

# Spark Selling Workshop & Coaching

## Session 1



With Jeff Molander & Jed Fleming

Session #1  
Spark selling<sup>®</sup> method:  
success principles

Session #2  
Scaleable ways to provoke  
response

## Session #3

Effective message cadence,  
sequencing & qualifying

## Session #4:

Advanced research &  
communications tactics





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BetterBeer.com LTD





**Earn attention**  
**Spark curiosity**  
**Provoke response**  
**Connect to what you sell**



**Tailored**  
**Targeted**  
**Templated**



Do your homework  
& show it

# Proving you've done homework.

## Standing out. Being different.

Subject: Financial Times article

← Beware: Referencing articles, LinkedIn profiles, quotes, etc. is (increasingly) seen as a prelude to spam.

Hello Andy,

I read your comments in Wednesday's FT article regarding the [acquired business] acquisition. While I would work with a member of your team, my company plays a role in helping big pharma achieve significant strategic milestones (such as approval for new indications) faster through better internal and external collaboration.

MyCompany.com has completed 10 projects across [parent co. of prospect] over the last 2 years. We have a proprietary collaboration platform built for the pharma industry offering an alternative, "over-time" method of communicating. Essentially, either internal or external experts can enter closed, regimented discussion rooms to review data, protocols, materials, etc over a period of days or weeks rather than at a set time.

Ramifications for [acquired business]:

- Increased frequency of communication with HCPs, KOLs, Patients or Payers leads to better alignment with key constituencies
- Faster operational cadence--launch structured advisory boards in days, not months by eliminating logistical challenges
- Breadth of experience both within [parent co.] and in Oncology (our most common therapeutic area)

If this is of interest, I would be happy to speak to the appropriate member of your team.



## IT industry spam format

Subject: Time to meet

Hi John,

What if you could achieve balance in your IT environment that would allow you to have it all: delighted customers, satisfied end users, and results that executive management expects at a cost that doesn't break your budget? As I saw you are the Sourcing Analyst at ABC Company, I thought we could help you and your team:

- Improve employee productivity by up to 40%
- Find cost savings of 10-30% on Device Life Cycle Management
- Move to a consumption based, utility or subscription pricing models

Watch our 2-minute video about how ABC IT Corp. is enabling the digital workplace. Let me know if you'd like to explore how we could specifically assist ABC Company in tackling your projects and challenges in 2018. FYI - I have availability Thursday afternoon and Friday morning.

Rebecca | ABC IT Corp.



Subject: Time to meet

“I want to meet with you” (without having you decide if you want or need one with me)

Hi John,

What if you could achieve balance in your IT environment that would allow you to have it all: delighted customers, satisfied end users, and results that executive management expects at a cost that doesn't break your budget? As I saw you are the Sourcing Analyst at ABC Company, I thought we could help you and your team:

“I'm asking you a question that clearly shows my intent to place my solution.”  
A popular marketing hook.

- Improve employee productivity by up to 40%
- Find cost savings of 10-30% on Device Life Cycle Management
- Move to a consumption based, utility or subscription pricing models

“You are in my target market, yippee!”

“Look at my benefits!”

Watch our 2-minute video about how ABC IT Corp. is enabling the digital workplace. Let me know if you'd like to explore how we could specifically assist ABC Company in tackling your projects and challenges in 2018. FYI - I have availability Thursday afternoon and Friday morning.

Rebecca | ABC IT Corp.

When you're done watching, let's meet!

“Watch my marketing video... so you can see how we're 'enabling the digital workplace'” (push marketing language pushing a marketing video).



\_\_\_\_, we share a lot of the same connections on  
Linkedin...

I know how email can get lost or buried, so I wanted to  
follow up with another ...

I'm reaching out one more time about \_\_\_\_\_



Watch this video or read this article to learn more ...

I look forward to connecting with you!

Hi John, what if you could \_\_\_\_\_? [insert obvious  
goal every prospect would want or pain you believe  
most prospects have]



# Template fatigue!



**Subject:** New Publisher Relationships

Hello {FirstName}

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

Over the past 10 years the JEB team has produce double and triple digit growth for Bodybuilding.com, Charlotte Russe, Philosophy, Johnston & Murphy and [others](#).

Do you have time for a 15 minute exploratory call next week?



