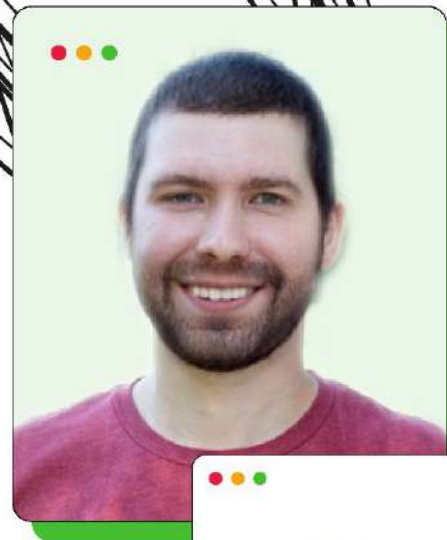


How to use a team approach to get even dead leads to reply and book meeting

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'
Webb Rankham, 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



Basic Premise

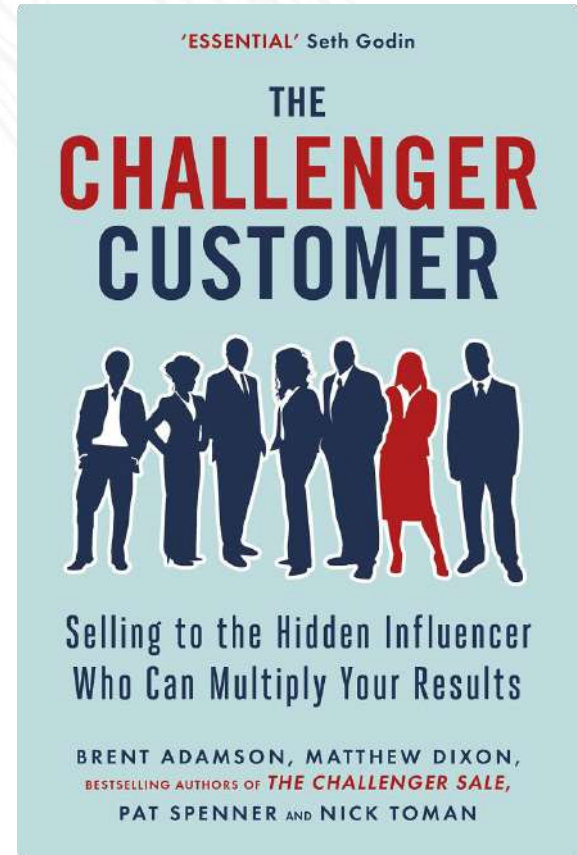
- Challenge buyers' pre-existing beliefs to drive deals through insight and thought leadership
- Tailor message to each stakeholder's role and responsibilities

