

Spark Selling Workshop & Coaching

Session 2



With Jeff Molander & Jed Fleming

Session #1

Spark selling[®] method:
success principles

Session #2

Scaleable ways to provoke
conversations

Session #3

Effective message cadence,
sequencing & qualifying

Session #4:

Advanced research &
communications tactics

Servant leadership

Being a neutral consultant



Earn attention
Spark curiosity
Provoke response

Connect to what you sell



Do your homework
& show it

Proving you've done homework.

Standing out. Being different.

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.

Steve Riley

Founder

BetterBeer.com LTD



Discover Better Beer

What You Don't Know Will Kill You

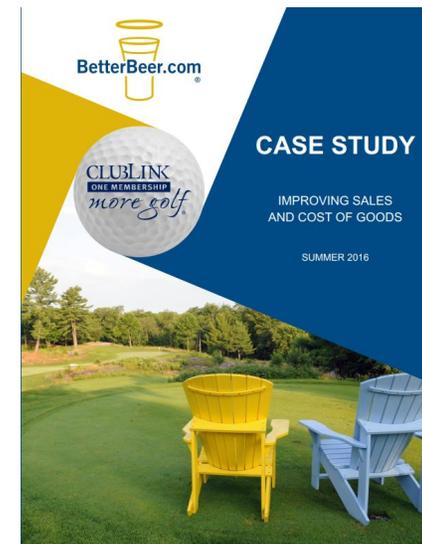
Well, maybe not kill you literally, but it will make you angry.

Situation analysis

- Competitive landscape: No direct competitors, highly niche
- Market segments
 - Brewers (main) who underwrite for distributors & retailers as perk
 - Value to brewers: quality of product is key! (preference)
 - Secondary (Targeted) golf courses (400 March targets for cleaning kit) & taprooms (Bundles)
- Target market
 - VP ops *or* director of beverages (regional or national chains)

Situation analysis

- The product
 - Online training: Profitability for Hospitality pros
 - Audits: Draught beer quality (this is the “way in”)
 - Beer glass cleaning kits
- Main challenge to start convos
 - they don't know what they don't know
 - urge to make perfect messages (lack of confidence in msg)
 - only one documented case study: Clublinks



Message fodder

- ClubLink Audits (6 months)
 - Beer sales increase YOY: 10% (attributable directly to BetterBeer)
 - Quality improvement: 21% (SEE PDF)
- Main challenge to start convos
 - clients don't know what they don't know
 - urge to make perfect messages (lack of confidence in msg)

Current target

Jesse Topliffe

Business Dev. Manager, Landing West
Recipe Unlimited Corporation

- 6 months in, **Ops guy so not sure why Biz Dev now**
- Founded in 1883, RECIPE Unlimited Corporation is Canada's oldest and largest full-service restaurant company
- 1,382 restaurants
- 85% of RECIPE's restaurants operated by franchisees and joint venture partners.



SUBJECT: ??



Hi Jesse,

Hope all is well. Some of your stores are already using our beer glass cleaner, and as you know, I do the draught quality training for your new stores. I'm looking to get 20 minutes with you to take you through some of the other draught quality solutions we offer and see if there is a fit. We don't clean lines or sell/service equipment - I'm not looking for you to switch suppliers. Recently, we have helped Jack Astor's lower their spillage and improve quality.

How is next week, Tuesday morning (Jan 30) or anytime on Thursday (Feb 1)?

Cheers, Steve



SUBJECT: ??

Ok if you've established relationship but still wastes precious time.

Hi Jesse,

Hope all is well. Some of your stores are already using our beer glass cleaner, and as you know, I do the draught quality training for your new stores. I'm looking to get 20 minutes with you to take you through some of the other draught quality solutions we offer and see if there is a fit. We don't clean lines or sell/service equipment - I'm not looking for you to switch suppliers. Recently, we have helped Jack Astor's lower their spillage and improve quality.

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SUBJECT: ??

