

Ghost *Proof.*

*A coaching system for sales reps
who lose deals to silence.*

Twenty years of field selling, distilled to one principle. Read the silence before you write the message. The Method runs three layers: Observe, Connect, Invite. This document teaches the Method and walks two complete worked scenarios. The Custom GPT runs all five. The Kit gives you the full prompt library plus the tools to make the practice your own.

Silence is not absence. *It is signal.*

A prospect who goes quiet after a real conversation is not rejecting you. They liked you. They respected the process. Saying no after that felt unkind. So they said nothing instead.

The silence is not a verdict on your performance. It is an uncomfortable compliment wearing the worst possible disguise.

*The rep who closes with grace is
the rep the prospect remembers
when the timing changes.*

Most reps read silence as a closed door and walk away. Some force it open with pressure sequences. Both reads are wrong.

There is a third read. Treat the silence as information. Decode what it means. Respond with something calibrated to the signal, not the panic.

That is what this document teaches.

The OCI *Method*.

Three layers. One continuous read.

OCI is the philosophy underneath every prompt in this document. Three layers: **Observe, Connect, Invite**. Each layer informs the next. What you learn in Observe becomes the language of Connect. How you Connect determines the form of the Invite.

This is not a sequence you run through. It is a posture you hold.

The next three pages cover each layer in turn. Read them in order. They are short. They are also the entire system.

*OCI is not three steps. It is **one continuous read**. Each layer informs the next.*



Observe.

Diagnose before you respond.

Never initiate a move until you fully understand the scope and context of the situation. Observation is diagnostic before it is strategic.

In a ghosted deal, review every interaction. The questions asked. The explicit and latent needs that surfaced. The trigger event where silence began. You examine the interactions for clues on how to adjust the approach.

You do not move until the picture is clear.

The data you need is already there. The last conversation. The questions they asked twice. The thing they said offhand that you almost missed. The order in which people went silent. What changed in their company, their industry, their personal context in the days before the silence began.

Most reps skip this layer. That is why their next move sounds like a cadence and not a calibrated response.

C

Connect.

Meet them where they are.

Mirror and reflect their tone and pace. Use their exact language. Their words in your message signal that you were listening.

Spark curiosity. Help them envision what life looks like post-solution. The real power of connection is asking the right questions grounded in real curiosity. Everything you gathered from observation tells the story of how to create the connection.

Connection is not a posture you switch on. It is a read you hold. The prospect can tell when the message was built from a template and when it was built from the conversation you actually had.

Use the words they used. Reference the specific thing they said on the engaged call. Match their timing. If they move slowly on email, do not accelerate. If they said something offhand about Q2, respect that detail was a clue.

The prospect will notice. **That noticing is the door.**

I

Invite.

A door, not a push.

A natural call to action. Not pressure. Closer to seduction. You understand them. You have connected. Now let them take the first step.

In a world of automation and information overload, cutting through the noise with sincerity already sets you apart. You are not there to take. You are there to solve. To provide a solution in a worthwhile exchange.

The invitation is specific. It references what they actually cared about. It gives them a door that reopens the conversation without cost. If they walk through, it is because they chose to.

Most reps confuse invitation with pressure. They lean harder. They ask for the call with more urgency. They offer the incentive. The prospect has heard all of this before. From every rep. From every vendor. From their own inbox last week.

Sincerity cuts through the noise. Nothing else does.

Six silence patterns.

Before you pick a prompt, name the pattern.

Silence is not one thing. It is six. Each pattern has a different trigger, a different read, a different move. The reason cadences fail is they respond to "the prospect went quiet" with one message. The reason OCI works is it responds to one of the six with the right move for that one.

If you cannot name the pattern, observe longer.

1 Timing Mismatch

What it means. The prospect liked it. The business clock did not align with yours. Budget cycle, hiring freeze, quarter close, or personal bandwidth. The interest is real. The window is not open.

What to do. Acknowledge the timing. Do not push the window. Stay near without asking for a decision.

2 Internal Shift

What it means. Something inside the org moved. Reorg, new priority, new stakeholder, budget reallocation. Your deal did not become less valuable. It became less visible.

What to do. Find the new center of gravity. Do not assume your old thread still carries weight.

3 Quiet No

What it means. They decided against you. They did not want to tell you because the process was real and saying no felt unkind. The compliment-in-disguise silence.

What to do. Offer a gracious close. The relationship lives past this deal if the close is clean.

4 Lost Champion

What it means. Your internal advocate left, got reassigned, or lost influence. The deal is not dead. The person carrying it is gone.

What to do. Map the new terrain before you speak. A new champion is a new relationship, not a warm handoff.

5 Priority Drift

What it means. A new fire appeared. Your deal is still valid, still budgeted, still wanted. It moved down the list.