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

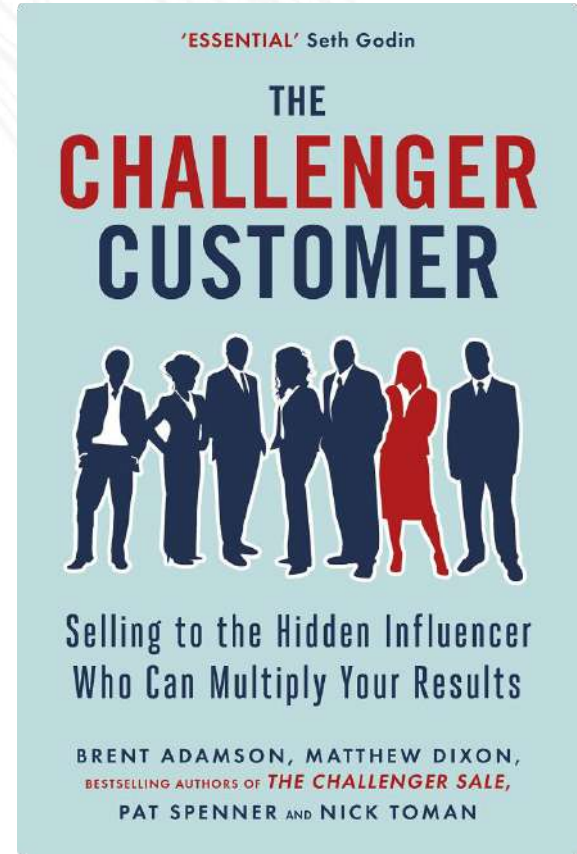
However they got somethings **wrong**

The Sequel



Basic Premise

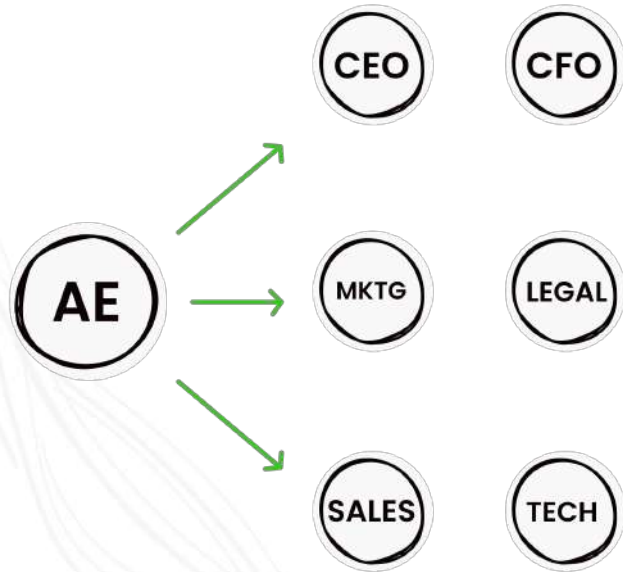
- “The Challenger Sale” had gotten something important wrong
- Being a challenge seller isn’t enough
- What matters is who you challenge and how
 - Focus on winning the skeptic (often the most influential voice)
 - Tailor the message, but find common ground among every stakeholder



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

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

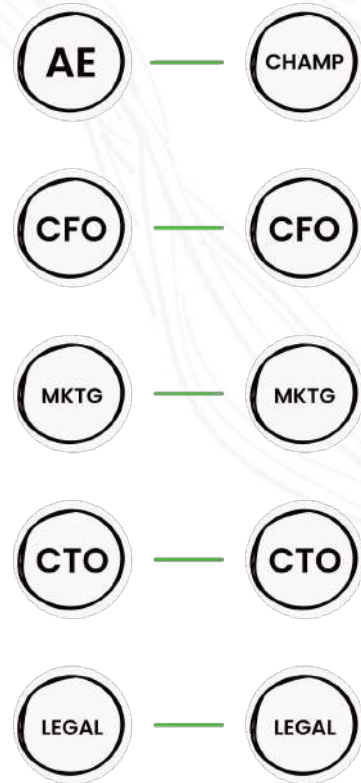
AE-Led Sales



- 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!**

Copyrighted Material

EVERYBODY WORKS IN SALES

HERE'S WHAT YOU NEED TO KNOW TO
ACHIEVE SUCCESS IN YOUR CAREER



NIRAJ KAPUR

Copyrighted Material

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!"

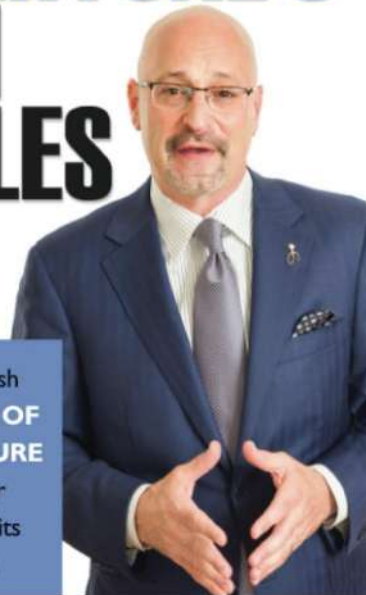
—Marshall Goldsmith, #1 New York Times bestselling author of *Tigger*,
McQAD, and *Who Got You Here (Who's Got You There)*

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: [REDACTED]

Date: Wednesday, March 15 2023 at 8:15 AM EDT

Subject: Re: JOLT / Follow-up

To: [REDACTED]

Hey Dan,

Definitely open to a discussion. Would like to include our head of sales, [REDACTED] 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.

