



# **Spark Selling<sup>®</sup>** **Workshop**

## **Session 3**

**Effective message sequences,  
Cadence & adapting over time**

Session #1

**Spark selling<sup>®</sup> method:**

**Success principles**

Session #2

**Scaleable techniques to provoke**

**response**

Session #3

Effective message sequences,  
cadence & adapting over time

BONUS:

Targeting prospects on LinkedIn  
FAST

**A.J. Groves**

**U.S. Head of Client Experiences  
Minds Eye Presentations Ltd**

## Subject Lines:

Are you on this  
Is this happening to you  
Do you fear  
Are you appalled  
Your seller said what?

# Provocation statements

Janet: Are you doing everything possible to ensure your reps are staying on message during their sales meetings?

Janet: Are you sometimes appalled when seeing what your reps are presenting in their sales meetings?

Janet: Are your sellers breaking down you best messaging by chopping up their PowerPoint presentations.

Tom: Are your sellers selling price because the buyers perceived value is too low?

Tom: Are your sellers missing sales targets because 35% because 65% of their time is spent on non-selling activities?

Tom: Do you have evidence your sellers have anxiety about what slides to include in their sales meetings.

Tom: Are you seeing your sellers miss key selling opportunities in their meetings because they got "Into the weeds" during their presentation.

Subject: Aware of this, Tom?

It is clear your corporate culture is rooted in putting the customer first.

Statistically, the majority of sellers value propositions start with asking questions and presenting the strength of their company and OEM offerings.

Your sellers may be inviting OEM competition by building the OEM brand awareness during their presentations instead of presenting on what the OEM technology can achieve when designed and implemented by xyz Company.

Just wondering -- are you're doing everything possible to add value in XYZ without adding Value to the OEM sales process.

Are you open to hearing about a different (but effective) way to solve this problem, Tom?

Let me know either way?

A.J.

Subject: Aware of this, Tom?

Tom, since you \_\_\_\_\_ (are managing a team of 5 sellers across the Pac Northwest??) I thought you should know...

Your sellers may be inviting OEM competition by building OEM brand awareness during presentations -- instead of presenting on what the OEM technology can achieve when implemented by xyz Company.

Do you every feel like sellers start presentations by over-focusing on the OEM piece? Just wondering if you're doing everything possible to prevent this.

Are you open to hearing about a different (but effective) way to solve this problem, Tom?

Let me know either way?

A.J.

Subject: Quick Question?

Janet:

Based on my research, most of your competitors are boring their audience through value propositions that are failing. This triggered a thought:

Are you doing everything possible to ensure your value proposition speaks to the outcomes your customers achieve?

The competition is vulnerable to a disruptive market approach.

Are you open to an unconventional (but better) way to increase impact/memorability in your sellers meetings?

Thanks for considering  
A.J.

Are you on this?

Hi, Ben.

Noticing your recent acquisition of Lynx Technologies. Are you doing everything possible to ensure the strength of the combined company is represented in sellers meetings?

Most sellers don't understand and/or represent the true strengths of the combined organization's value proposition—until well after the acquisition occurred. Yet your customers are most interested in what is different and how they can benefit now.

Are you open to an unusual (but effective) approach to ensuring your customer facing employees and customers alike understand how the customer benefits now?

Let me know what you decide,

A.J.

**Earn attention**  
**Spark curiosity**  
**Provoke response**

**Connect to what you sell**



PLEASE

SLOW

DOWN



# Ingmar Lambregts CEO



Subject: This is not spam - I've actually read your profile

Hi Frederik,

Where you mention that you authored two books on Marketing Optimization and Customer Dialogue Automation is where I got triggered. With Invenna we work with our customers doing exactly this and I believe it's fair to say that our approach is rather successful. Would you be open to a short e-mail exchange to decide if a more detailed conversation is warranted? Let me know what you think.

Thanks for considering,  
Ingmar

P.S. I've just published a customer case within the Financial Services industry, you can find it here: <https://lnkd.in/ePnDTtC>

Hey Ingmar, sounds intriguing but probably not for us where we are currently as we're not looking to switch our IT systems and probably will not be able to bear the costs of adding complexity to our existing systems. Thanks, Frederik

Hi Frederik,

I can read the kind 'no, thanks' in your message and that's fine with me. Your reasoning make sense and is valid from an industry point of view. However, when building Invenna we made sure we would avoid these classic IT hurdles as much as we could.

Apart from that, we don't apply the (very) expensive license schemes many other vendors do.