**Subject:** New Publisher Relationships

Hello {FirstName}



Beware: are clients seeing this kind of subject line often?  
Tip: go with I/c letters  
Good: 3 words or less is trending strong opens

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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**Subject:** New Publisher Relationships

Hello {FirstName}



Reason: Less is more.  
Subject line needs to pique curiosity. Otherwise telegraphs content. (which this may be doing)

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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Do you have time for a 15 minute exploratory call next week?



**Subject:** New Publisher Relationships

Hello {FirstName}

Seems like how 95% of OPMs might start a cold email.

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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**Subject:** New Publisher Relationships

Hello {FirstName}

Salutation + name followed in first paragraph by company name is trending negative (feels like mail merge).

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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**Subject:** New Publisher Relationships

Hello {FirstName}

Beware: Asking biased questions is a negative trigger. "Hooks" don't work. It's a set-up. Feels like marketing, persuasion.

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Especially when followed by answer... meeting request.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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Do you have time for a 15 minute exploratory call next week?



**Subject:** New Publisher Relationships

Hello {FirstName}

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Beware: It's too early to start qualifying yourself. First, spark curiosity.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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Do you have time for a 15 minute exploratory call next week?



**Subject:** New Publisher Relationships

Hello {FirstName}

Consider delaying the meeting request.

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

Over the past 10 years the JEB team has produce double and triple digit growth for Bodybuilding.com, Charlotte Russe, Philosophy, Johnston & Murphy and [others](#).

Do you have time for a 15 minute exploratory call next week?



**Subject:** New Publisher Relationships

Hello {FirstName}

What we really need is "proof of homework" + provocation.

I've been looking into the {CompanyName} affiliate program on LinkShare and wanted to reach out to you directly about program growth and optimization.

Have you had any issues getting new and productive publishers into your program? If so, I'd enjoy setting up a time for you and I to chat for 15 minutes and see if [JEBCommerce](#) can help.

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Do you have time for a 15 minute exploratory call next week?





# Do your homework & show it

Subject: you addressing this?



TRIGGERS: Addressing what? Damn. Did I fail to address something?! Did I overlook something important?!

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

I have an idea that could give your team insight to process upsets before they happen.

It involves using an **unusual but effective** approach to process modeling.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Gregg,  
Ted

Subject: you addressing this?

TRIGGERS: Not cut-and-pasted.  
This person did homework. ↘

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

I **have an idea** that could give your team insight to process upsets before they happen.

It involves using an **unusual but effective** approach to process modeling.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Gregg,  
Ted



Templates should be used to  
**personalize** faster --  
not send faster.

Research.

Brief. Blunt. Basic.



Customers value...



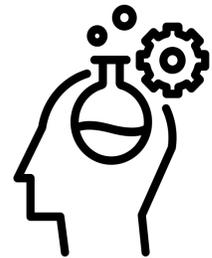
**MORE** what **they** ask for.

**LESS** what **you** freely offer.



How can I help customers  
feel an urge to ask?

(invite a discussion)



How can I help buyers figure  
things out on their own?

(qualify themselves in or out)



Subject: you addressing this?

← Gets you in the door.

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

I have an idea that could give your team insight to process upsets before they happen.

It involves using an unusual but effective approach to process modeling.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Gregg,  
Ted



Subject: you addressing this?

This part earns questions by sparking curiosity.

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

I have an idea that could give your team insight to process break-downs before they happen.

It involves using an unusual but effective approach to process modeling.

You open to a brief email exchange – to see if a larger discussion makes sense?

Let me know what you decide Gregg,  
Ted



Subject: you addressing this?

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

TRIGGER: "What's the idea?"

**I have an idea** that could give your team insight to process upsets before they happen.

It involves using an **unusual/unorthodox but effective** approach to process modeling.

TRIGGER: "What's unusual? Have I overlooked?"

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Gregg,  
Ted



Subject: you addressing this?

Gregg,

What are you doing to address the skills gap—given the GNMA/BNMA merger?

**I have an idea** that could give your team insight to process upsets before they happen.

Doesn't push meeting. Instead, PULLS... attracts the meeting.  
"It's up to you." (affirms right to choose)

It involves using an **unusual/unorthodox but effective** approach to process modeling.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Emails are quick decisions!