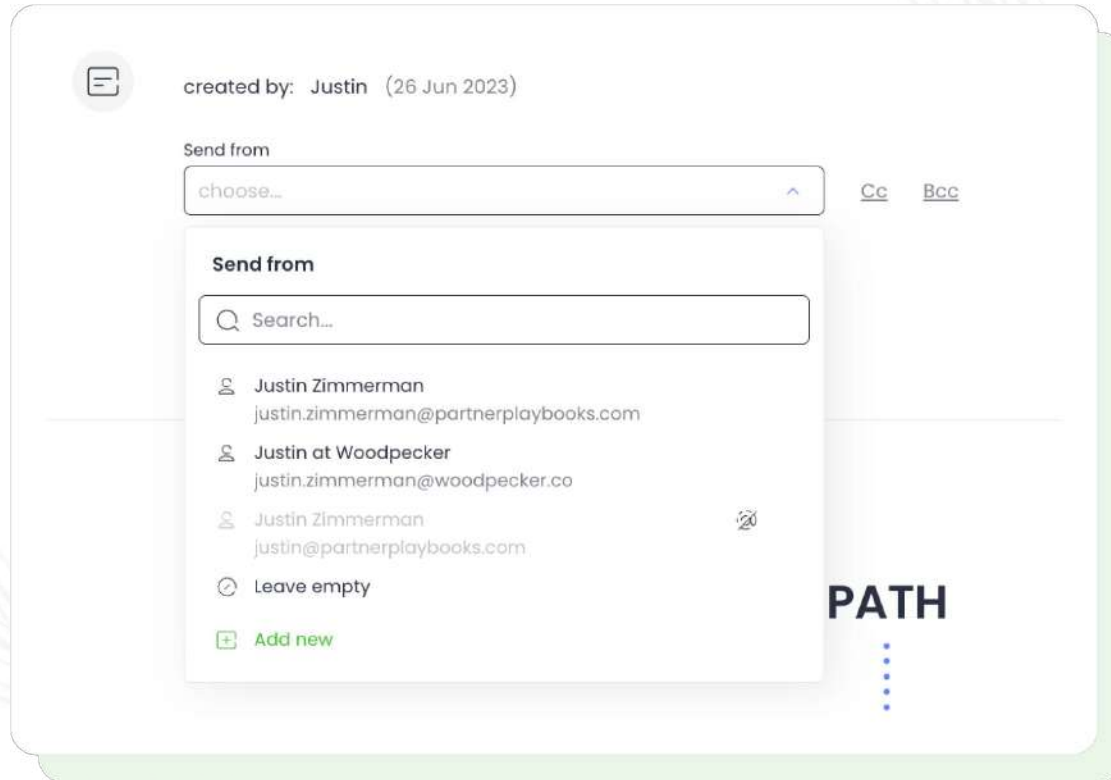
#1: Be proactive

- 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

→ **PATH**

⋮

🕒


SCHEDULE

⋮

◇

ADD CONDITION

⋮

 **AUTOMATION** ▾

Visit profile ▾

Account
Justin Zimmerman ▾

🗑️ [Delete this step](#)

🔔 Use "Visit profile" as a first interaction with your prospects, or a gently reminder about yourself. Remember to keep your profile up-to-date to make a great impression and increase your chance to get in touch with your prospect.

💡 Need help with copywriting?
[Meet Woodpecker Experts](#)

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

The image shows a LinkedIn automation workflow configuration. At the top, a vertical path is labeled 'PATH' and includes steps for 'SCHEDULE' and 'ADD CONDITION'. Below this is the 'AUTOMATION' section, which is currently set to 'Send connection request'. The main content area displays a message template: 'Hey {{FIRST_NAME}} thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one. if interested, reply back with your email'. The account selected for this step is 'Justin Zimmerman'. A 'Delete this step' option is visible. A help button at the bottom right says 'Need help with copywriting? Meet Woodpecker Experts'. A note at the bottom left states: 'Connection request can only have 300 characters. Bear that in mind when using snippets.'

1 → **PATH**

⋮

🕒 **SCHEDULE**

⋮

◇ **ADD CONDITION**

⋮

in

AUTOMATION ▾

Send connection request ▾

Hey {{FIRST_NAME}} thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one.

if interested, reply back with your email 📧

Account: Justin Zimmerman ▾

🗑️ [Delete this step](#)

💡 Need help with copywriting? [Meet Woodpecker Experts](#)

🔔 Connection request can only have 300 characters. Bear that in mind when using snippets.

Followed by... send an email

The image shows a screenshot of an email composition interface. At the top, there is an envelope icon and the word "EMAIL" with a dropdown arrow. Below this, the draft is labeled "VERSION A" with a plus sign. The subject line is "JZ from linkedin". The body text reads: "Hey {{first_name}}, just in case you're not on LinkedIn that that often, here's an email of what I just DM'd you....", "Hey Alex! thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one. if interested, lmk. I'll add you too the invite list.", and "Justin Zimmerman https://www.linkedin.com/in/justinzim/". At the bottom, there is a rich text editor with a font dropdown set to "Sans Serif", a size dropdown set to "medium", and various formatting icons (bold, italic, underline, strikethrough, list, link, unlink, code, link, unlink). Below the editor are icons for attachments, images, video, and social media. On the right side, there is a scheduling sidebar with a table of days and times, all checked with blue boxes. Below the table are three options: "Send test email", "Spam check this email", and "Delete this email". At the bottom of the sidebar is a button that says "Need help with copywriting? Meet Woodpecker Experts".

EMAIL

VERSION A +

Subject

JZ from linkedin

Hey {{first_name}}, just in case you're not on LinkedIn that that often, here's an email of what I just DM'd you....

Hey Alex! thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one. if interested, lmk. I'll add you too the invite list.

