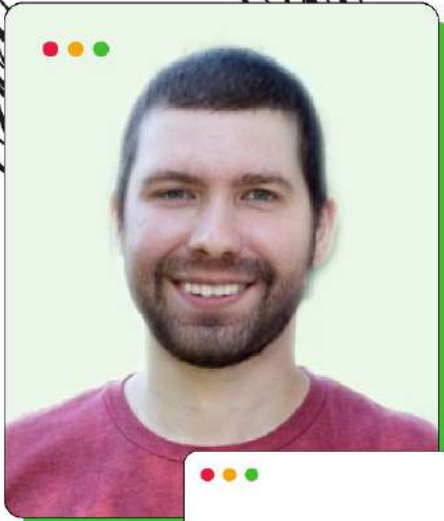
How to use a team approach to get even dead leads to reply and book meeting

Not getting the responses you expected from cold outreach campaigns? Join our upcoming webinar and get tips from industry pros that will turn your campaigns around one day!

with
Adam Figueira

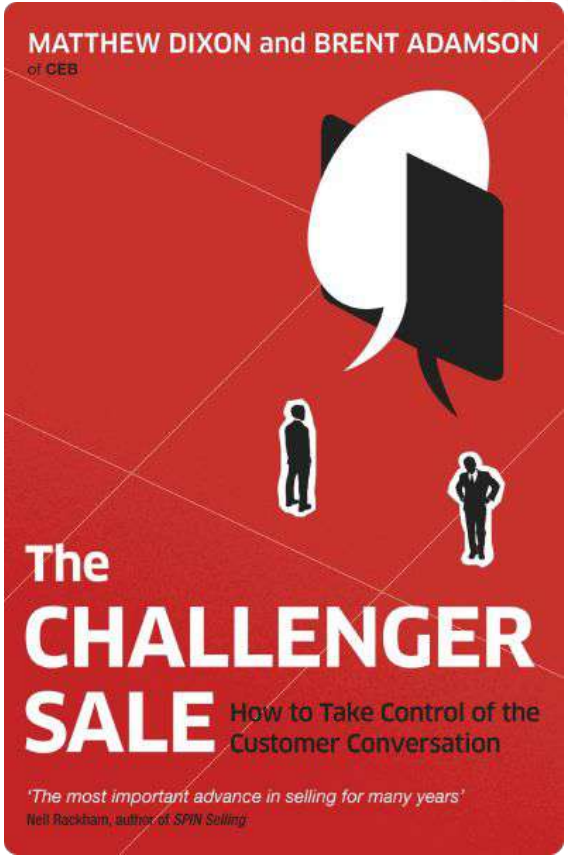


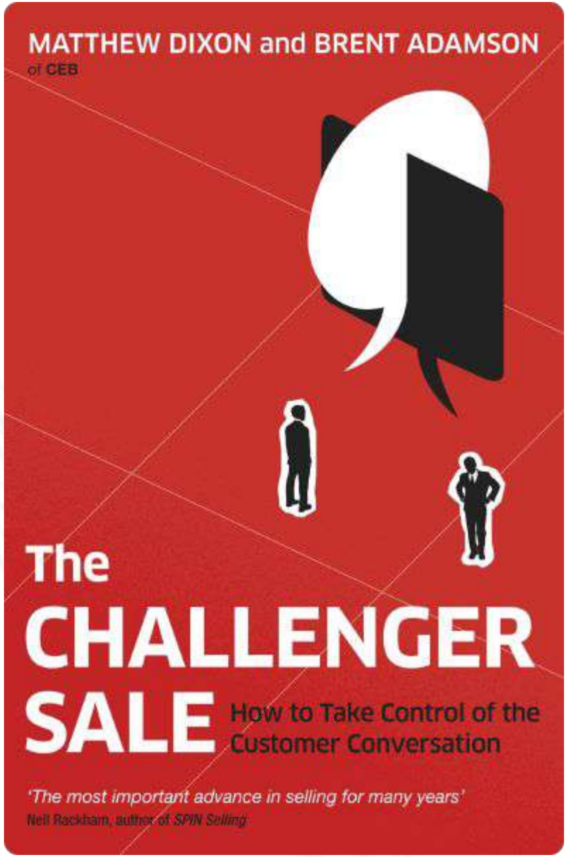
SiA

Take out your phone and hold it to the screen

What brings you here today?

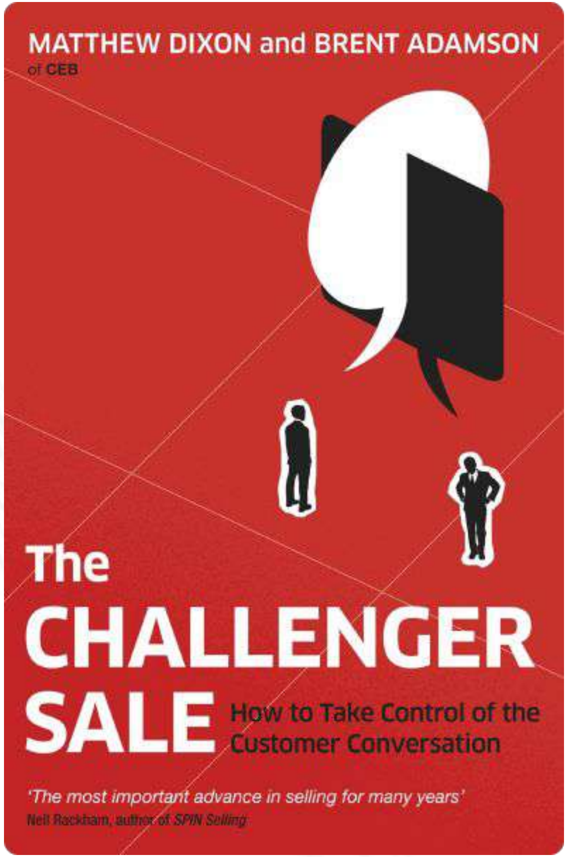
The big **problem** selling into orgs…


MATTHEW DIXON and BRENT ADAMSON
of CEB
The CHALLENGER SALE
How to Take Control of the Customer Conversation
'The most important advance in selling for many years'
Neil Rackham, author of SPIN Selling



Basic Premise

- Challenge buyers' pre-existing beliefs to drive deals through insight and thought leadership
- Tailor message to each stakeholder's role and responsibilities



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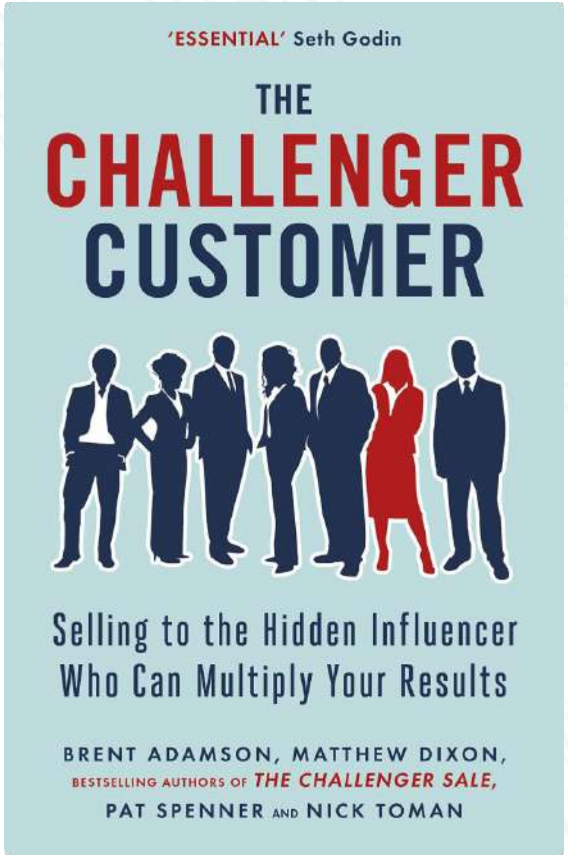
Problem

- Messages were too tailored
- When stakeholders regrouped for a decision, often they discovered that they had received different messages and value props
- Not understanding what they were actually purchasing, the only decision was no decision

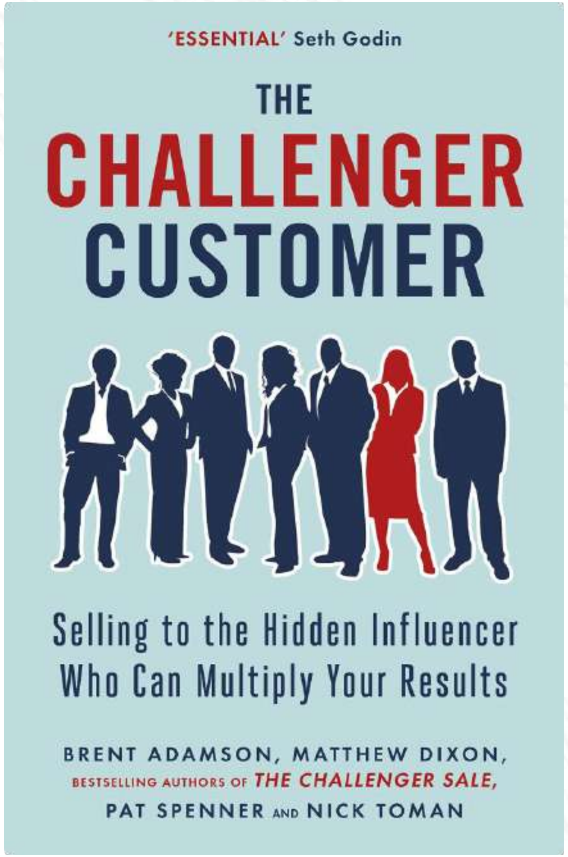
However they got somethings **wrong**

The Sequel


'ESSENTIAL' Seth Godin
THE
CHALLENGER
CUSTOMER
Selling to the Hidden Influencer
Who Can Multiply Your Results
BRENT ADAMSON, MATTHEW DIXON,
BESTSELLING AUTHORS OF THE CHALLENGER SALE,
PAT SPENNER AND NICK TOMAN

