

# The Wednesday Method

HOW TO GET TO THE CREAM IN EVERY DISCOVERY CONVERSATION

Wednesday is my milk cow. She decides what she gives you. You don't take it from her — she gives it to you, if she trusts you, if you've done the work to earn it. The best salespeople I've ever met understood this without ever setting foot on a farm. The rest are still out there wondering why their deals go cold.

## THE JAR — WHAT YOU'RE ACTUALLY LOOKING AT

When raw milk sits for a day, it separates. The milk — the largest portion — sinks to the bottom. The cream rises. And at the very top, the thinnest layer of all: the heavy cream.

Most salespeople see the jar and think they understand it. They get the milk. They move on. They never ask what's sitting above it. In a discovery conversation, the jar looks like this:

LAYER  <b>1</b>	<b>The Milk — Motivation</b>
	<b>The Jar:</b> The large bottom portion. Obvious. Available to anyone who shows up.
	<b>The Cow:</b> What the cow gives to almost everyone. Easy to get. Not the whole story.
	<b>Sounds like:</b> <i>"I want to sell my house. I'm looking to invest. I need more leads."</i>
LAYER  <b>2</b>	<b>The Cream — The Why</b>
	<b>The Jar:</b> Rises above the milk. Richer. Most people don't reach for it.
	<b>The Cow:</b> What the cow gives when she's comfortable. Takes patience and presence.
	<b>Sounds like:</b> <i>"We inherited it and we can't agree. I've been burned before and I need this to work."</i>

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LAYER

3

## The Heavy Cream — The Real Need

**The Jar:** The thinnest layer. Right at the top. Protected. Most valuable.

**The Cow:** The last thing that comes out. She holds this back. You only get it if she trusts you completely.

**Sounds**

**like:** *"My marriage is ending and this property is the last thing we have to figure out."*

### THE COW — WHY THIS MATTERS

**Here's what most people get wrong about milking: they think they're in charge.**

You are not milking the cow. The cow is giving you milk. There is a difference, and it changes everything about how you show up.

Wednesday will give her milk to anyone who shows up consistently and handles her gently. That's Layer 1. Most leads will give you their motivation if you just ask a decent question and shut up.

The cream is different. She holds that back. You get it only when she trusts you — when she knows you're not going to hurt her, rush her, or take more than she's ready to give. Push too hard and she tightens up. You get nothing.

The heavy cream — that last thin layer at the top — that's the thing she's been protecting the whole time. The real problem. The real fear. The thing they haven't said out loud yet, maybe not even to themselves. You don't demand it. You create the conditions where they want to give it to you.

***"The cow gives you milk. She doesn't owe you the cream."***

### IN THE CONVERSATION — HOW TO USE THIS

LAYER

WHAT TO DO

SOUNDS LIKE

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<b>LAYER 1 Get the milk</b>	Ask the obvious question. Let them answer fully. Don't interrupt. Most salespeople stop here — don't.	<i>"What's making you want to move on this now?"</i>
<b>LAYER 2 Wait for the cream</b>	Reflect back what they said. Ask one level deeper. Slow down. Create space. Stay genuinely curious.	<i>"When you say it hasn't been the right time — what would 'right' actually look like?"</i>
<b>LAYER 3 Earn the heavy cream</b>	This isn't a question you ask. It's a silence you hold. Or a simple "What else?" Said once. Quietly. Then wait.	<i>"What else is going on with this that you haven't said yet?"</i>

## THE RULES — DON'T BREAK THESE

### You can't rush a cow.

Trying to get to Layer 3 in the first five minutes tells them you're after something. They feel it. They close up.

### Silence is the move.

After you ask the deeper question, stop talking. The discomfort you feel in that silence? That's the cream coming.

### Most people live at Layer 1.

This is your competitive advantage. Go where they don't.

### She can tell if you're pretending.

Wednesday knows the difference between someone who actually cares and someone going through the motions. So does your lead.

### The cream closes deals. The milk doesn't.

If you only got to Layer 1 and a deal closed, it closed in spite of your discovery, not because of it.

## Want to go deeper?

Cows and Contracts is the podcast where I talk about the real stuff — the farm, the sales, the failures, the framework. No polish. No performance. Just what's actually true.

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