Justin Zimmerman
<https://www.linkedin.com/in/justinzim/>

Sans Serif medium B I U S

<input checked="" type="checkbox"/>	SUN	12:00 AM	-	12:00 AM
<input checked="" type="checkbox"/>	MON	12:00 AM	-	12:00 AM
<input checked="" type="checkbox"/>	TUE	12:00 AM	-	12:00 AM
<input checked="" type="checkbox"/>	WED	12:00 AM	-	12:00 AM
<input checked="" type="checkbox"/>	THU	12:00 AM	-	12:00 AM
<input checked="" type="checkbox"/>	FRI	12:00 AM	-	12:00 AM
<input checked="" type="checkbox"/>	SAT	12:00 AM	-	12:00 AM

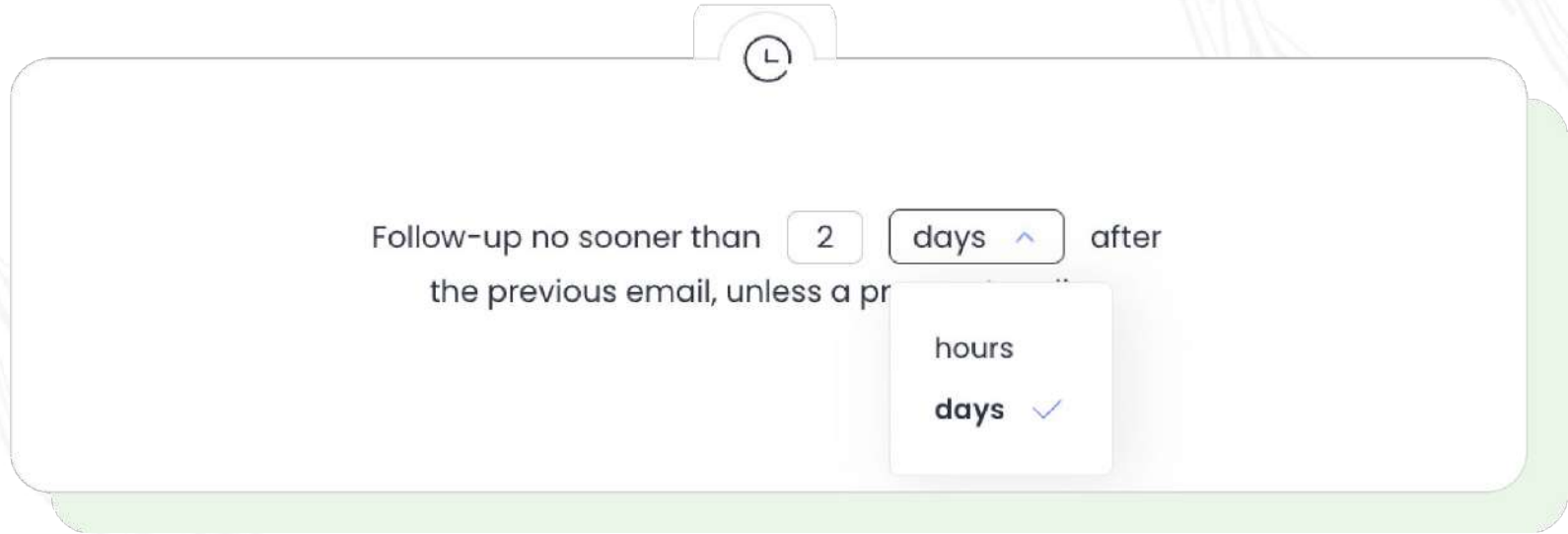
[Send test email](#)

[Spam check this email](#)

[Delete this email](#)

Need help with copywriting?
[Meet Woodpecker Experts](#)