Basic Premise

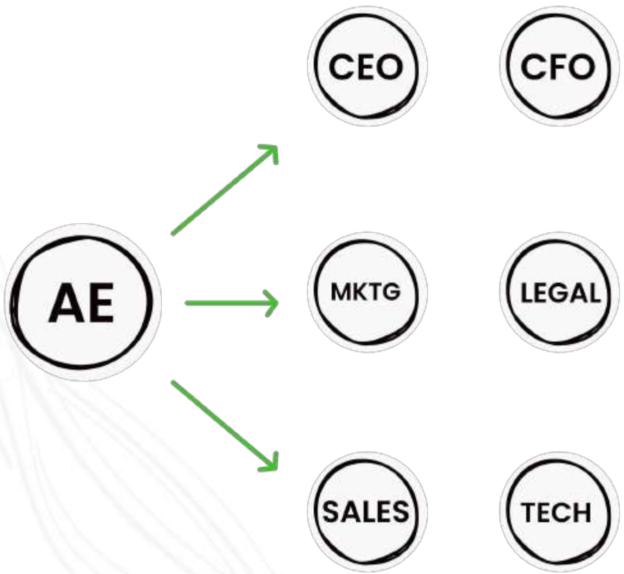
- “The Challenger Sale” had gotten something important wrong
- Being a challenge seller isn’t enough
- What matters is who you challenge and how
    - Focus on winning the skeptic (often the most influential voice)
    - Tailor the message, but find common ground among every stakeholder



“There’s got to be a better way of selling to increasingly large buying committees.”

So what’s the **best way** to do that?

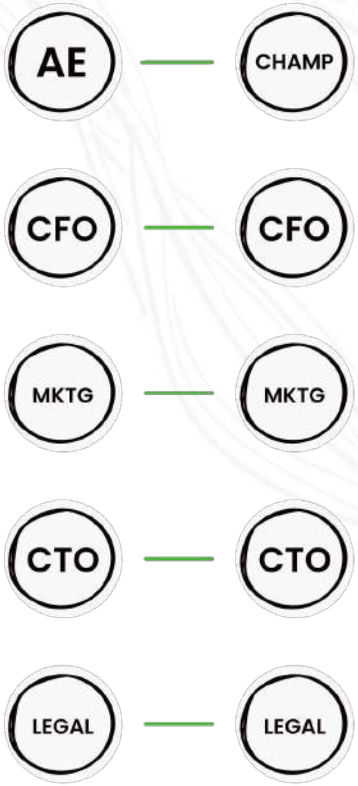
AE-Led Sales



- You're asking this person to manage and do quite a lot.
- Except for the most senior, experienced, and strategic AEs, stewarding this number of senior relationships is prone to issues

Team- based Sales

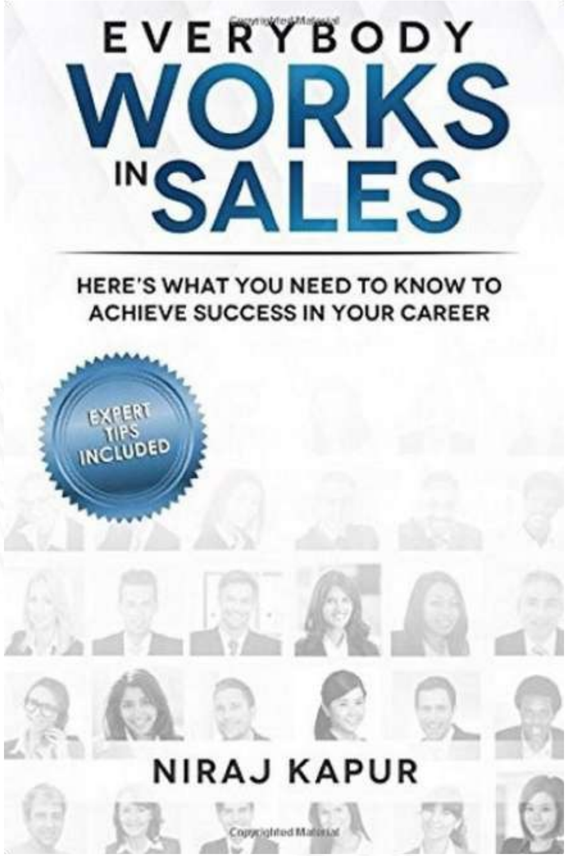
- Leverages individual areas of expertise
- Turns the AE into both a coach (calling plays) and quarterback (passing the ball)



Advantages

- Enlist SMEs
- Enhanced Credibility
- High Touch (Prospect feels valued)
- Should lead to faster decision

If this feels like an old idea–it's because it is!


EVERYBODY
WORKS
IN SALES
HERE'S WHAT YOU NEED TO KNOW TO
ACHIEVE SUCCESS IN YOUR CAREER
EXPERT TIPS INCLUDED
NIRAJ KAPUR
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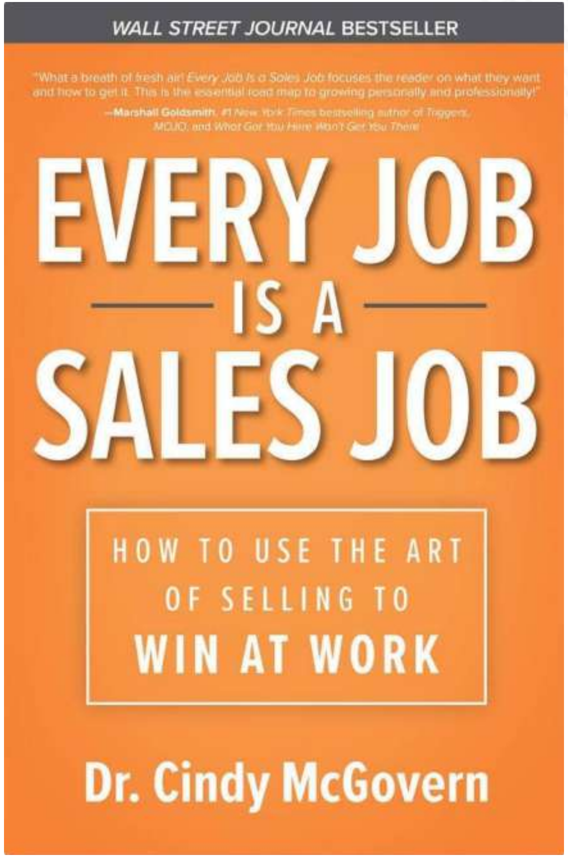
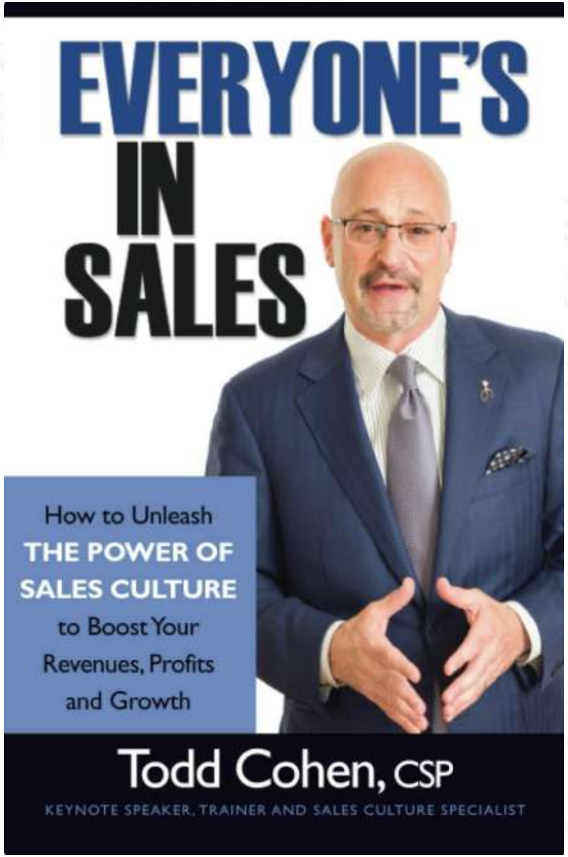

WALL STREET JOURNAL BESTSELLER
"What a breath of fresh air! Every Job Is a Sales Job focuses the reader on what they want and how to get it. This is the essential road map to growing personally and professionally!"
—Marshall Goldsmith, #1 New York Times bestselling author of Triggers, MOJO, and What Got You Here Won't Get You There
EVERY JOB
IS A
SALES JOB
HOW TO USE THE ART
OF SELLING TO
WIN AT WORK
Dr. Cindy McGovern


EVERYONE'S
IN
SALES
How to Unleash
THE POWER OF
SALES CULTURE
to Boost Your
Revenues, Profits
and Growth
Todd Cohen, CSP
KEYNOTE SPEAKER, TRAINER AND SALES CULTURE SPECIALIST

So why do so few companies do it?

