Jason Bay

Top Voice

Multi-threading:

⛔ 80% of reps lose deals because they’re scared to do it

⛔ 15% of reps lose deals because they suck at it

✅ 5% of reps win massive deals because they’ve mastered it

Check out my Ultimate Guide on Multi-threading 👉

Step #1

Engage Power Early

Jason Bay

Top Voice

1/ Identify stakeholders

Research who you think will be part of the buying committee.

And do it BEFORE the first call you have with a net-new account.

This helps you...

Jason Bay

Top Voice

2/ Engage stakeholders early

Do this WAY earlier than you think.

Don’t wait multiple calls or weeks before engaging additional stakeholders.

Reach out to them before the first call with no ask.

Like this 👉

Jason Bay

Top Voice

3/ Send the email

"Hi Lindsey,

We're scheduled to connect with Tom this Thursday on how Acme can drive more meetings from your 15 BDRs (and growing) through more effective objection handling and effective messaging.

No ask of you here. I'll be sure to provide an update after the meeting."

Jason Bay

Top Voice

Keep it short.

Keep it simple.

And don't make an ask.

Next up, how to sell your champion on the benefits of multi-threading 👉

Step #2

Sell Your Champion

Jason Bay

Top Voice

The majority of sales cycles start with below-the-line stakeholders.

(ICs/managers/directors)

Getting to power EARLY is crucial for winning these deals.

Here’s how to get to power
(without pissing off your champion) 👉

Jason Bay

in Top Voice

1/ Set the stage

Expectation setting is key. Let the prospect know that you’re going to involve additional stakeholders.

⛔ Skip this step and win rates drop by 25%+ (UserGems)

Use this line at the beginning of the intro call 👉

Jason Bay

Top Voice

“In today’s call, I figure we talk about your team’s priorities in self-sourcing pipeline and any challenges they’re having.

I’ll share how we typically partner with sales teams at similar orgs like Gong and Medallia.

If there’s a mutual fit, I’ll share how you can drive the best outcomes from our training and give recommendations on who else to loop into the conversation. Sound good?”

Jason Bay

Top Voice

Let the prospect know that, together, you will:

✅ Discuss their priorities & challenges

✅ Let them know if you're a fit to help

✅ Gameplan who else should be involved

Here's what to do next 👉

Jason Bay

Top Voice

2/ Coach the buyer

Do your initial discovery. Then save 5-7 minutes for this portion of the call.

⛔ Don’t focus on winning the deal
✅ Focus on helping the buyer achieve a best-in-class outcomes

Here’s how to educate your buyer 👉

Jason Bay

Top Voice

Ask for permission:

"You mentioned that enabling your AEs to self-source 30%+ of their pipeline is critical for hitting your 2023 number. Do you mind if shared how we helped Acme accomplish this?"

Jason Bay

Top Voice

Then share a customer story and how the deal came together:

“I originally connected with the head of enablement, Todd, at Acme. They had a pipeline generation initiative that wasn’t making enough progress. They found that involving their head of sales was helpful because they knew exactly what the AEs were experiencing on the front-lines…”

Jason Bay

Top Voice

"...this helped them customize the training content. Then we involved her VP of Sales, Katie, to get a longer-term perspective of what the org. needed to accomplish in the next 6-12 months. Their buy-in was crucial to make sure the training delivered the results they wanted..."

Jason Bay

Top Voice

The customer story should:

✅ Address their problem

✅ Show who was involved in the process

✅ Share the outcome they achieved

Here's what to do next 👉

Jason Bay

Top Voice

3/ Make the recommendation

"Can I make a recommendation? How about we get your Head of Sales, Caleb, on the next call to quantify the problem and understand what the AEs are dealing with. Assuming this checks the boxes for you—then we get the perspective of your VP, Katie, and how this fits in with her vision. This'll help you position this training better when it comes to get budget."

Jason Bay

Top Voice

Your recommendation should have:

✅ Specific stakeholders to involve by name

Do this every time a sales cycle starts with a below the line buyer.

You’ll get to power much quicker. And disqualify bad deals way faster.

Step #3

Keep Power Looped In

Jason Bay

Top Voice

Remember that email you sent to the senior stakeholder before the intro call?

Now it's time to keep the stakeholder updated on the conversation you had with your main point of contact.

Jason Bay

Top Voice

Try using this follow up email:

“Hi Lindsey,

I had a productive conversation with Katie on the Acme new business team today about:

- Adding $150k of additional monthly pipeline from outbound efforts

- Reducing ramp time for the 40+ SDRs you're hiring in 2023

Jason Bay

Top Voice

Katie is really on top of her numbers and is super focused on crushing it with this new SDR group!

We're meeting next week to share the work we've done with sales orgs. like Gong and Medallia that aligns with the priorities of the Acme team.

I'll keep you posted on the conversation next week.

Jason”

Jason Bay

Top Voice

Keys:

✅ Be complimentary of your champion

✅ Don't make any asks until it's time

✅ Tailor the notes for the executive buyer (focus on business outcomes and problems)

Step #4

Build 1:1 relationships

Jason Bay

Top Voice

Multi-threading isn't just about sending emails.

It's about creating relationships with individual stakeholders.

Prioritize more 1:1 engagement with stakeholders **OUTSIDE** of group meetings and demos.

Here's how 👉

Jason Bay

Top Voice

Common scenario:

You just had a great discovery conversation with a group of buyers.

Next step: they invite the rest of their team to a group demo.

Now it’s time to meet 1:1 with a few of the stakeholders so you can prepare a kick-ass demo.

Here’s how 👉

Jason Bay

Top Voice

Send this email individually to each stakeholder after the call:

“Hey Sammi!

Great meeting you today. Appreciate the insight you shared about the sales team’s initiatives around net-new meeting creation.

I was hoping to get your perspective before we meet with everyone again on Wed…

Jason Bay

in Top Voice

Any insight you have on specific metrics or more org-wide initiatives related to this could really help make our time as a group more productive.

Do you have 15 minutes tomorrow or Monday to connect 1:1 on this?

Jason”

Jason Bay

Top Voice

You can also pick up the phone and call these stakeholders directly.

Or send this via text if you had a great rapport (my favorite)

Don’t forget to ask your champion for help as well! 👉

Jason Bay

Top Voice

See if your champion has any insight into what the other stakeholders care about...

“What does ________ keep bringing up in your 1on1s?”

“What priorities does _________have that aligns with this conversation?”

If your champion doesn’t know. Tell them to ask and relay the info back to you.

Step #5

Attend this webinar

Jason Bay

Top Voice

I’m joining Krysten Conner and the SellBetter team tomorrow to talk multi-threading.

You’ll learn how to get to power in every deal (or disqualify bad deals earlier).

More details 👉

Jason Bay

Top Voice

Check out the link in my post to register.