Let me know what you decide Gregg,  
Ted



- The purpose of email
  - \* transactional
  - \* not conversational
- Micro commitments
  - \* phone
  - \* email



## Why

Subject Line

← Triggers **curiosity** (“what’s inside here?”)

Opener

Body

End



# Why

Subject Line

Triggers **curiosity** (“what’s inside here?”)

Opener

Triggers **interest**:

“Hmm. He/she’s done his homework.”

“This is important to me.”

This is where you **STAND OUT**.

Body

End



# Why

Subject Line

Triggers **curiosity** (“what’s inside here?”)

Opener

Triggers **interest**:

“Hmm. He/she’s done his homework.”

“This is important to me.”

This is where you **STAND OUT**.

Body

Triggers **curiosity** (but not about you).

“What’s this about?”

“What *exactly* are you getting at?”

“I need more details to fully understand.”

End

Triggers **action** (the reply).



# Create *flexible* 'provocation templates'

## How

2-4 words, not too specific, sparks curiosity

Subject Line

Opener

Body

End

# How

2-4 words, not too specific, creates “tension”

Subject Line

Options:

Facilitative question. (encourage introspection)

Present research insight.

**Stand out:** you are in context, *relevant*.

Opener

Body

End



# How

2-4 words, not too specific, creates “tension”

Subject Line

Options:

Facilitative question. (encourage introspection)

Present research insight.

**Stand out:** you are in context, *relevant*.

Opener

Body

Options:

Present case example with *results* (tease “the how”)

Apply mental triggers. (less is more)

Creates **curiosity**.

End

Options:

“Are you open?”

Facilitative question challenging status quo.

Give them control of what’s next.

Triggers **action**. (the reply)



# Cold Approach: Template C-1

Subject: may I share this?

2-4 words, not too specific, creates "tension"

[FIRST NAME],  
What do you have in place to  
\_\_\_\_\_?

Facilitative question. (encourage introspection)  
**Stand out:** you are in context, *relevant*.

Asking because I am willing to  
share a few case examples that  
may help you.

Offer case example.  
Apply mental triggers. (use of word "share")

I have a few \_\_\_\_\_  
reports. A few involve  
\_\_\_\_\_ 's [CO. NAME]  
competitors and peers.

Insight on competitors creates **curiosity**.

Give them control of what's next.  
Triggers **action**. (the reply)

May I share with you?  
Thanks, \_\_\_\_\_ [your name]



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# Response to client

Subject: as promised (report)

**Help them realize** they  
need to talk more with  
you (*if they do!*)

Bill,

Kindly find the supply market risk analysis report attached.

**What do you have in place to track similar risks at CLIENT CO.?**

Thanks, \_\_\_\_\_ [seller name]

## REMEMBER:

**DO** ask questions encouraging client to focus on status quo & decision-making.

**DON'T** ask yes/no questions.

**DON'T** ask questions YOU want answers to.

# How

Subject Line

Sparks curiosity

Opener

**Stand out:** you are in context, *relevant*.

Body

Present case example with *results* (tease "the how")  
Creates *more curiosity*.

End

"Are you open?"  
Give them control of what's next.  
Triggers **action**. (the reply)



The  
conversation  
already  
going on in  
their mind?  
(can you use it &  
serve them too?)

Subject: you addressing this?

What is likely weighing heavy on his mind.

Gregg,

What are you doing to address the skills **gap**—given the GNMA/BNMA **merger**?

I have an idea that could give your team insight to process upsets before they happen.

May or may not be aware of "Gap."

Potential to serve (aware of) or warn (not aware).

It involves using an **unusual but effective** approach to process modeling.

Are you open to a brief exchange via email to see if a larger discussion makes sense?

Let me know what you decide Gregg,  
Ted

**Potential pitfall:  
Pushing on pains or fears.**



What can you  
warn them  
about?

SUBJECT: OSHA recordables

Hi, [first name]...

What are you doing to address sprains, strains and repetitive stress conditions early---before they become costly? (and require OSHA paperwork)

Are you doing everything possible to keep soft tissue injuries at a minimum?

Sally



Help  
customers  
start talking  
about  
themselves

# Spark Selling Workshop & Coaching

See you  
next week!



With Jeff Molander & Jed Fleming