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

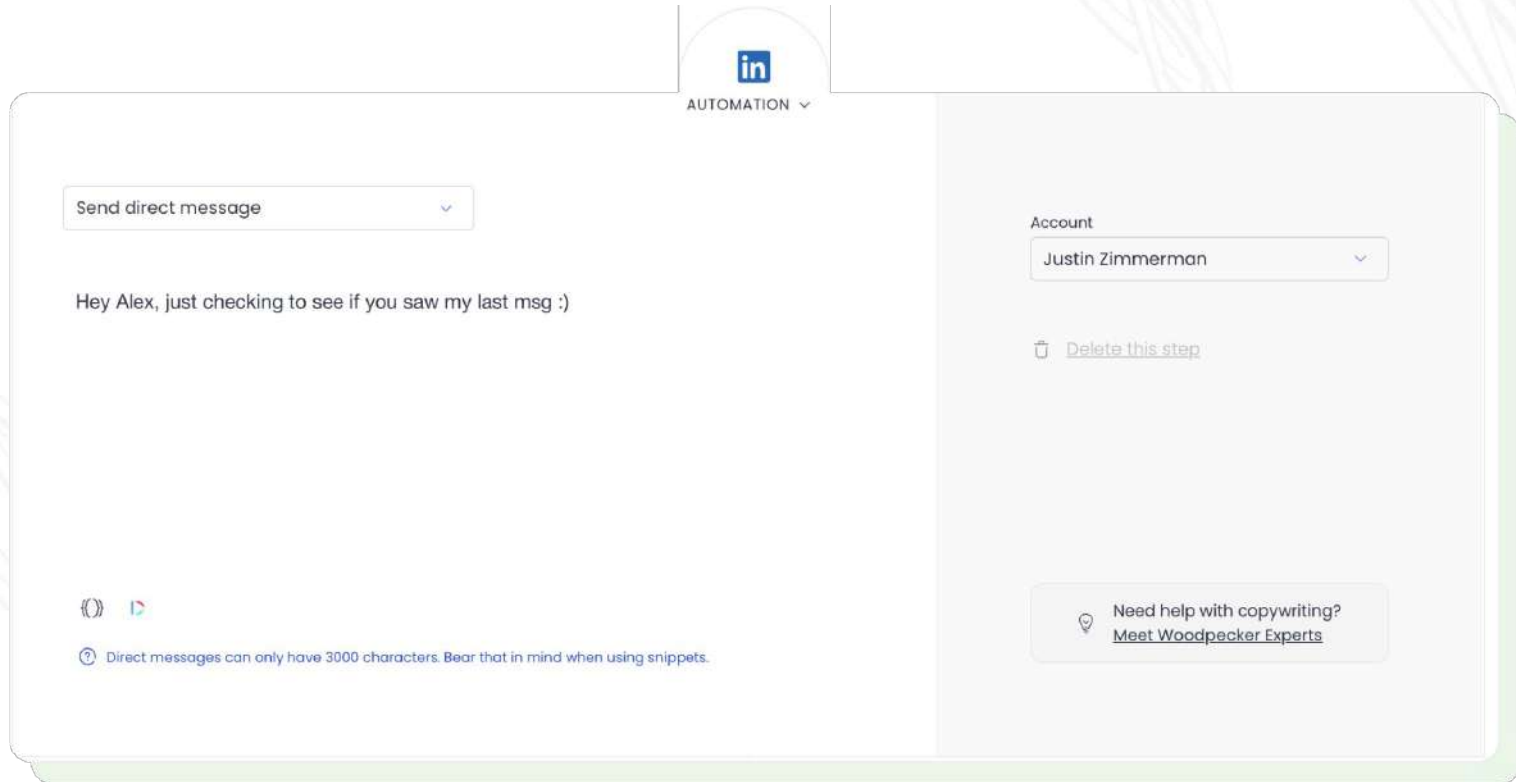


The image shows a screenshot of a scheduling interface. At the top center, there is a clock icon. Below it, the text reads "Follow-up no sooner than" followed by a text input field containing the number "2", then a dropdown menu currently showing "days" with an upward arrow, and the word "after". Below this line, the text "the previous email, unless a pr" is partially visible. The dropdown menu is open, showing two options: "hours" and "days" with a blue checkmark next to it.

Follow-up no sooner than days after
the previous email, unless a pr

- hours
- days ✓

Also... send a follow up message



The screenshot displays a LinkedIn automation interface. At the top center, there is a LinkedIn logo and the word "AUTOMATION" with a downward arrow. Below this, on the left side, is a text input field containing "Send direct message" with a dropdown arrow. Underneath the input field is the message text: "Hey Alex, just checking to see if you saw my last msg :)". At the bottom left, there are two small icons (a speech bubble and a play button) and a help message: "Direct messages can only have 3000 characters. Bear that in mind when using snippets." On the right side, there is a section titled "Account" with a dropdown menu showing "Justin Zimmerman" and a downward arrow. Below this is a trash icon and the text "Delete this step". At the bottom right, there is a lightbulb icon and the text "Need help with copywriting? Meet Woodpecker Experts".

Send direct message

Hey Alex, just checking to see if you saw my last msg :)

Direct messages can only have 3000 characters. Bear that in mind when using snippets.

Account
Justin Zimmerman

Delete this step

Need help with copywriting?
[Meet Woodpecker Experts](#)