Avoid prefacing like the plague! Signals “I’m about to waste your time telling you something you already know.”

Hi Jesse,

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SUBJECT: ??

There's a better (less self-centered) way to *earn* his time... in a way that reveals his general interest level (qualifies him).

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SUBJECT: ??

Larger issue: This “ask” sounds like exactly like what Jesse sees over-and-over-and-over in his inbox. Another sales person who wants to show me all his offerings... and see which one he can sell me based on my reaction.

Hi Jesse,

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SUBJECT: ??

STRENGTH: Point of differentiation (but it's currently buried)

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SUBJECT: ??

STRENGTH: Finally we get to a specific reason why it may be worth talking to you.

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Working on getting stats. Essential!

How is next week, Tuesday morning (Jan 30) or anytime on Thursday (Feb 1)?

Cheers, Steve



SUBJECT: ??

Insted, let him decide if a meeting is justifiable.

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How is next week, Tuesday morning (Jan 30) or anytime on Thursday (Feb 1)?

Which means we MUST provoke him (plant seed: a reason to suspect it's worthwhile).

Cheers, Steve



SUBJECT: ??

Make this more about Jesse, less about YOU.

Hi Jesse,

Hope all is well. Some of your stores are already using **our** beer glass cleaner, and as you know, **I do** the draught quality training for your new stores. **I'm looking to** get 20 minutes with you to take you through some of the other draught quality solutions **we offer** and see if there is a fit. **We don't** clean lines or sell/service equipment - **I'm not** looking for you to switch suppliers. Recently, **we have** helped Jack Astor's lower their spillage and improve quality.

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SUGGESTION 1

SUBJECT: Jack Astor's

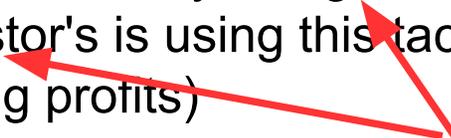
Get right to the point: Business



Jesse,

You open to reducing spillage and improving drought quality---to the extent it hits top and bottom lines? I have an idea and want to run it by you.

Your stores are already using beer glass cleaner. But this leaves \$ on the table. Jack Astor's is using this tactic and seeing lower spillage and higher quality. (driving profits)



Remove references to yourself.

Open to hearing about how they are doing it?

Cheers, Steve

p.s.

Jesse, we don't clean lines or sell/service equipment. Not looking for you to switch suppliers either.

SUGGESTION 1

SUBJECT: Jack Astor's

Make it about the story... not so much about your idea.

Jesse,

You open to reducing spillage and improving drought quality---to the extent it hits top and bottom lines? I have an idea and want to run it by you.

Your stores are already using beer glass cleaner. But this leaves \$ on the table. Jack Astor's is using this tactic and seeing lower spillage and higher quality. (driving profits)

Open to hearing about how they are doing it?

Cheers, Steve

p.s.

Jesse, we don't clean lines or sell/service equipment.
Not asking you to switch suppliers either.

SUGGESTION 1

SUBJECT: Jack Astor's

Experiment w/ placing this in p.s.

Jesse,

Are you open to reducing spillage and improving drought quality---to the extent it hits top and bottom lines? I have an idea. May I run it by you?

Your stores are already using beer glass cleaner. But this leaves \$ on the table. Jack Astor's is using this tactic and seeing lower spillage and higher quality. (driving profits)

Open to hearing about how they are doing it?

Cheers, Steve

p.s.

Jesse, we don't clean lines or sell/service equipment.
Not asking you to switch suppliers either.

SUGGESTION 2

SUBJECT: Jack Astor's

Jesse,

I have an idea for you. Open to my sharing?

Jack Astor's is using this tactic and seeing lower spillage and higher quality. (driving profits) Has nothing to do with hiring us to clean lines or you buying equipment. Not asking you to switch suppliers either.

Open to hearing about how they are doing it?