If you can spare 30 minutes at some point in time and the above proposition makes sense to you, I am happy to show the highlights, so you can decide for yourself.

Thanks, Ingmar

Sure, I'd like to get inspired :-) A meeting in Dubai?

Subject: RE: Setting a date

Yes, that's perfect.

As said in an earlier e-mail; I would like to have a short call with you in advance to understand where QIC stands from a marketing infrastructure point of view. This to align what I can tell and show you about Invenna.

When would such a call be convenient for you?

Regards,  
Ingmar

Subject: Re: Setting a date

Good morning,

Before proceeding, I would need a ballpark estimate of the investment to understand whether there's room for us to talk or not.

We're currently doing Retail in four countries and have a database of half a million customers; our products are personal insurance products sold online, through branches, call centers, agents and brokers and I need this 360 degree and I need ways of significantly improving how we interact with these customers (including upselling, cross-selling, etc.).

Please do not judge us by our current websites as the new, cool ones, are currently in the process of being activated ;-)

We have our own proprietary Oracle-based database system in various version in the countries which we need to connect to.

Are we talking \$5, \$5,000 or \$500,000 price range (the latter would of course be disqualifying ;-)) and have you ever engaged in **performance-based payment models**? I would be interested in offering you a share of the increased sales and retention from our customer during the first 18 months of operation to bring down our initial investments and to provide you with an incentive to help us put together the optimal solution.

You'll find Mr. Vboy on copy here and he will be the one taking this some steps forward until we decide a time to meet.

Thank you and warm regards,  
Frederik

Hi Frederik and colleagues,  
I am happy to discuss with you on how to move forward from a commercial point of view, kindly see below our standard fees that we'll take as a baseline to discuss. Invenna has a straightforward licensing structure:

- For \$75,000 annually you will have a user license for both Customer Insights and Marketing Automation.
- This is inclusive of 5 concurrent users, so you immediately can work with a decent team using the platform. We can discuss on how to scale this over time.
- Each additional user above 5 is \$2,000.

For the licensing of the software I am happy to look into a performance based model as you suggest. Of course we need to discuss on performance metrics in more detail, but as said, I am happy to have that conversation.

Furthermore there is the implementation of the system. Based on the below information I cannot yet give an estimate for that since it is heavily dependent on the type of sources, number of sources and business requirements. As a general experience I can say we did implementations between 2 and 14 weeks. But again, that really goes back to the business requirements.

Is that above sufficient for you to continue our engagement?

Best regards,  
Ingmar

# Let them tell you

- Ask them to talk more about their situation
- Reveal “just enough” to keep them curious
- Don't be afraid to push back  
(negative reverse selling)

# When writing ...

Get to the point IMMEDIATELY

Make it *exclusively* about THEM

Attract: Don't say too much, too fast

**Satisfy temporarily.**

**Less is more.**

(every word *really* counts)

**Tension.**

**Each message makes them  
hungry for more details.**

# Miro

# Pobuda

# Founder



SUBJECT: **do you really recruit the best Purchasing Candidates?**

Dear Mr. Spencer,

May I ask, if you recruit procurement specialists for [Fluor](#), are you certain **that** you **get to** see the best **possible** candidates in the selection process?

Increasingly, candidates are recruited through LinkedIn or Recruitment Agencies. This approach certainly delivers candidates, but in most cases not the very best.

**We experience that the** top candidate does not respond to advertisements and offers on LinkedIn. They have a comfortable position in the market, and “are difficult to seduce”.

**Is it still possible to tap into this group?**

We definitely manage to do this. As a recruitment agency we specialize in Procurement Professionals for the technical industry in the Netherlands. Especially in your sector [Oil/Gas/Chemicals](#).

During the past 10 years we have developed an approach to attract the best procurement professionals and to present these to our clients. As an example, 5 years ago our customers Vopak and TenneT gave us a chance to fill procurement vacancies, in competition with other agencies. As a result, we have become a preferred supplier for both companies and we still deliver to Vopak and TenneT procurement experts because we continuously manage to offer excellent candidates.

The result of our long-standing focus on the procurement industry is that we now manage over 80% of the procurement community within the industry in the Netherlands. These are about 10,000 procurement candidates at all levels. Therefore, with each new application we are able to quickly offer the right candidate.

Would it be possible to tell you more about our approach? By mail or in a short phone call I could answer any of your questions.

Sincerely,  
Miro Pobuda

SUBJECT: open to this?