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



Alex McCall · 1st
Head Of Operations at ClearCalcs

MONDAY



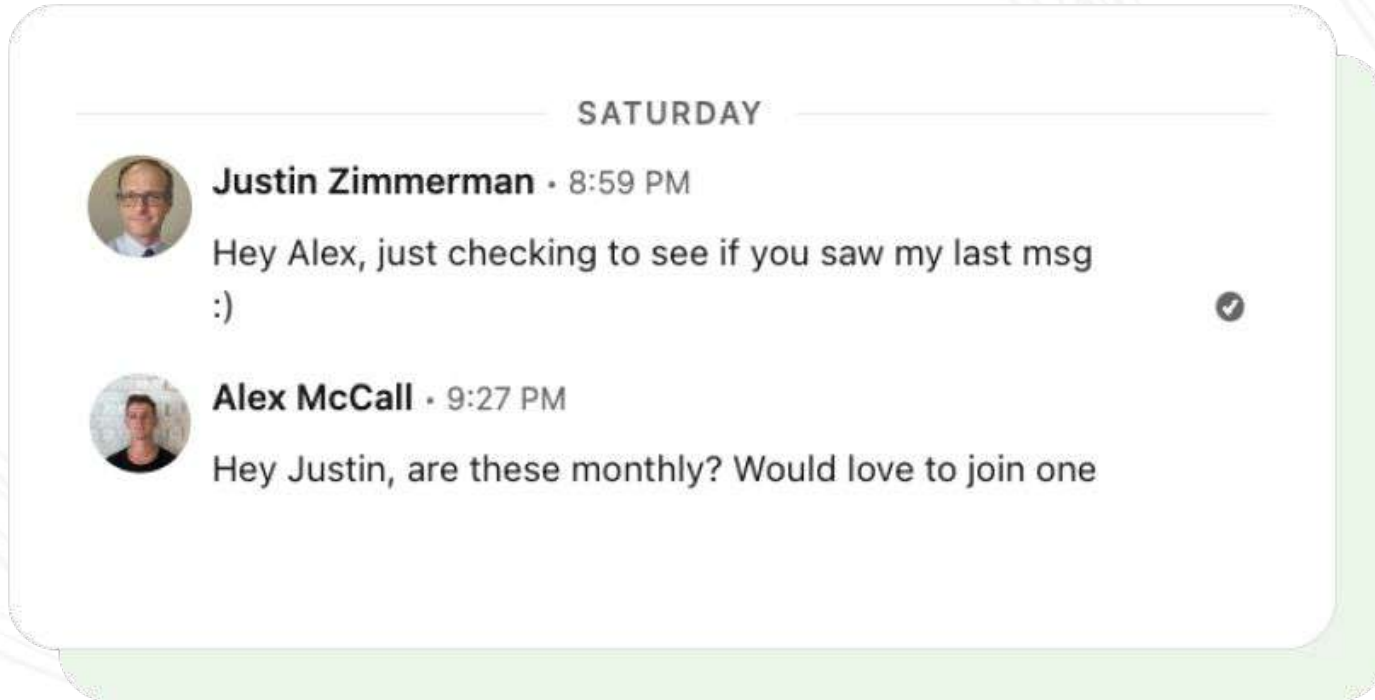
Justin Zimmerman · 6:04 PM

Hey Alex thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one.

if interested, reply back with your email 📧



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



Oh, **btw** you can also...


Add Automated Video Email

EMAIL

VERSION A +

Subject

{{FIRST_NAME}} - in lieu of a normal email follow up, I filmed a 16 second video mess



I am indeed a real human being!

Let me know what you think (or if you hate the video...)

Nick Cegelski | Strategic Partnerships

Sans Serif medium B I U S E O </> P I

Aa [font icons]

SUN 12:00 AM - 12:00 AM

MON 08:00 AM - 06:00 PM

TUE 08:00 AM - 06:00 PM

WED 08:00 AM - 06:00 PM

THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM

Send test email


Spam check this email

Delete this email

My Videos Webcam Email Attachments Desktop YouTube Activity

WebCam Microphone Quality

Logitech B910 (2448 08Hz) Default - Producer USB (2/16) 1080p/30 (High Definition)