What to do. Give them an easy door back. Do not make the door hard to open.

6 Unspoken Objection

What it means. Something in your proposal is not sitting right. They have not told you. They are working through it internally or hoping you will figure it out.

What to do. Name what you think the objection might be. Invite them to correct you. Precision beats persistence.

Different silence. Different move.

Five sequential moves.

Calibrate spacing to your deal size. Never skip a step. Never change the order.

1 The Observation Message

Signal you were paying attention. Reference something specific. Make it entirely about them. The first move says "I read the silence" without saying it.

2 The Value Drop

No ask. Deliver something useful. The value stands alone and requires nothing in return. The second move proves you are not just chasing.

3 The Honest Question

You have given twice. Now one direct question with full permission to say no. The third move asks the question the silence was about.

4 The Frictionless Ask

Smallest possible ask. A yes or no. Ten seconds to answer. Break the silence on their terms.

5 The Clean Release

Release completely. No guilt. No urgency. Write from abundance. The fifth move is the one most reps were never taught.

The full prompts that deliver each step across all five scenarios are in the paid Kit at ghostproof.pro.

Run every message through these.

Before you hit send.

The Ten Second Test

Read the first two lines only. Would you keep reading if you were the prospect?

The Motive Test

If you received this message, would you wonder what the sender really wants? If yes, rewrite it until you would not.

The Mirror Test

Does this message use their words, their pace, their problem? Or does it use yours? Their language wins.

If a message fails any one of these, it is not ready. Rewrite. The tests are not optional. They are the discipline that makes the philosophy show up in the language.

The Post-Demo *Ghost.*

The demo went well. They asked good questions. Maybe they even said "this looks promising." Then nothing. Days become a week. A week becomes two.

WHAT MOST REPS DO WRONG

They send the same check-in email three times with slightly different subject lines. Each one adds pressure without adding value. The prospect feels chased, not understood. The silence deepens.

WHAT OCI DOES

Observe the demo itself. What lit them up? What question did they ask twice? That data tells you exactly what to Connect on. The Invite becomes a specific low-friction door back, not a generic nudge.

The four prompts that follow trace the arc from curiosity re-entry to clean break. Use them in order. Calibrate spacing to the deal.

1.1 The Curiosity Re-entry

WHEN TO USE

5–7 days after demo. No response to first follow-up. Use before any urgency enters your messaging.

TONE

Warm. Curious. Zero pressure.

OCI LAYER

Observe → Connect

You had a demo with [prospect name] at [company] on [date]. During the demo they showed strong interest in [specific feature or moment they engaged with]. They asked about [specific question they raised]. It has been [X days] since your follow-up and you have not received a response. Write a short, warm, curiosity-led email that references what actually interested them during the demo, not to pitch again, but to open a real conversation about whether that thing still matters to them. No pressure. No urgency. Just real interest in where their thinking landed.

1.2 The Value Bridge

WHEN TO USE

10–12 days post-demo. Prompt 1.1 opened, no reply. Add new value without repeating yourself.

TONE

Generous. Peer-to-peer. No ask.

OCI LAYER

Connect

You had a demo with [prospect name] at [company]. They expressed interest in [specific pain point or goal they mentioned]. You have not heard back after your last message. Write a brief email that introduces one new piece of value: a relevant insight, a case study, a result from a similar company in their industry, that directly connects to the problem they described. Do not mention the demo or ask for a meeting. Just deliver something useful and let it speak for itself. End with one light, open question.

1.3

The Honest Invite

WHEN TO USE

14–18 days post-demo. Two touches, no reply. Time to be direct without being aggressive.

TONE

Direct. Human. Disarming.

OCI LAYER

Invite

You have followed up twice with [prospect name] at [company] after a demo with no response. Write a short, honest, human email that acknowledges the silence without making them feel guilty. Tell them directly that you are not here to pressure them. You want to know if the timing is off, if something changed, or if there is a concern you have not addressed. Make it easy for them to say no or to resurface. The goal is to give them a door. Not push them through one. Keep it under 5 sentences.

1.4

The Clean Break

WHEN TO USE

21–30 days post-demo. Three touches, no response. Final message. Close with dignity intact.

TONE

Gracious. Confident. Final.

OCI LAYER

Invite, final door

You have reached out three times to [prospect name] at [company] following a demo with no response. Write a final, gracious email that lets them off the hook completely. Tell them you will not reach out again after this message. Leave the door open for the future without conditions or guilt. End by wishing them well, and meaning it. This message should feel like the most confident thing you have sent. You are not desperate. You are closing the loop with professionalism and warmth. Under 4 sentences.

The Post-Proposal *Ghost.*

You sent the proposal. They said they would review it. End of week came and went. Now you are in the uncomfortable space between following up too soon and waiting too long.