Dear Mr. Spencer,

Are you doing everything possible to see the best procurement candidates at [Fluor](#)?

I don't pretend to understand your total situation. However,

\_\_\_\_\_. [observation/proof of homework]

Are you open to an unusual approach to finding procurement candidates that do not respond to advertisements?

Some of the best professionals are comfortable where they are—difficult to seduce.

Would you consider a different (yet effective) approach to finding them?

Sincerely,

Miro Pobuda

## RESPONSE BACK

Hi, [first name].

Yes, it is possible to tap into procurement pros in [Oil/Gas/Chemicals](#).

During the past 10 years we have developed an approach to attract the best procurement professionals and present these to clients.

5 years ago Vopak and TenneT asked us to fill procurement vacancies—in competition with other agencies. We won the relationship and have become a preferred supplier for both companies.

Because we specialize in procurement (for 10 years) we manage over 80% of the [Oil/Gas/Chemicals](#) procurement community in the Netherlands. These are about 10,000 procurement candidates at all levels. With each new application we quickly offer the right candidate.

Is what I say interesting enough to justify further conversation?

Sincerely,  
Miro Pobuda

A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are light-skinned and the background is a soft, out-of-focus light color.

# **Creating prospecting sequences**

**When?**

**How long do I wait?**

**What cadence?**







# Busting myths

There is no 1 'best' approach.

- sequencing of messages
- subject line
- timing of 'touches' (phone, email, LI)

There *are* broadly effective approaches

- Try, measure, repeat to optimize

# **Broadly effective tactics**

## **Days & times of day**

- send early mornings local time (7-8 am)
- use email scheduler tools
- general rule: Tuesdays, Wednesdays & Thursdays

## **Frequency**

- avoid overwhelming at start
- “building in intensity” (increasing urgency)
- week 1: one cold touch via email & voicemail
- week 2: two email and/or voicemail follow-ups
- week 3: three to four follow-ups (sense of urgency)

# Broadly effective tactics

## Method

- “surround” the prospect
- phone/voicemail, email, LinkedIn (InMail, follows, comments)

## Content of messages

- be human, not robotic (“did you see my message?”)
- get **WAY** out of the box
- avoid the current trend! (eg. No “Googled” templates!)
- be **SHORT** and provocative
- try *matching* email & voicemail provocations
  - #1 strongest: prove you've done homework
  - “open loops” (“I have an idea”... call me to hear it)
  - maintain credibility but take risks to see what works!



**Near-term**



**Long-term**

# Sequence Outcomes

## Introduction

Email #1 - 2

Pain/fear/uncertainty or desire **confirmed**.  
Response & **permission earned**.  
**Insights discovered**. (if, when, how, who)  
Poor leads **removed**.