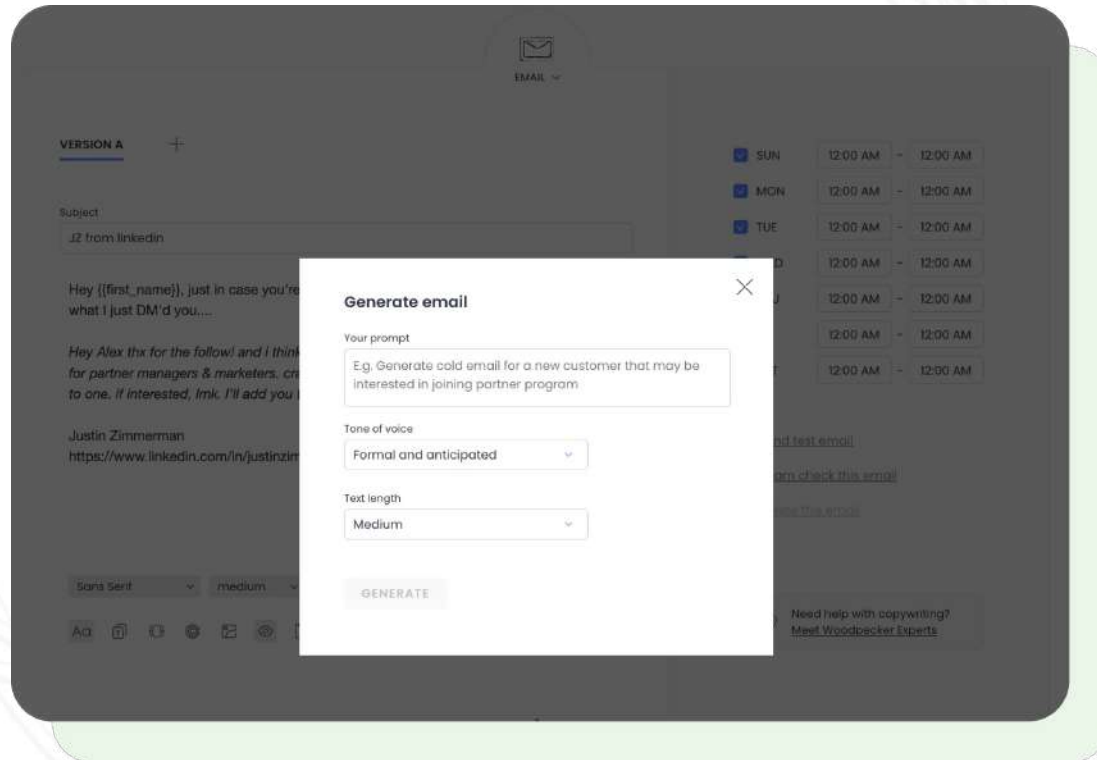


Mirror my video
Blur Background

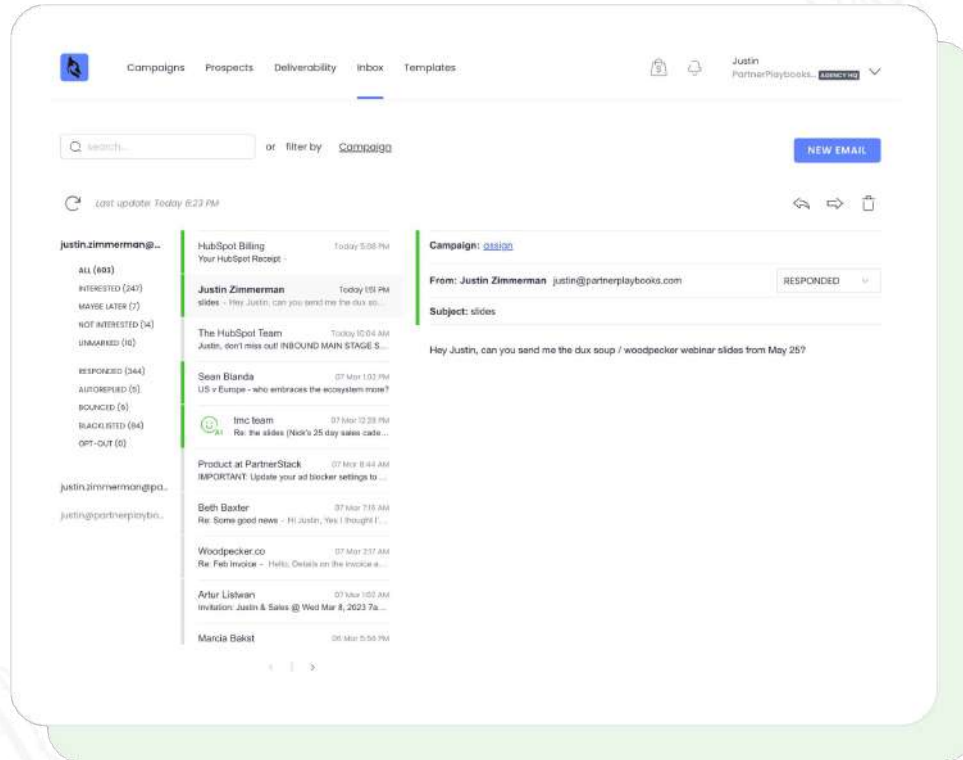
Disable Transparency
Virtual Background

© 2018

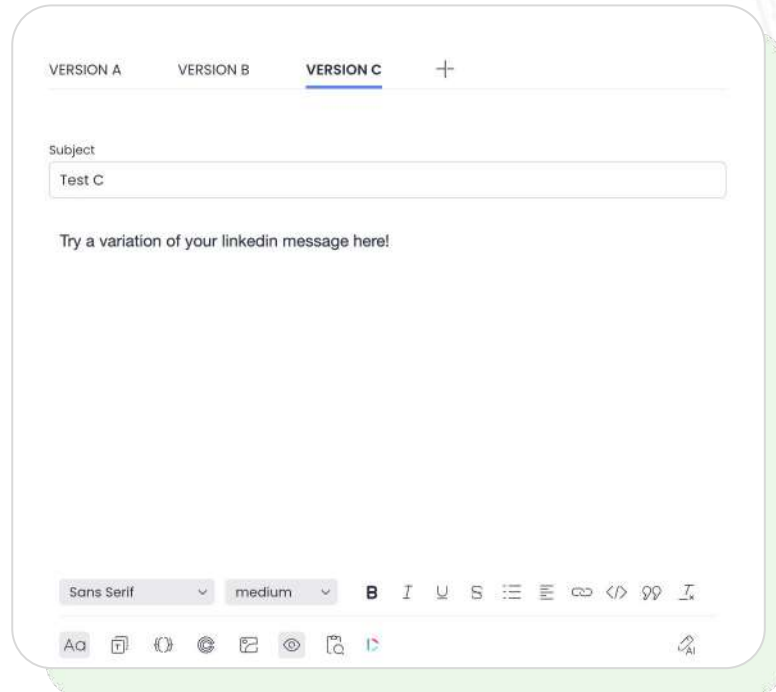
Write emails and LinkedIn message with our Open-AI Writer



