* |

RESPONSE BRANCHES

### They confirm a problem

"What decision depends on resolving that difference?" *Pause.*

### The process works well

"Thanks for explaining. It sounds like that is working for you."

*Stop unless they invite you to discuss something else.*

### You need an example

"Would it help to look at one count and the stock movements reviewed with it together?" *Pause.*

*Agree what to look at, then stop.*

### They are concerned about change

"Which stock or finance check needs to stay in place?" *Pause.*

*Listen. If they want to continue:*

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

### They are busy

"We can stop here. If a brief callback would help, what time suits you?" *Pause.*

*Stop.*

### They decline

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

TALK TRACK

# 07 Following production costs into margin

OPENING

*State your name, then:*

"We're with Naologic. Is now a bad time for one question about site profit and production cost?" *Pause.*

*Bad time: stop. Permission given: continue.*

"How is profit calculated for one location?" *Pause.*

CONVERSATION PATH

| | |
|---|---|
| **1 Understand their work** | *Ask these one at a time, only while relevant. This can span more than one conversation.*<br>"How are cost centers set when you bill an order?" *Pause.*<br>"Where do you see the margin on one lot of raw material?" *Pause.*<br>"On orders where freight is not charged separately, how do truck and packaging costs land?" *Pause.*<br>"When production moves from one order to another, how is the cost per unit updated?" *Pause.*<br>"So [person] uses [sales records] and [production costs] to work out [calculation]. What have we missed?" *Pause.* |
| **2 Check for a problem** | "Where, if anywhere, does it become hard to connect the production costs with the figures in your accounts?" *Pause.*<br>*Use one calculation they cannot answer readily. Establish any difference between costing units and selling units before discussing conversions.* |
| **3 Explore the effect** | *Continue only after they confirm a problem.*<br>"What decision depends on that calculation?" *Pause.* |
| **4 Explain what could help** | "Naologic can compare planned production costs with recorded costs today. It needs complete records of materials, time, output, and scrap. Converting between units needs setup."<br>"The available accounting connection is for QuickBooks. We'd need to check which system you use and test the connection. Financial close is planned but unavailable today, so you would keep closing the books in your accounting system." |
| **5 Agree what to test** | "We could follow a sample job from its plan through the production records to its actual unit cost. Finance would compare the figures with the original records."<br>"That would test production costing. It wouldn't prove site profit or that the accounting connection works."<br>"How closely would those figures need to match?" *Pause.* |
| **6 Choose a next step** | "Would reviewing one calculation with finance and the person who records production help us find where the gap is?" *Pause.*<br>*If they agree, settle what to bring, who will join, when to meet, and what they need to learn. Accept a refusal.* |

RESPONSE BRANCHES

### They confirm a problem

"What decision depends on that calculation?" *Pause.*

### The process works well

"Thanks for explaining. It sounds like that is working for you."

*Stop unless they invite you to discuss something else.*

### You need an example

"Would it help to look at one margin calculation and the records behind it together?" *Pause.*

*Agree what to look at, then stop.*

### They are concerned about change

"Which accounting check needs to stay in place?" *Pause.*

*Listen. If they want to continue:*

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

### They are busy

"We can stop here. If a brief callback would help, what time suits you?" *Pause.*

*Stop.*

### They decline

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

# Common responses

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

### “We already have an ERP.”

“How does it handle [the workflow being discussed] today?” *Pause.*

*If it works well, accept that.*

### “Send me information.”

“Of course. Which part would be useful to cover?” *Pause.*

*Accept a request for general information. Use the destination they supply or have already agreed to.*

### “We don’t have budget.”

“Thanks for being clear. We’ll leave it there.”

### “I’m not the right person.”

“Thanks for clarifying. Who looks after [the workflow being discussed]?” *Pause.*

*Accept a refusal to redirect.*

### “We’re not interested.”

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