And do even fewer do it well?

Disadvantages

- Coordination
- Internal support often “lip service”
- Time consuming
- Easier to brute force deals and manage solo

(It’s pretty damn hard.)

How to maximize the advantages (and minimize the disadvantages) of team-based selling

10

Tips for Mastering Team-Based Selling

#10: Build your internal team for every deal

- Know who’s on each prospect’s buying committee
- Match “buyers” with “sellers” on an account-by-account basis
- Never a same team / one-size-fits-all approach

#9: Train everyone on the pitch and value props

- Make sure everyone on your team knows
  - **What** you do
  - **How** you’re different
  - **Why** you’re their best option
- Do not assume that even senior executives know how to communicate your value proposition
- Remember–everyone saying different things is a recipe for disaster
- If you want team members to say “X”, tell them what “X” is.

#8: For AEs–prep your team before every interaction

- Don’t wing it
- Catch your team members up on
  - Current state of the deal
  - Result of the most recent / previous conversation
  - Desired outcome for the upcoming interaction
  - Key things you want someone to say/emphasize
- Discuss anticipated objections
  - **This is why you’re enlisting other people to help you!**

#7: Team-based selling happens throughout the funnel

- **Prospecting**
  Leverage more senior SMEs to request meetings
- **Discovery**
  Leverage internal SMEs to craft good probing questions that uncover genuine pain
- **Pitching**
  Get practice and feedback, e.g., If you'll be pitching to a CFO, try your pitch with your own CFO first
- **Evaluation**
  Person-to-person follow-ups

- **Mutual Success Plan:**
  Person-to-person follow-ups
- **Proposal / Pricing**
  Go the extra mile–have every meeting of your internal team digitally sign your Proposal
- **Closing**
  Share the love / more person-to-person outreach

#6: Provide scripts

- Allows the AE to “control” the message in accordance with the desired outcomes

Hi Mark,

I'm the CEO at Sales Impact Academy, and we were excited to work with Stage 2 to make JOLT available to all S2's portfolio companies.

We help GTM teams (Sales and CS) develop core selling skills such as cold calling, prospecting through email sequences, social selling, discovery and more. We’re laser-focused on helping teams drive improvement through a cycle of continuous feedback, reinforcement, and refinement - something that most sales training offerings don’t cover.

I’d love to get 20 minutes of your time as I’m personally digging in to see where we can drive the most value for companies like yours.

Are you open to a discussion?

Best,
Dan

#6: Provide scripts

---------- Forwarded message ----------
From:
Date: Wednesday, March 15 2023 at 8:15 AM EDT
Subject: Re: JOLT / Follow-up
To:

Hey Dan,

Definitely open to a discussion. Would like to include our head of sales, in the conversation. When are you free the week of 3/27?

Thanks,

Mark

#5: But... flexible with those scripts

- Get personal with your prospect (1-to-1)
- But remember
  - Executives don’t write the way that sales reps do
  - Be authentic to your voice
- Help colleagues by trying to “capture their voice” with a script you know they’ll be comfortable sending

#5: But… flexible with those scripts

11:04 AM

I'm a serial EdTech entrepreneur with a passion for helping individuals develop high impact skills.

I am currently CEO of Sales Impact Academy. We partner with go to market teams (Sales and CS) to help early career professionals to develop core selling skills such as cold calling, prospecting through email sequences, social selling, discovery and more. We're laser focused on helping teams to get more 'practice and feedback' - something that most sales training offerings are lacking.

We've had some success in working with Cybersecurity and other infrastructure companies and I'd love to get 20 minutes of your time as I'm personally digging in to see where we can drive the most value for companies like yours.

I'm in NY as well. Are you open to a discussion?

Best,

Dan

Tweak this

make it better please

#4: Where necessary, leverage tech for scale

- Where possible, send centrally (e.g., Woodpecker)
- This is MUCH easier than asking your CEO to copy/paste 50+ emails
- Personal 1-1 gets hard to scale with more than 10 messages, but personality is easy to achieve.

#3: Never Bait & Switch

- If your CEO offers a meeting, then your CEO needs to deliver a meeting
- **Period.**

#2: Engage your CS team too

- Bring CS into the sales process
- Introduce the prospect to their future CS contacts so that they can start building a relationship
- Establishing those relationships and putting names with faces creates confidence to move forward with a deal.

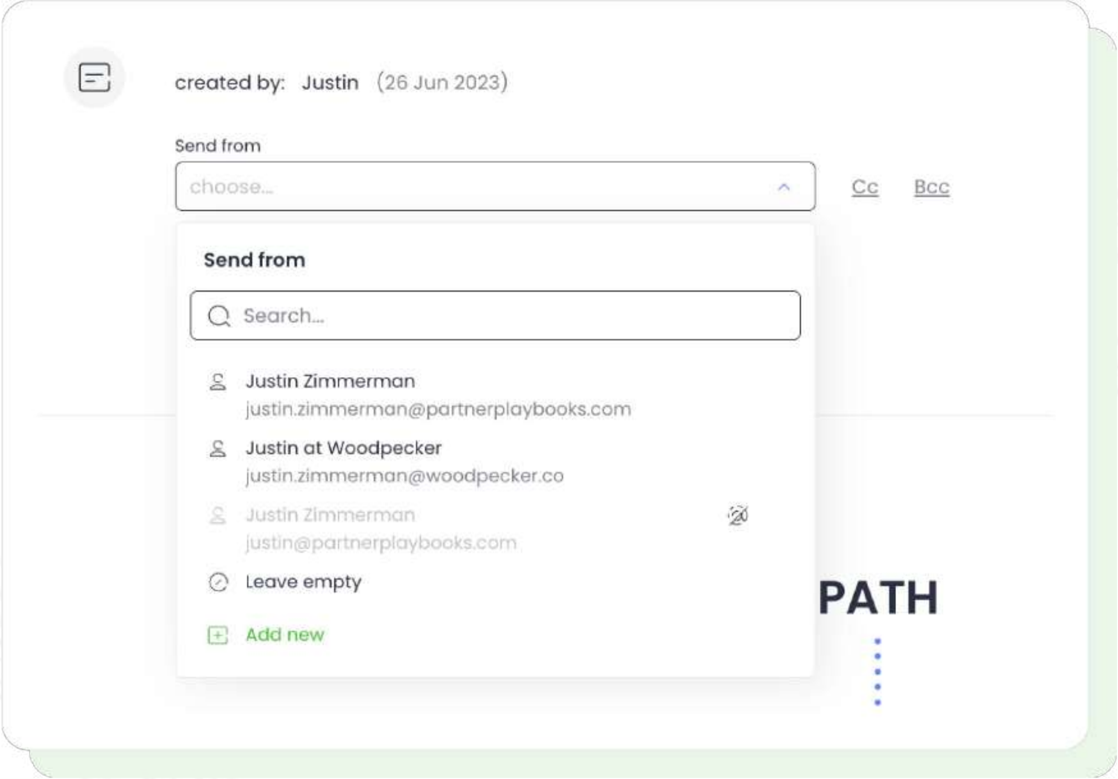
#1: Be proactive

- Team-based selling isn't just a reactive strategy
  - E.g., "My prospect has gone radio-silent. I'll have my CEO reach out."
- Engage your team early (but sparingly) for personal touches
  - E.g., Acknowledge an important meeting and thank the prospect for attending

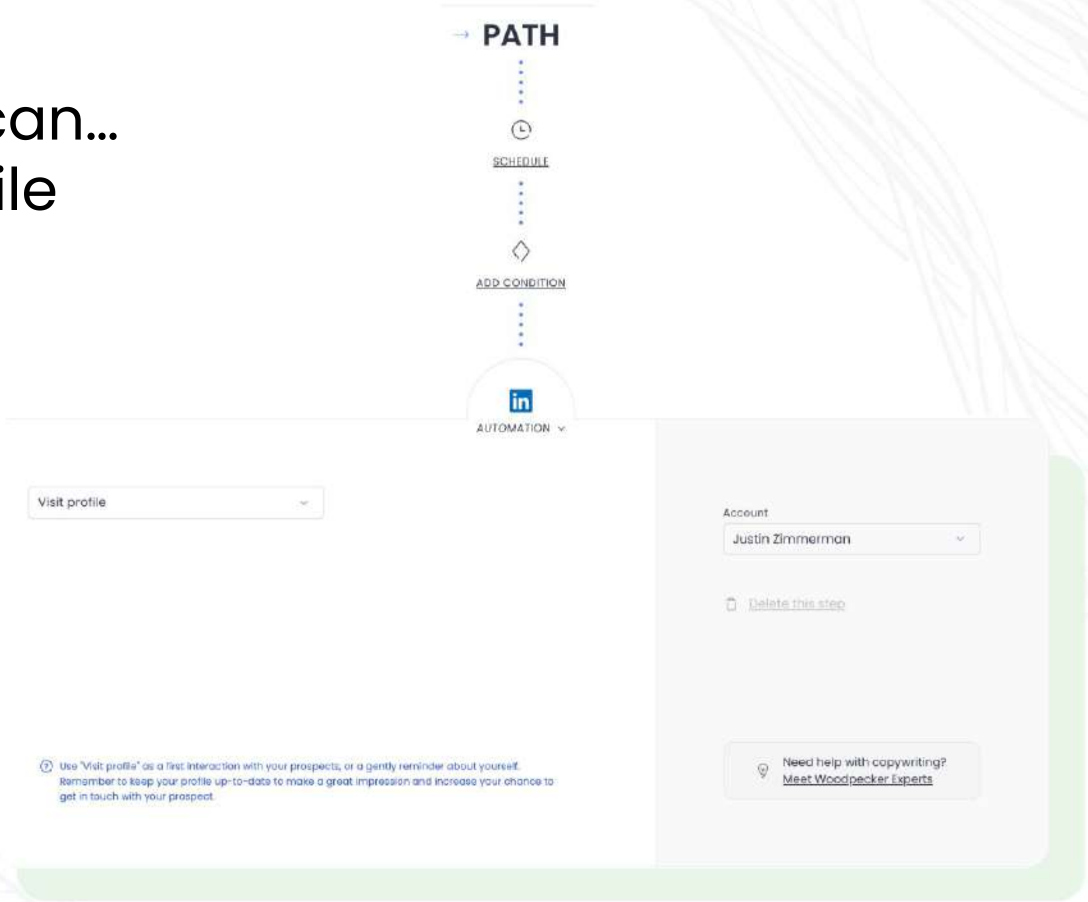
So now **what**?