Cheers, Steve

SUGGESTION 3

SUBJECT: Jack Astor's

Jesse,

Jack Astor's is using an unusual (but effective) tactic... seeing lower spillage and higher quality. (driving profits)

Open to hearing about how they are doing it?

Cheers, Steve

p.s.

This has nothing to do with hiring us to clean lines or buying equipment. Not asking you to switch suppliers either.

SUGGESTION 4

SUBJECT: Jack Astor's

Facilitative question:

Inward-directed, encourages introspection on status quo.
Different. Can be a "grabber" that encourages onward read.

Jesse,

Asking because Jack Astor's is using an unusual (but effective) tactic... seeing lower spillage and higher quality. (driving profits)

Beyond the usual best practices what do you have in place to reduce spillage? Open to hearing how JA's is doing it?

Cheers, Steve

p.s.

This has nothing to do with hiring us to clean lines or buying equipment. Not asking you to switch suppliers either.

SUGGESTION 5

SUBJECT: Jack Astor's

“Because” at start of sentence performs well in email as it quickly indicates “what’s coming next explains why.”

Jesse,

Beyond the usual best practices, what do you have in place to reduce spillage? Asking **because** Jack Astor's is using an unusual (but effective) tactic... seeing lower spillage and higher quality. (driving profits)

Open to hearing about how they are doing it?

Cheers, Steve

p.s.

This has nothing to do with hiring us to clean lines or buying equipment. Not asking you to switch suppliers either.

Typical responses

What's this about?

You can help us with that?

What are you getting at?

I would need more information to understand.

What are you getting at?

TEMPLATE-ABLE CONCEPT

SUBJECT: _____ [case example]

Jesse,

What do you have in place to _____? [avoid trouble most clients have
nothing in place to address] Asking because _____ [case example] is
using an unusual (but effective) tactic... seeing _____ [better tactical
outcome] spillage and higher quality. (_____ [better strategic outcome])

Open to hearing about how they are doing it?

[your name]

SUBJECT: ??



Hi Jesse,
Hope all is well, it's been a while.

We recently released an insiders article for our clients - How To Limit Fruit Flies Behind Your Bar.

Although you probably don't have a fruit fly problem at any of your bars, I thought that you and your team may find it of interest if one day you do.

<https://www.betterbeer.com/insidersonly/how-to-limit-fruit-flies-at-the-bar/>

Cheers, Steve

SUBJECT: ??

Ok to break ice this way if familiar w/ you... BUT... was it in fact a while? (a long while)

Hi Jesse,
Hope all is well, it's been a while.

More importantly...

We recently released an insiders article for our clients - How To Limit Fruit Flies Behind Your Bar.

Although you probably don't have a fruit fly problem at any of your bars, I thought that you and your team may find it of interest if one day you do.

<https://www.betterbeer.com/insidersonly/how-to-limit-fruit-flies-at-the-bar/>

Cheers, Steve

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<https://www.betterbeer.com/insidersonly/how-to-limit-fruit-flies-at-the-bar/>

Cheers, Steve

This is a wildly popular “social selling” and/or “sales email drip” meme that has mostly run its course.

Also, article-sharing also runs risk of client already knowing this information.

Not the strongest of leads.

SUBJECT: ??

Hi Jesse,
Hope all is well, it's been a while.

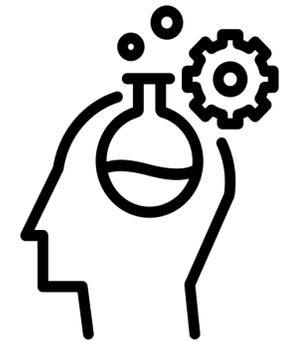
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Cheers, Steve

Customers value...



MORE what **they** ask for.

LESS what **you** freely offer.

What's the goal?

stay on the radar

and/or

spark a conversation



What can you
warn them
about?

**GOAL: Spark conversation
(get them to *ask* for info contained in article)**

SUBJECT: preventing a plague

[first name]...

What are you doing to address fruit flies? Sounds odd, I know. They may not be plaguing your bars lately. But they probably will.