WHAT MOST REPS DO WRONG

They wait passively or follow up with "just wanted to see if you had any questions on the proposal." Both approaches leave the prospect with no reason to re-engage.

WHAT OCI DOES

The proposal is an Observation goldmine. The silence after a proposal is almost always about one unanswered question the prospect has not voiced yet. OCI helps you surface it and address it before it becomes a permanent objection.

The four prompts that follow trace the arc from quiet check to gracious exit. Calibrate spacing to deal size and stakeholder count.

2.1 The Quiet Check

WHEN TO USE

4–6 days after sending. First touch. Relationship still warm.

TO NE

Light. Human. No agenda visible.

OCI LAYER

Observe → Connect

You sent a proposal to [prospect name] at [company] on [date]. The relationship going into the proposal felt strong. It has been [X days] with no response. Write a short, light email that does not mention the proposal directly. Check in on them as a person first. Acknowledge that proposals land in the middle of busy schedules and you are not here to add to the noise. Ask one simple question about something they mentioned personally or professionally in a previous conversation. Keep it under 4 sentences. No ask. No urgency.

2.2 The Unspoken Question

WHEN TO USE

10–12 days post-proposal. First follow-up sent, no reply. Address hesitation through curiosity.

TO NE

Open. Self-aware. Confident.

OCI LAYER

Observe → Connect

You sent a proposal to [prospect name] at [company] and have followed up once with no response. Review the proposal and conversations leading up to it. Identify the one thing most likely to create hesitation: price, timeline, scope, a gap in what was offered. Write a short email that names that hesitation directly without being defensive. Acknowledge it. Offer clarity or a solution. Do not ask if they received the proposal. Do not ask for a meeting. Just remove the obstacle you suspect is standing between them and a response.

2.3

The Reframe

WHEN TO USE

16–20 days post-proposal. Two touches, no response. Open a new door entirely.

TONE

Reset. Generous. Forward-facing.

OCI LAYER

Connect → Invite

You have followed up twice with [prospect name] at [company] after sending a proposal with no response. Do not follow up on the proposal again. Instead write a short email that sets the proposal aside completely and reframes the conversation around one core outcome they told you they cared about. Not what you are selling. What they said they needed. Ask whether that outcome is still a priority for them right now. If the timing has shifted, give them full permission to say so. You are not saving the deal. You are finding out if there is still a conversation worth having.

2.4

The Gracious Exit

WHEN TO USE

25–30 days post-proposal. Three touches, no response. Final message.

TONE

Dignified. Warm. Permanent.

OCI LAYER

Invite, final door

You have reached out three times to [prospect name] at [company] after submitting a proposal with no response. Write your final message. Acknowledge that you actually enjoyed the process and the conversations, and mean it. Tell them you understand that timing, priorities, and decisions are complex and that you hold no frustration. Release them completely. Leave one sentence that tells them the door is open if anything ever changes, not as a tactic, but as a truth. Close this chapter well.

You have the method. *Now run it.*

Three paths from here. Pick the one that matches where you are.

PATH 01 · FREE

Talk to the *Coach*

The Custom GPT runs all five scenarios with live calibration on your specific deal. You describe the silence. It walks you through Observe, Connect, and Invite. Then it writes the message in your voice.

ghostproof.pro/coach · ChatGPT and Claude

PATH 02 · \$29 STARTER KIT

Get the *full toolkit*

The complete Ghost Proof Method PDF with all five scenarios and twenty prompts. The Sheets pattern library so every ghosted deal you log builds your own dataset. The Build Your Own Coach guide so you can clone the GPT into your own workspace and customize it for your industry.

ghostproof.pro

PATH 03 · FREE

Get on the *BUILD* waitlist

One email a month. Only when BUILD ships something or shares something worth your time. No cadences. No upsell loops. Unsubscribe instantly.

ghostproof.pro/method

COMING NEXT FROM BUILD

The *cognitive signature* beneath OCI

OCI is the surface. Beneath it sits a cognitive signature that produces it: the patience that reads silence as signal, the abundance that writes without urgency, the disciplined observation before action. That signature is the next BUILD product. The work is in development. The waitlist gets you the name and the early-access window before launch.

*Some deals pay this month's rent.
The prospects who remember how
graciously you closed this loop pay
next month's. Maximum pressure
met with maximum calm.*

MARC JOHNSON, FOUNDER, BUILD LLC



A studio for *craft*.

BUILD makes coaching systems for the parts of work where
the difference between competent and elite is invisible.
Until you see it broken down and built up again.

Read before you write.
Calibrate before you copy.
Release before you grasp.

GHOST PROOF · THE OCI METHOD · FREE EDITION · 2026
GHOSTPROOF.PRO · BUILD LLC