Build and **manage** multi threading emails and Linkedin automations from **one account!**

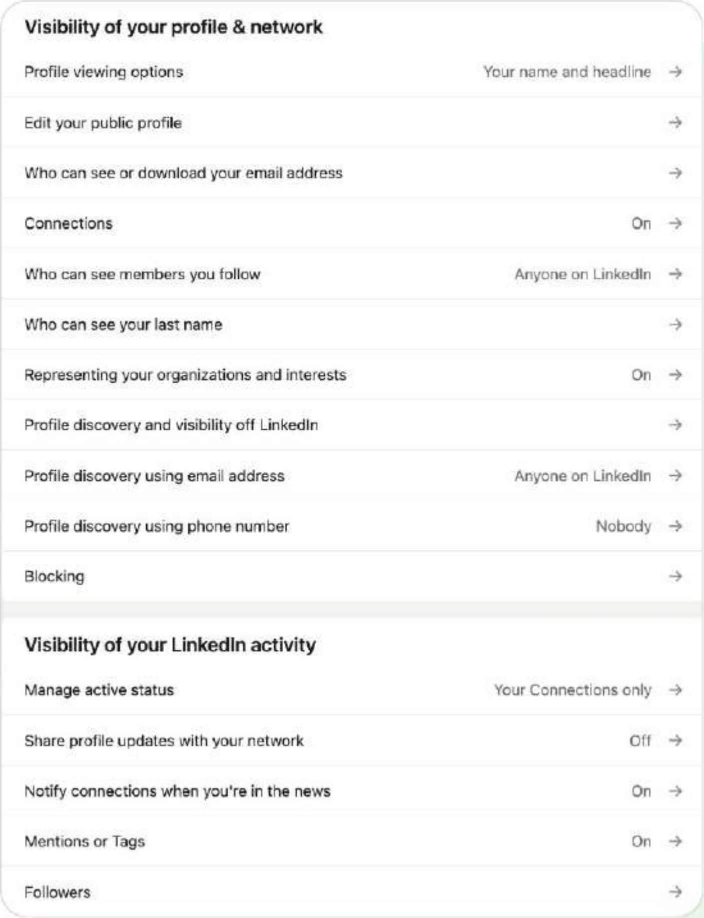
Start a Multi Threading Campaign

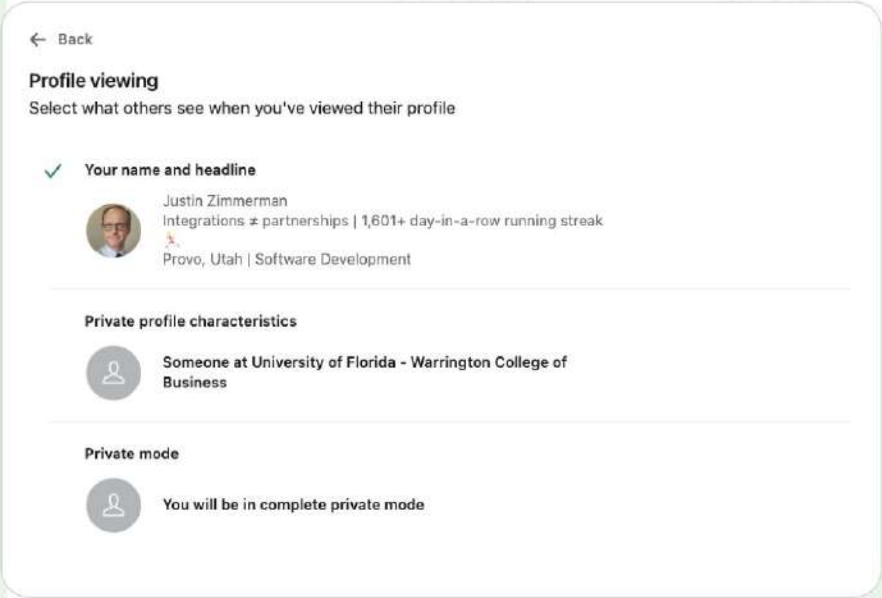


Then you can…
visit a profile

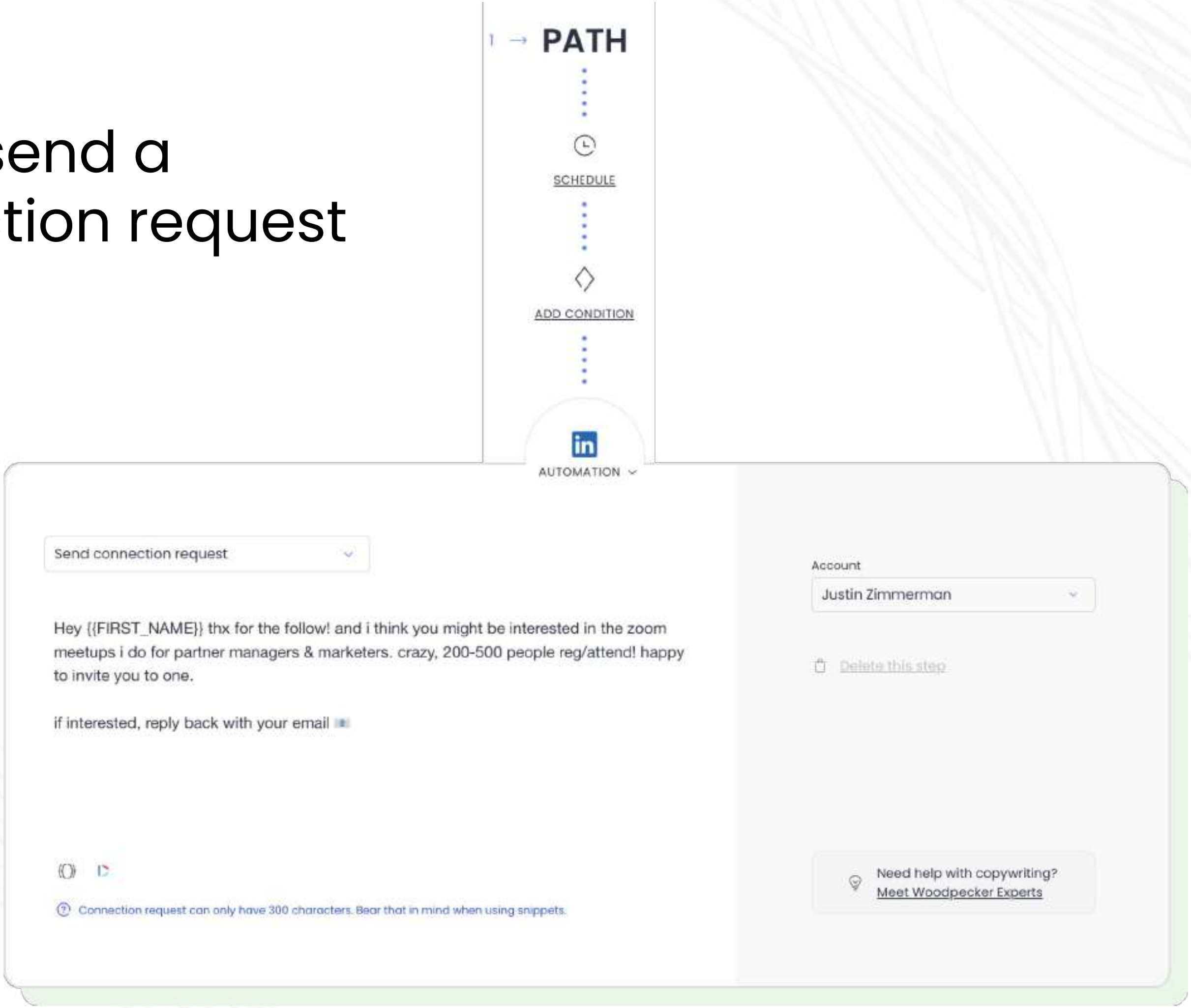


This what they'll see in their notifications

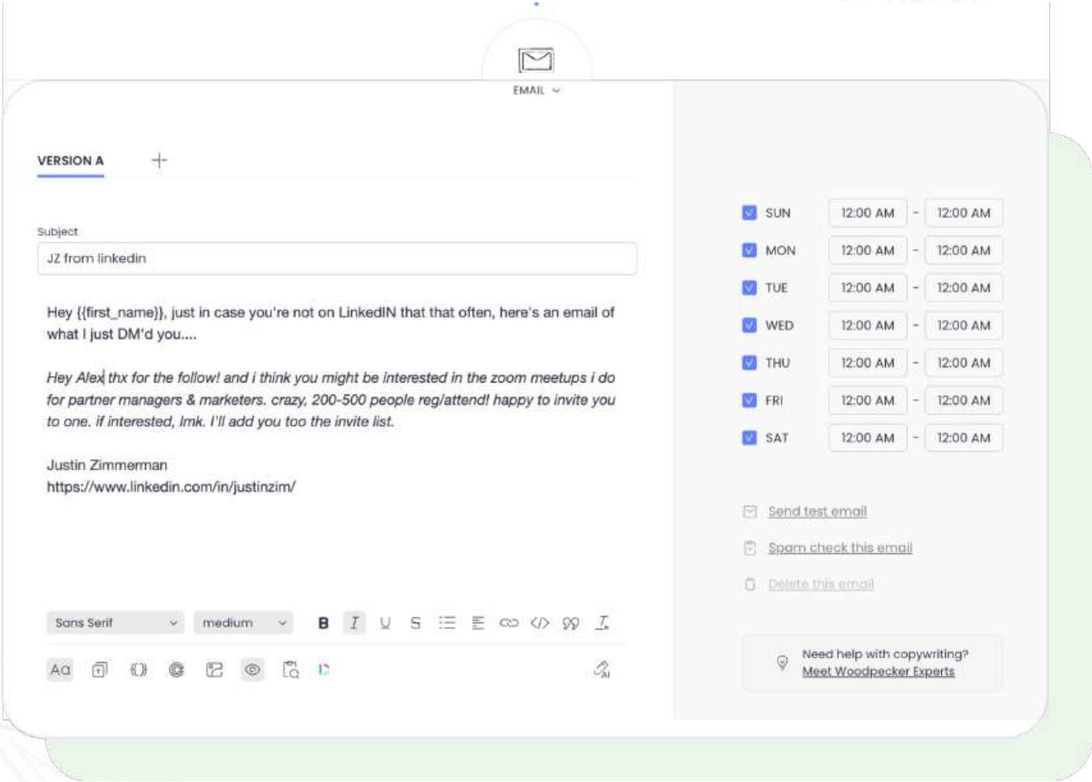

Visibility of your profile & network
Profile viewing options
Your name and headline
Edit your public profile
Who can see or download your email address
Connections
On
Who can see members you follow
Anyone on LinkedIn
Who can see your last name
Representing your organizations and interests
On
Profile discovery and visibility off LinkedIn
Profile discovery using email address
Anyone on LinkedIn
Profile discovery using phone number
Nobody
Blocking
Visibility of your LinkedIn activity
Manage active status
Your Connections only
Share profile updates with your network
Off
Notify connections when you're in the news
On
Mentions or Tags
On
Followers


Back
Profile viewing
Select what others see when you've viewed their profile
Your name and headline
Justin Zimmerman
Integrations ≠ partnerships | 1,601+ day-in-a-row running streak
Provo, Utah | Software Development
Private profile characteristics
Someone at University of Florida - Warrington College of Business
Private mode
You will be in complete private mode