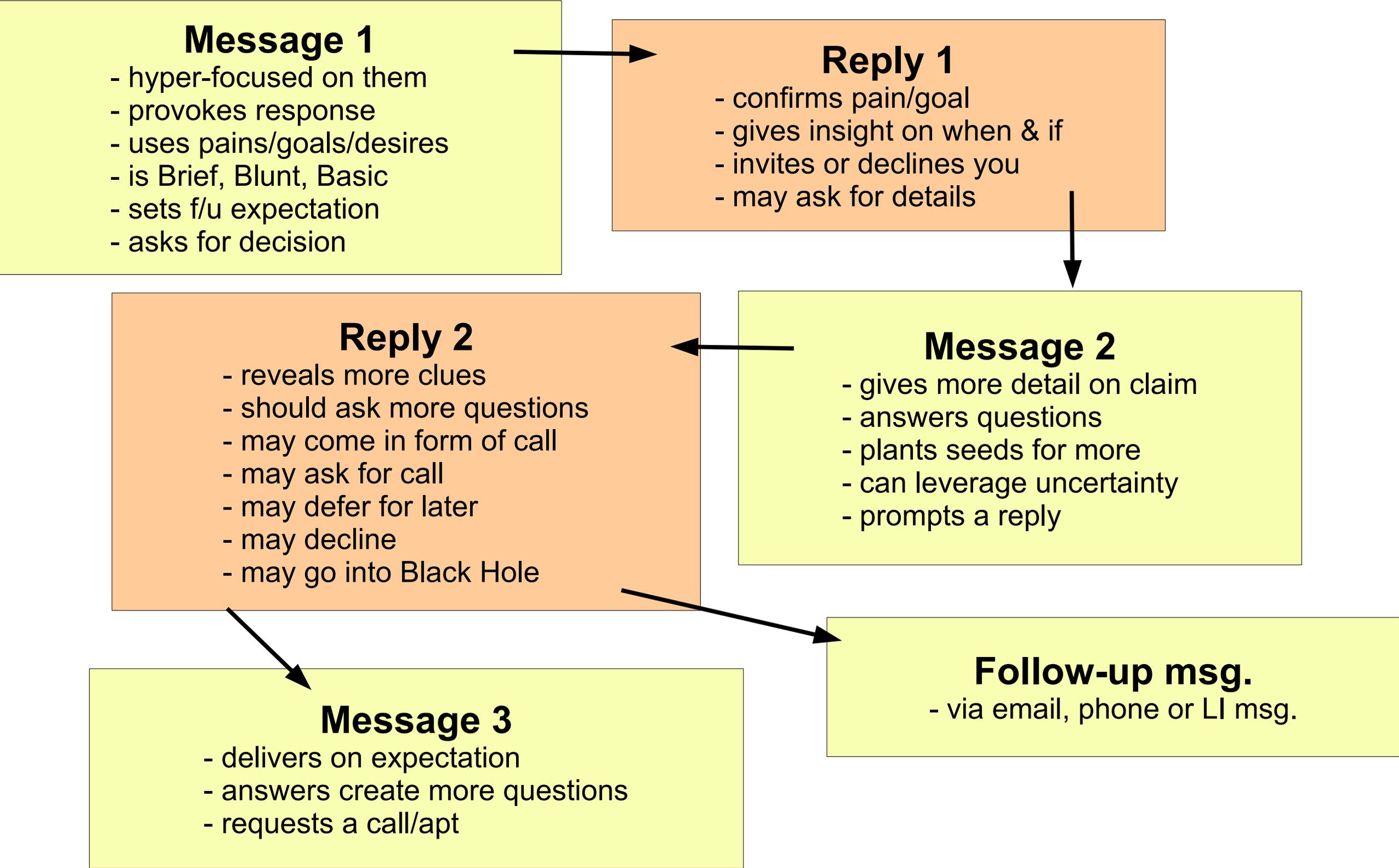
## Courtship

Email #3 +

Self-qualification continues.  
Lead discovers reasons to consider buying.  
**More insights discovered**.  
Poor leads **removed**.

Near Term  
(close)

Long Term  
(nurture)



**Have a plan.**

**But don't set it in concrete.**

**Experiment.**

**Re-assess continually.**

# What it looks like

Telcom industry | cost reduction

## 1st TOUCH

Subject line: "Quick question, please?"

Hi, [name] ...

Based on my research, I believe \_\_\_\_ [company name] has an in-house PBX investment, correct? I could be wrong but you may be over-paying for telephony services. Is this on your mind lately?

Please let me know either way?

Thanks for considering, [name].

[sig line]

## 2nd TOUCH

Subject line: “Deciding if you're over-paying”

Hi, [name] ...

I understand. Have you explored hosted (cloud-based) PBX telephony systems?

If you'd like, I'll send a few bullet points on how cloud-based systems are reducing costs *and* (often) increasing worker productivity—thanks to phone & data systems being unified.

Please let me know your decision, [name]?

[sig line]

### 3rd TOUCH

Subject line: "Re: Deciding if you're over-paying"

Hi, [name] ...

Briefly, cost advantages of hosted PBX include:

- elimination of maintenance costs & site-to-site call fee
- elimination of redundant fees for voice and data

Separately, a HPBX Portal can potentially save you tens of thousands a year.

Basically, the national average fee for a "hard" MAC is \$150. "Soft" MACs average \$75. So if you're doing only, say, 100 MACs a month you can save \$90k annually.

Bye the way, do you have a back-up if agents cannot physically make it into the office... due to a storm or disaster? Let me know... or maybe we should speak on the phone to save time?"

I look forward to hearing from you, [name],  
[sig line]

# Goals

## Message 1

- Do you have a worry, pain or goal? (at all)
- If so, can we talk about it?
- Yes? How? (*they* are in charge)
- Initial curiosity

## Message 2

- Spark curiosity, questions
- Facilitate **tension** an urge to know more

## Messages 3 +

- Create more curiosity
- Answer but create more questions (tension)

# Ingmar Lambregts CEO



**Attract clients to the  
idea acting**

**(inviting us to talk more)**



# **Spark Selling<sup>®</sup>** **Workshop**

## **Session 3**

**Effective message sequences,  
Cadence & adapting over time**