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

LEAD LISTS				+ ADD NEW LIST
LIST NAME	TOTAL LEADS	FUZEBOT STATUS	LEADS REMAINING	
Partnership Professionals Justin Zimmerman	81 leads 56 new 09.28.2022 by	Running 25 each day	7,482 leads	



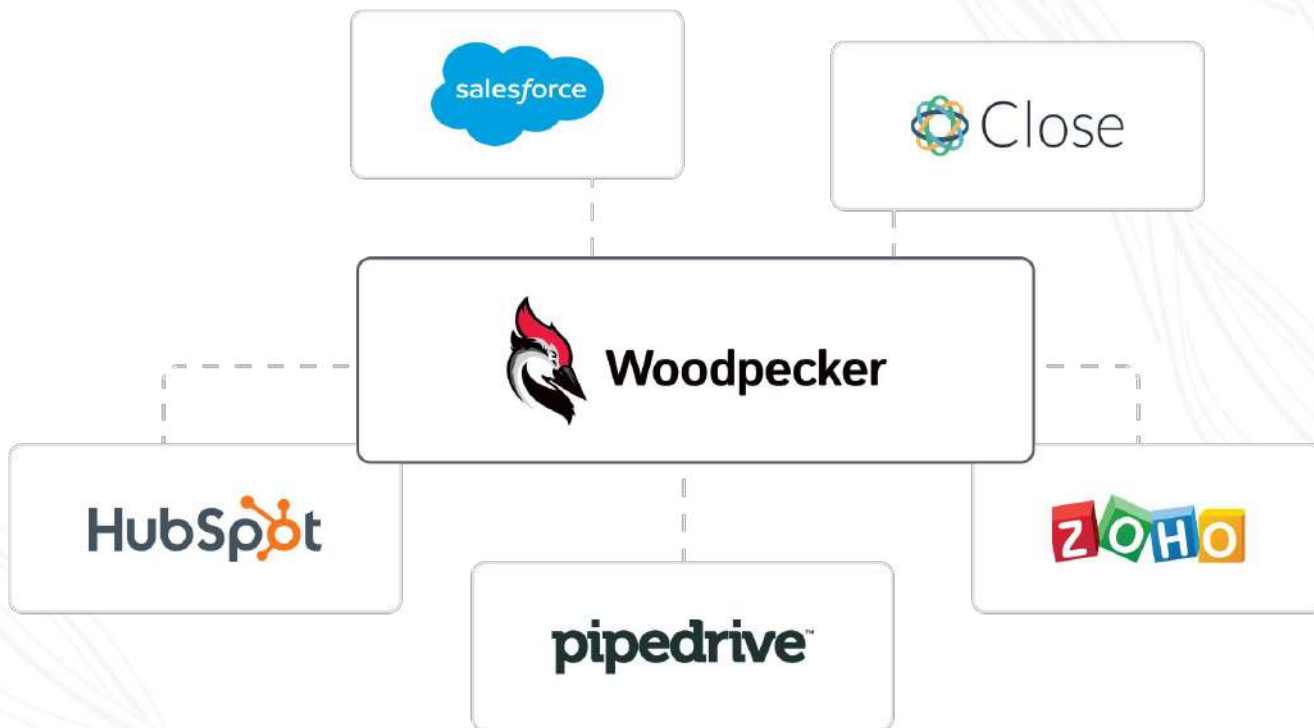
Woodpecker Settings

CAMPAIGN NAME

Search Campaigns and Workflows

Search List

- Meetup: PPB For Webinars 20220922 "Invite"
- 999 Catalyst 5K Registration "Get Postcard Address"
- 999 Hubspot State of Partnerships Survey



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-linked-in-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>

The image features a white background with decorative, light gray wavy lines in the corners. These lines are composed of multiple overlapping, thin, curved strokes that create a sense of movement and depth. The lines are most prominent in the top-right and bottom-left corners, framing the central text.

End

Workflows (1) ^

when

Prospect status ^

then

Add to campaign v



[add new](#)

Prospect status

Responded

Autoreplied

Paused (manual)

Nonresponsive