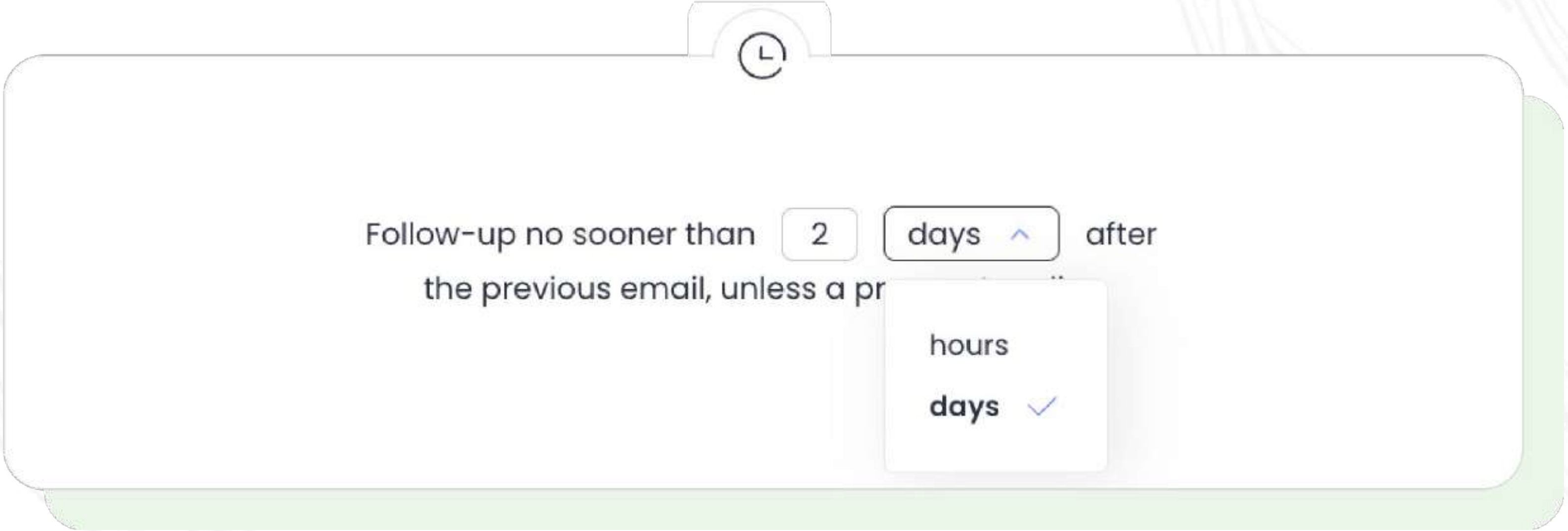
Then… send a connection request



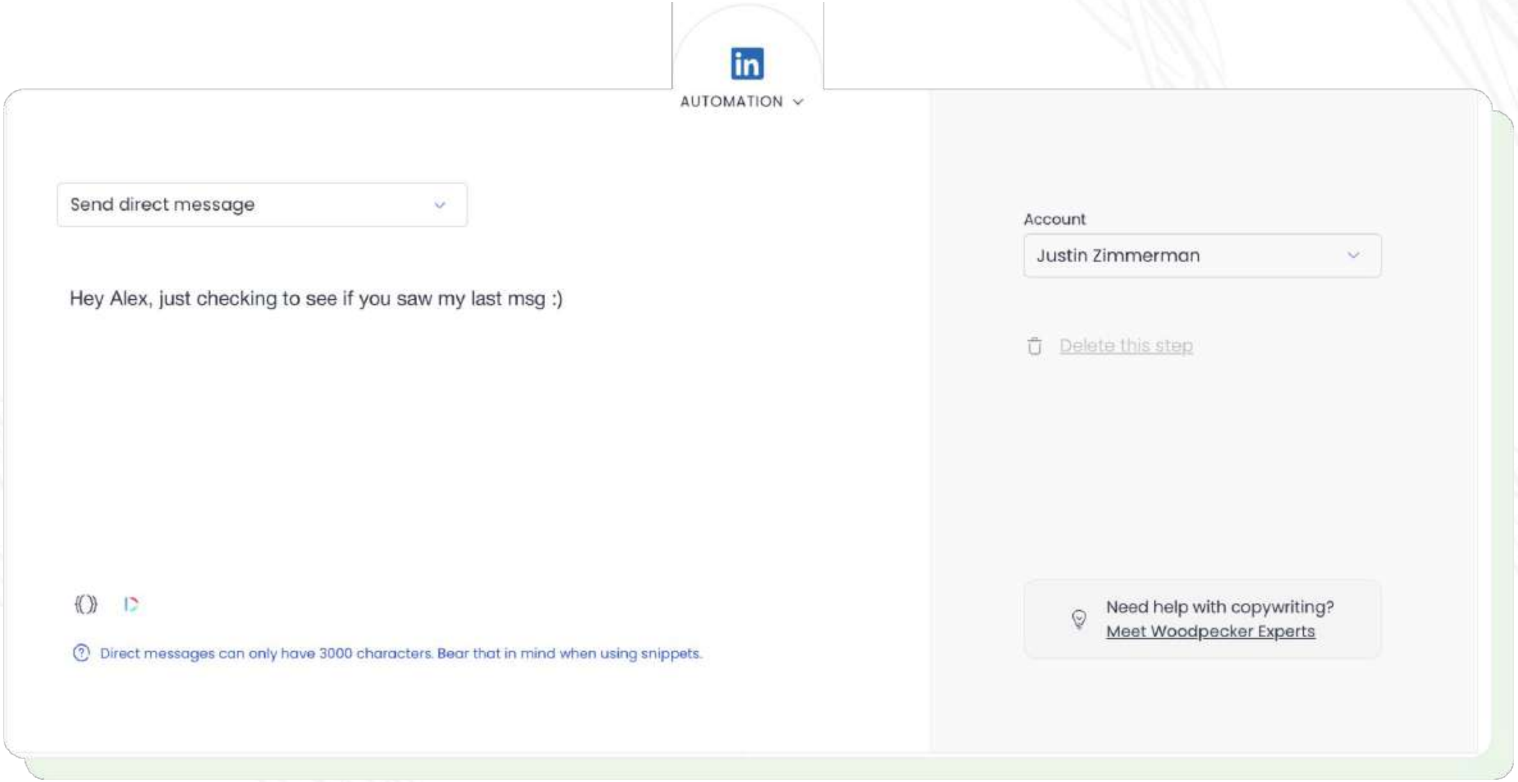
Followed by… send an email



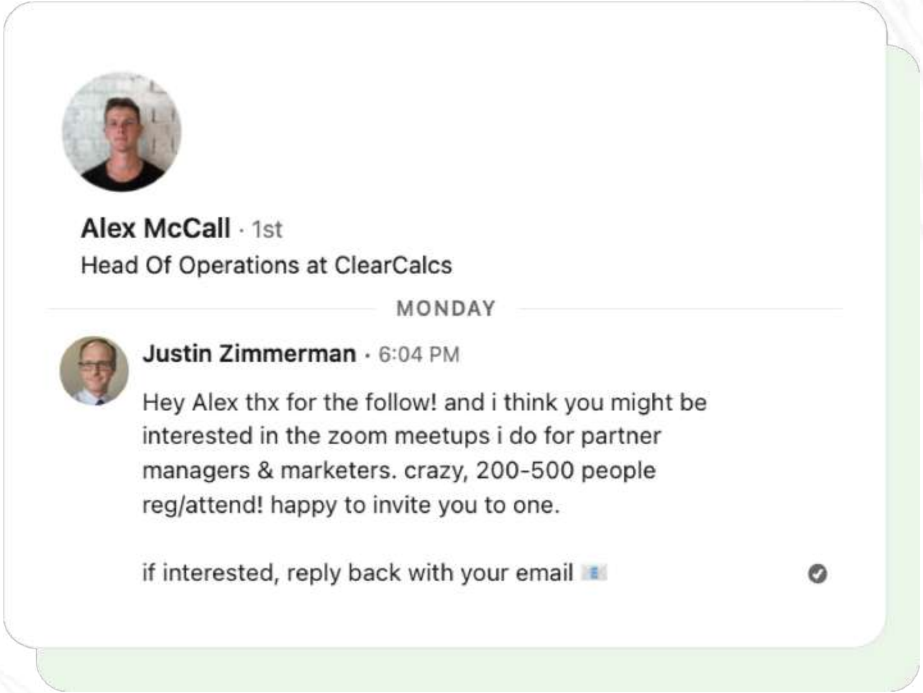
Note: I schedule both no more than 2 days after profile visit