Are you doing everything possible to prevent these common pests from _____ [larger threat]?

Steve

GOAL: Stay on radar w/ helpful info

SUBJECT: preventing a plague

[first name]...

What are you doing to address fruit flies? Sounds odd, I know. They may not be plaguing your bars lately. But they probably will.

Because they love yeast.

Here are a few often overlooked ways to prevent them from infesting your bar.

[link]

Steve

GOAL: Stay on radar (Periodic Follow Up)

- Over time, collect your own insights
 - * Distilled “ah-ha” moments for you or clients
 - * Action-oriented
 - * Experience-based (otherwise unknown/hidden)
- Once every month or two send provocative email
 - * “This piqued me and triggered me to think of you because _____”
[you know about them]
 - * No linking to Web sites

EXAMPLE

Steve, really quick—noticing a trend you should at least know about.

1) Subject lines:

- “did I lose you?” is one of the most effective “gone dark” follow-up subject lines lately.

- Are you experimenting with lower-case subject lines? They seem to be provoking more opens lately.

2) Salutations: Are you starting cold emails WITHOUT salutations? (hi, hello, dear)

You should be testing these.

My best,
Jeff

EXAMPLE

Steve, you said the team needs to stay abreast of what's working lately—when trying to re-surface conversations with past clients. Because of this, I thought of you today. You should at least know about these.

1) Subject lines:

- “did I lose you?” is one of the most effective “gone dark” follow-up subject lines lately.
- Are you experimenting with lower-case subject lines? They seem to be provoking more opens lately.

2) Salutations: Are you starting cold emails WITHOUT salutations? (hi, hello, dear)

What is preventing your team from knowing about -- and testing these?

My best,
Jeff

Thomas Henderson

Director, Business Dev.
JEBCommerce



Affiliate Management

JEBCommerce has been a successful affiliate management agency for 10+ years for a reason. Our well-trained team has a proven track-record of continually finding ways to improve affiliate programs that drive revenue while providing the customer service your brand deserves. Learn more about our [affiliate management program](#).

Analytics and Optimization

Measurement matters. Simply put, you can't improve what you cannot measure. Our dedicated Analytics and Optimization team is here to help measure and improve your digital marketing efforts. We have a well established track record of success and a long list of satisfied clients to prove it! Come see what we're talking about...

[Learn More](#)

Search and Social Advertising

Facebook retargeting. Paid search. YouTube advertising. Mobile advertising. No matter your brand's needs, our team is home to Google Certified specialists and social advertising experts ready to deliver world-class results. [Learn More](#)



Situation analysis

- Competitive landscape?? Point of differentiation??
- Value nutshell: Drive profitable (top and bottom line) ecommerce sales
 - based on specific, client-identified parameters (customer LTV, etc.)
 - deliver creative strategies (e.g. use coupons w/o discounting)
 - provide “grunt work” (partner dev & management) services
 - detailed financial analysis around specific KPIs
- Target markets
 - Ecommerce (retail: Fashion, health & beauty, sports & outdoors)
 - Travel
 - Seeking “umbrella” parent companies w/ multiple brands



At the end of the 15-month test, JEBCommerce drove 4X more revenue than the network managed program. The difference in top-line revenue driven by the JEBCommerce team was dramatic each and every month of the test.

Message fodder

- JEB-managed program can drive as much as 4X more sales volume (vs. network-managed)
- Partner channel attribution analysis can uncover “hidden” value often presumed by client to be non-existent.
 - Affiliates don’t always “tax” existing customer sales
 - Affiliate loyalty is often equal OR stronger than brand’s loyalty!
 - Example:
- Drove 20% increase in new customer sales YOY for health/fitness brand

Message fodder

- Coupon affiliates can be used for YOY growth--without eroding margin
 - Example: Travel brand, 5 years of YOY growth
- Coupon affiliates can be used for YOY growth--without eroding margin
 - Example: Travel brand, 5 years of YOY growth
- Bodybuilding.com: 72% new to file on launch, 62% sustained using influencer campaign (8X ROI)
- Successfully able to drive \$44 million in affiliate ecomm sales for multi-channel fashion retailer---without competing by sacrificing margins; after 3 years, 46% increase in top line sales.