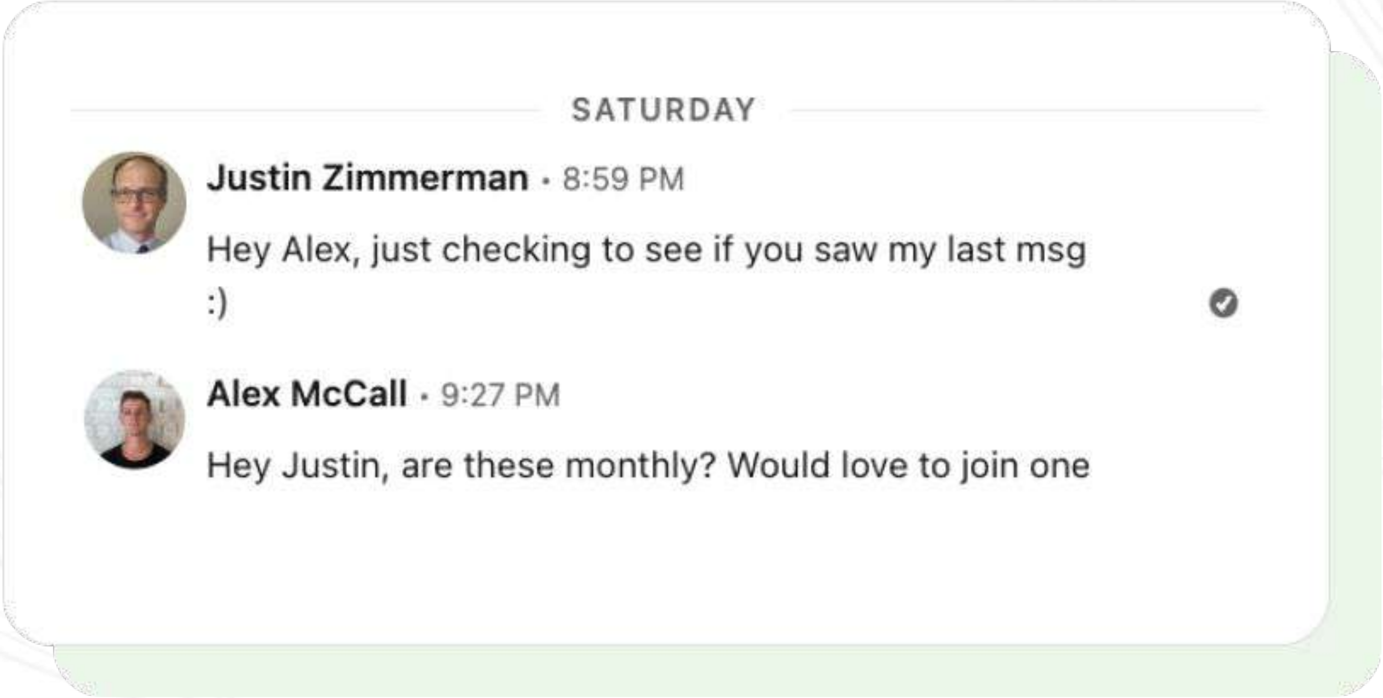
Also… send a follow up message



NOTE: People will accept, but not read or reply to the 1st message

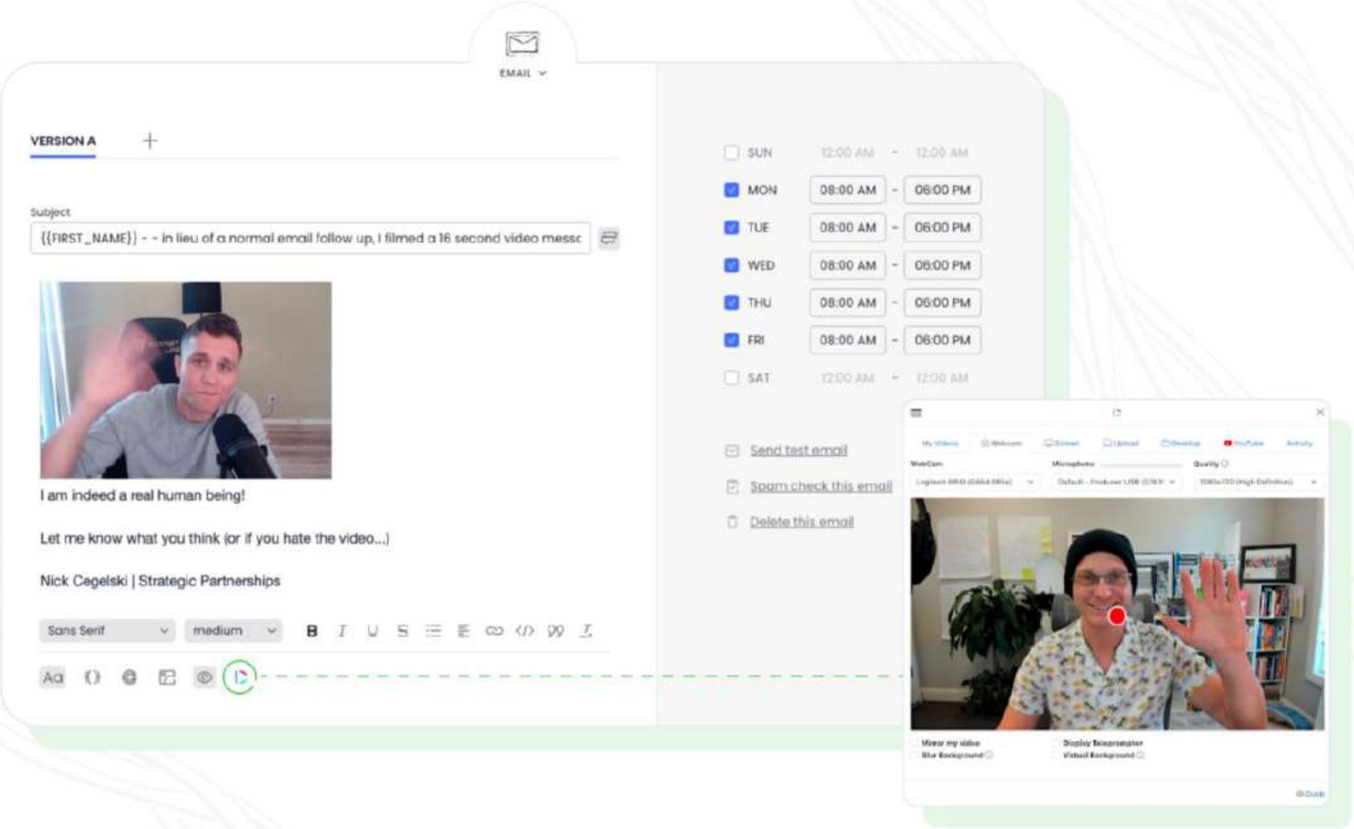


… but A LOT will read and respond to the second one!

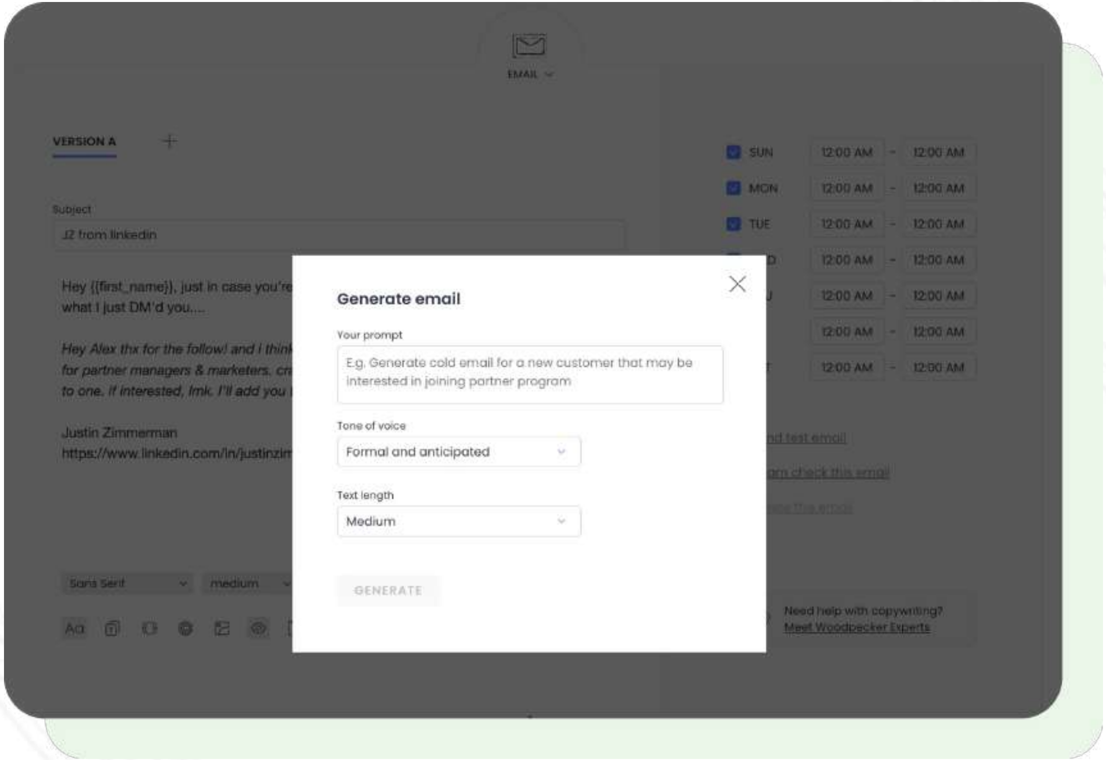


Oh, **btw** you can also…

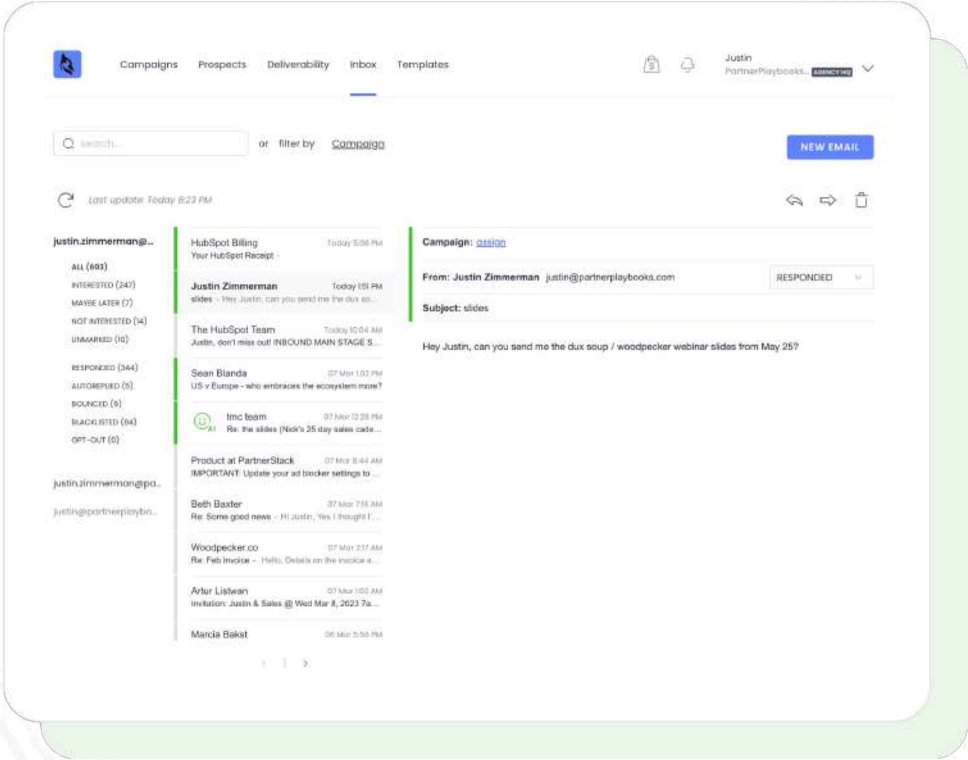
Add Automated Video Email



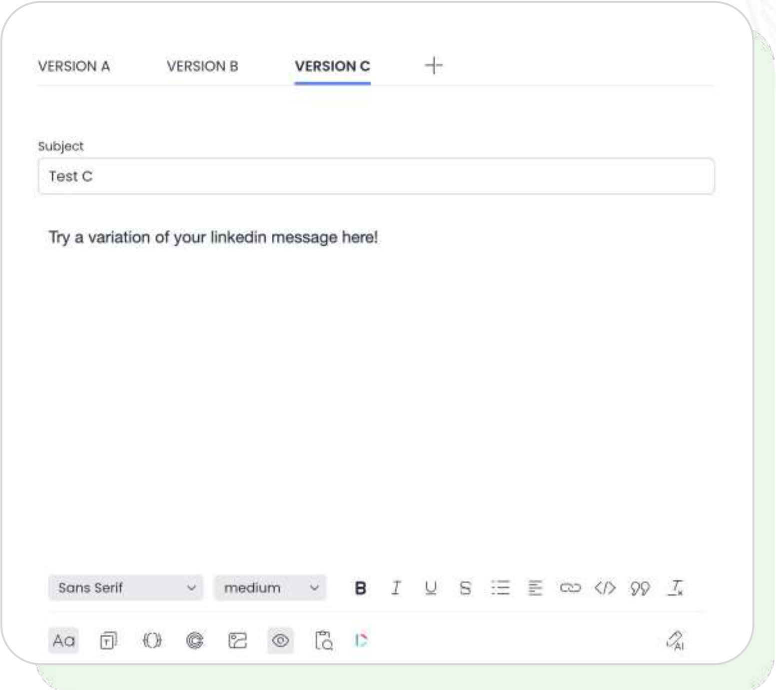
Write emails and LinkedIN message with our Open-AI Writer



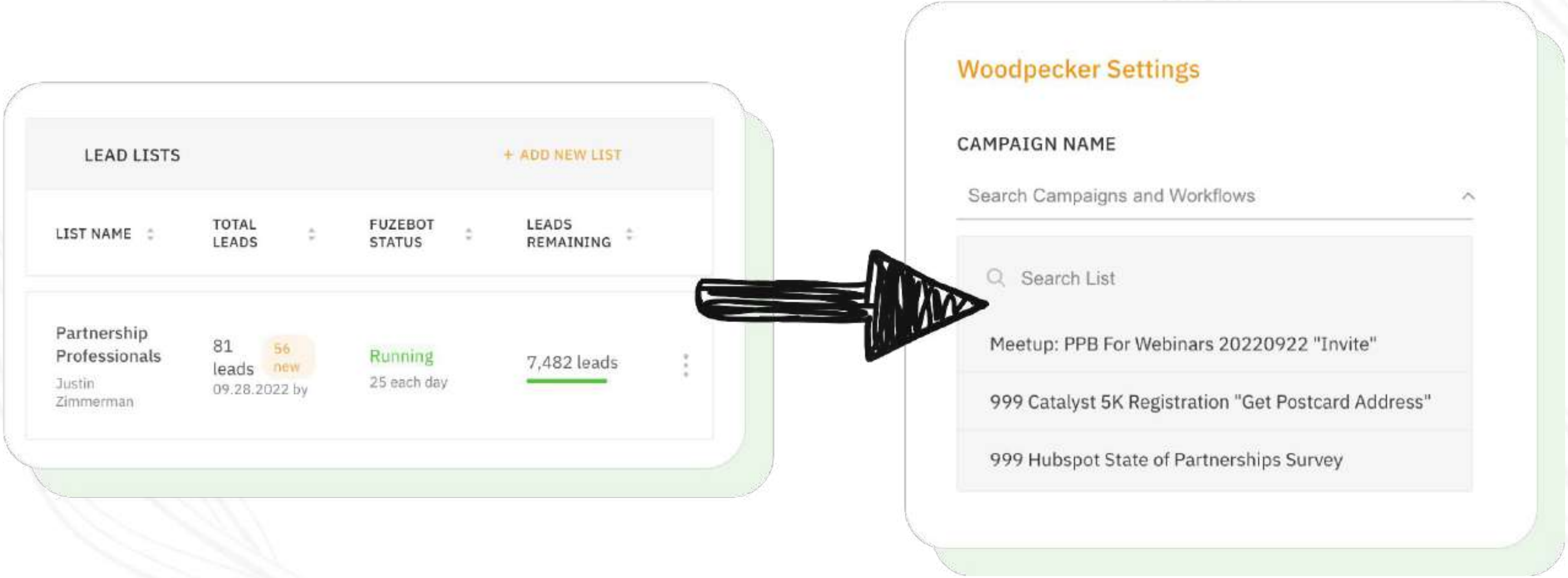
AND **coming soon...** Manage emails & Linkedin replies from one inbox!