First draft email sequence

First touch (from cold)

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.

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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)

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Subject: New Publisher Relationships

Hello {FirstName}

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

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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).

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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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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.

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Subject: New Publisher Relationships

Hello {FirstName}

What we really need is “proof of homework” + provocation.



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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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Consider

- Holding back on asking for meeting
- Talking less about JEB in message #1
- Being a bit more vague in subject line
- Inserting “research observation” (from homework) to create instant relevance + stand out in inbox
- KEEP your non-marketing-ish tone
- KEEP references to clients but bolster with case stats
- If cannot reference client use specific claims to provoke “how did the client do that” or “how did your team accomplish that, Thomas?”

*** Making a list of potential observation research tools/resources

80% is standing out
Relevant & unique

20% is provocation
Curiosity / less is more

**Calls w/
Direct reports**
(5 min. no selling)

Public docs
(annual reports, etc.)

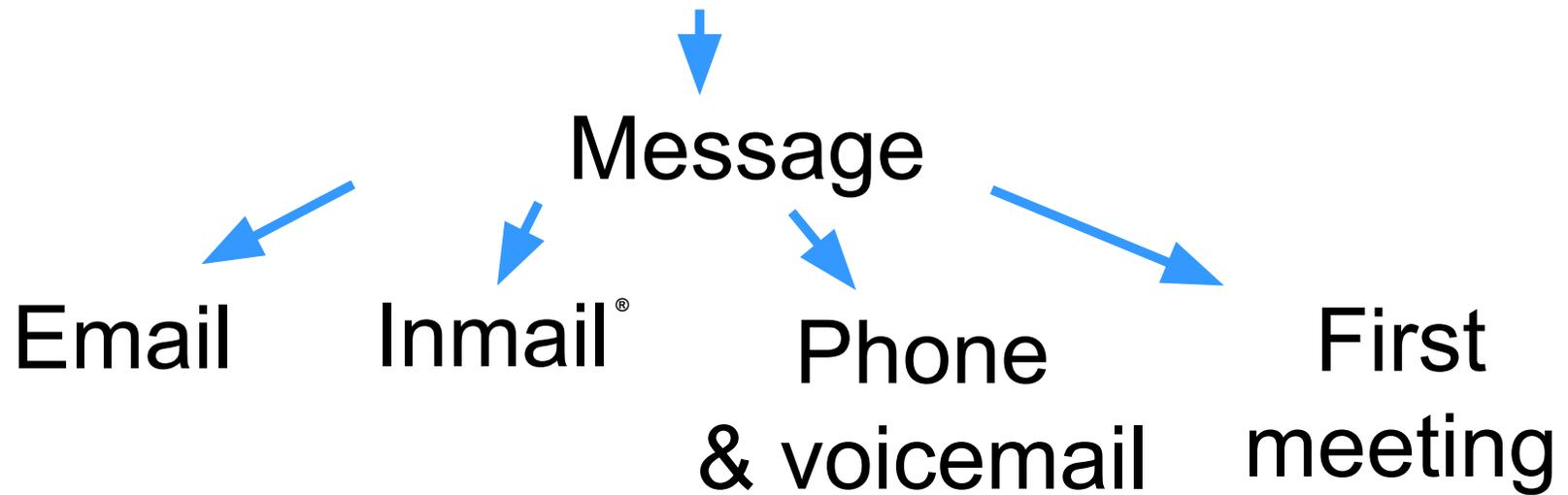
**Google
Searches**

Research

Private databases
(subscription research)

**LinkedIn
Profiles**

Research



Spark Selling Workshop & Coaching

See you next week!



With Jeff Molander & Jed Fleming