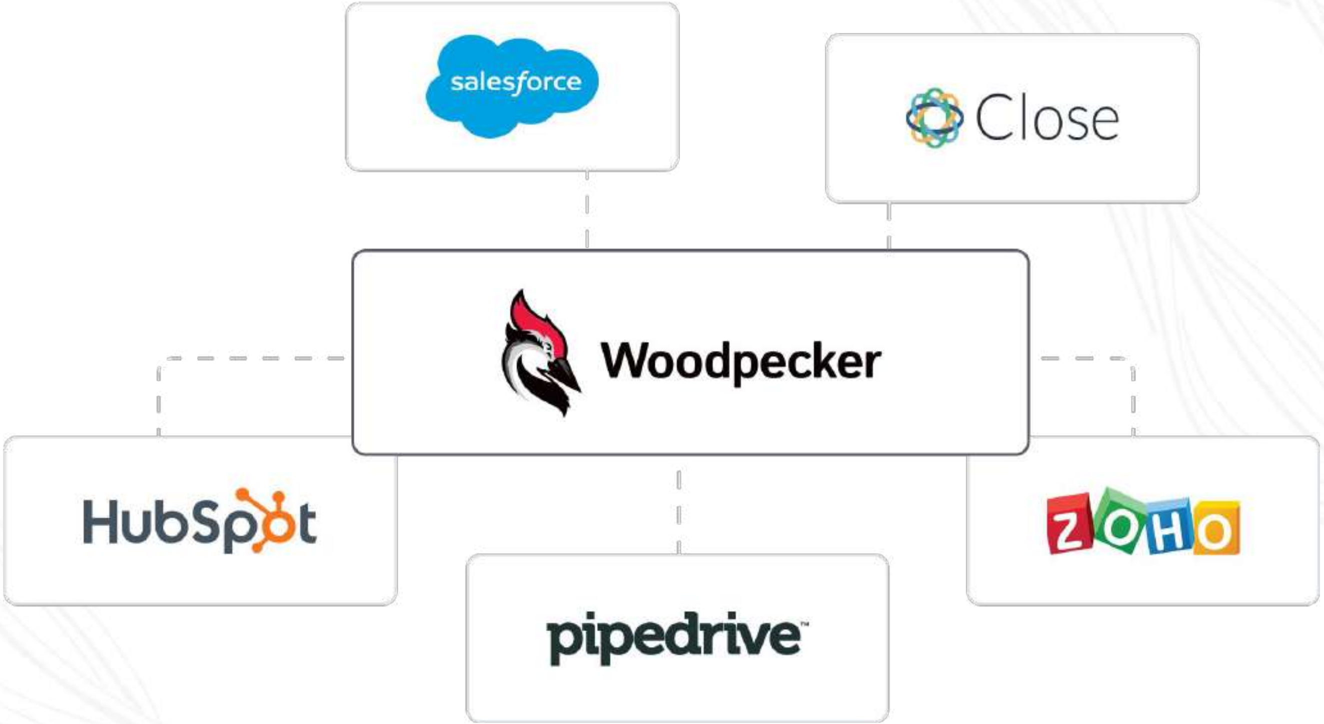


ALSO **coming soon**... A/B split test for LinkedIN message too!



AND if you need a data source...
We’re both integrated with LeadFuze




salesforce
Close
Woodpecker
HubSpot
pipedrive
ZOHO

What can we do for you next?

Links to **deals** mentioned

Sales Impact Academy

www.salesimpact.io/get-started

Woodpecker: Free 14-Day "Sales Assistant" Trial + Free 30-Day LinkedIN Slot

https://playbks.com/woodpecker-linkedin-webinar-trial (less than 150 available)

https://playbks.com/duxsoup-webinar-trial

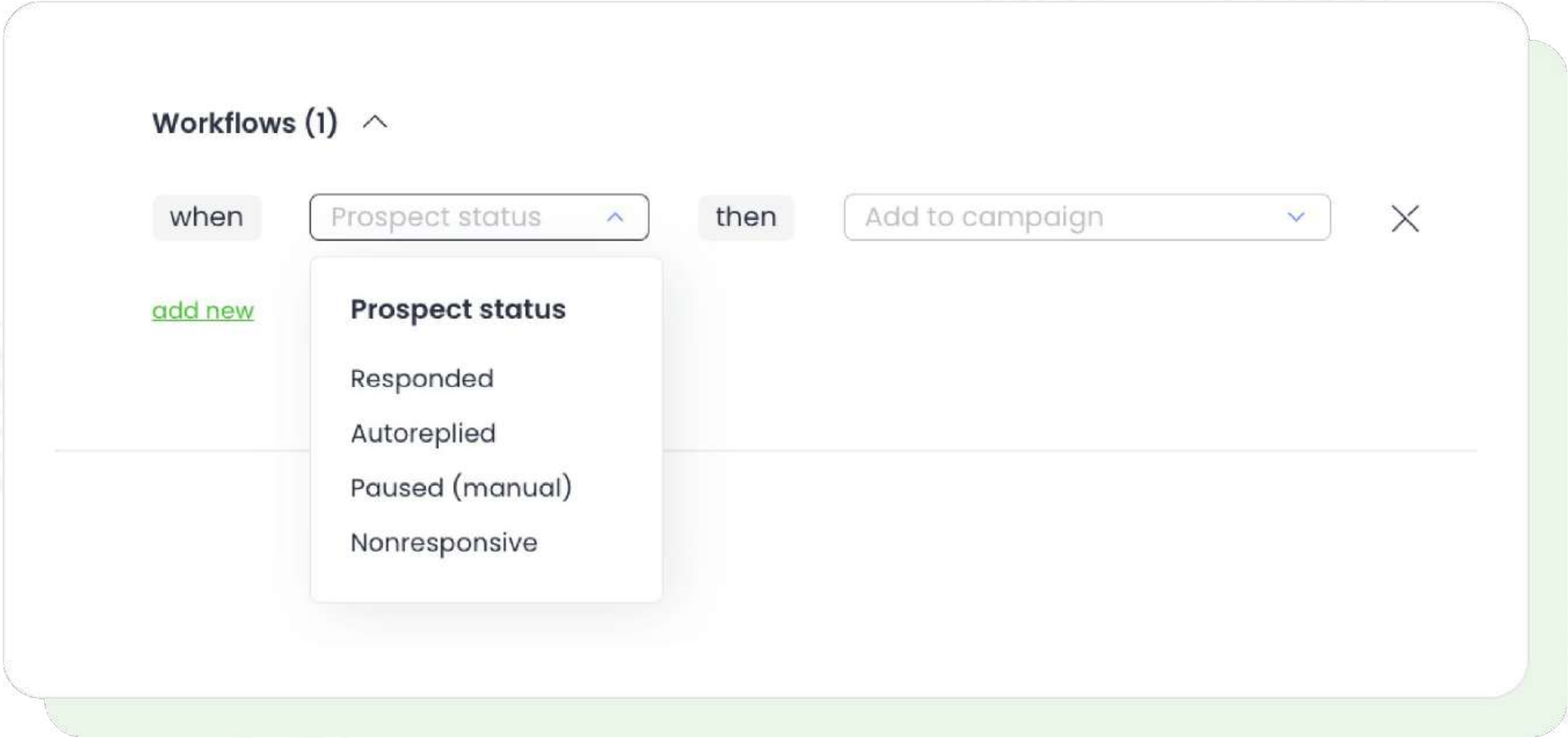
LeadFuze: Special $99/month starter plan - Woodpecker + Dux Soup ONLY.

https://playbks.com/leadfuze-woodpecker-deal

FAQ / Installation Help for Woodpecker + Dux Soup Integration

https://docs.woodpecker.co/en/collections/3945455-dux-soup-integration

End


Workflows (1)
when
Prospect status
then
Add to campaign
add new
Prospect status
Responded
Autoreplied
Paused (manual)
Nonresponsive