

Spark Selling Workshop & Coaching

Session 3



With Jeff Molander & Jed Fleming

Session #3

Effective message cadence,
sequencing & qualifying

Session #4:

Advanced research &
communications tactics

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.)

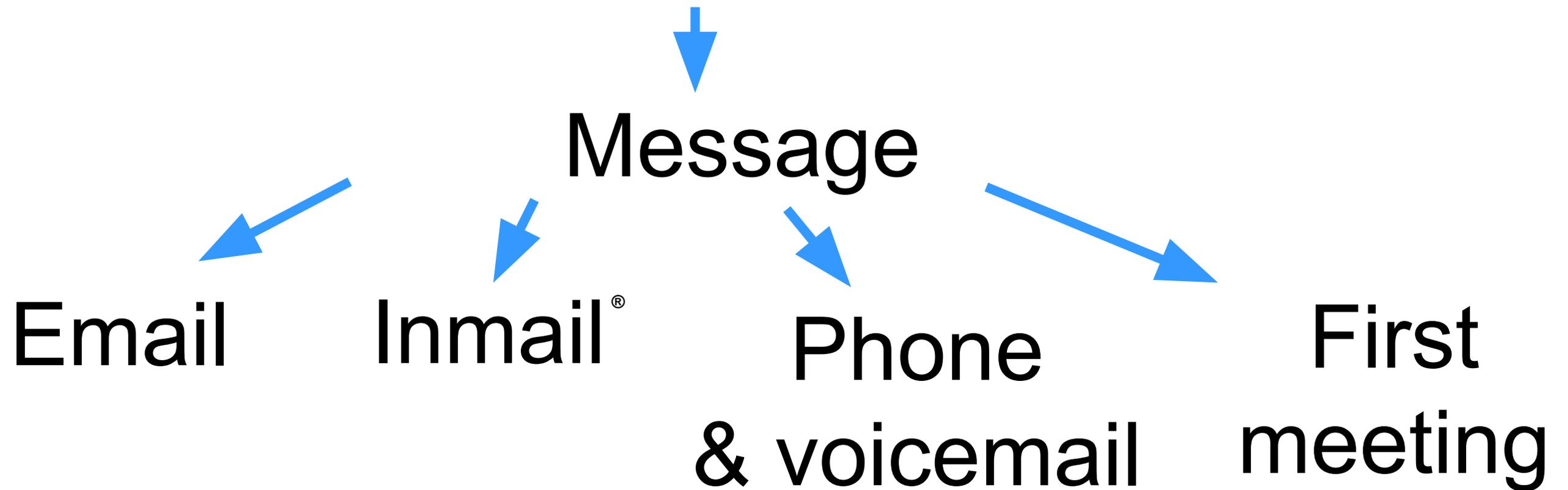
Google
Searches

Research

Private databases
(subscription research)

LinkedIn
Profiles

Research



Sample Strategic Insight - AMD Annual Report 2017



2017 marked a key product and financial inflection point for AMD. **Our newest wave of high-performance, margin accretive products created significant momentum** for our business. **Intense focus on great products and deep customer relationships resulted in 25 percent annual revenue growth, expanded gross margin, full-year profitability and significant earnings-per-share improvement** from the prior year. Importantly, we set a solid foundation for ongoing growth...

Our Computing and Graphics segment had an incredible year, delivering a 54 percent increase in annual revenue based on the launch of more than 40 new high-performance CPUs and GPUs. We brought choice and innovation back to the PC market with the launch of our Ryzen™ family of processors, including Ryzen™ Threadripper™, the industry's first 16-core High-End Desktop processor, and Ryzen™ Mobile, featuring the world's fastest processor for ultrathin notebooks. Ryzen processors drove significant market share at worldwide e-tailers, and our Ryzen™ PRO processor was adopted by major PC OEMs, expanding our presence in the commercial market.

Our re-entry into the \$16 billion datacenter CPU market is of utmost importance to our business, and we continued to see steady growth in the back half of 2017 as our **new products were tested, validated and deployed across a broad set of end customers**. In a very short window, EPYC processors have been adopted by three of the "Super 7" cloud providers: Baidu, Microsoft Azure, and Tencent, and we have strong engagements with other major cloud providers. **We also saw strong OEM adoption**, as Dell EMC, Hewlett Packard Enterprise, and Lenovo tested and validated their first EPYC processor-based platforms to **drive adoption across large and medium enterprise customers**.

Throughout 2017, AMD launched more than 10 highly competitive product families. In 2018, we expect to increase our momentum with the next wave of premium products and expanded go-to-market activities to increase our market penetration. Overall, **we expect more than 60 new Ryzen processor-based OEM commercial and consumer systems to launch throughout 2018.**

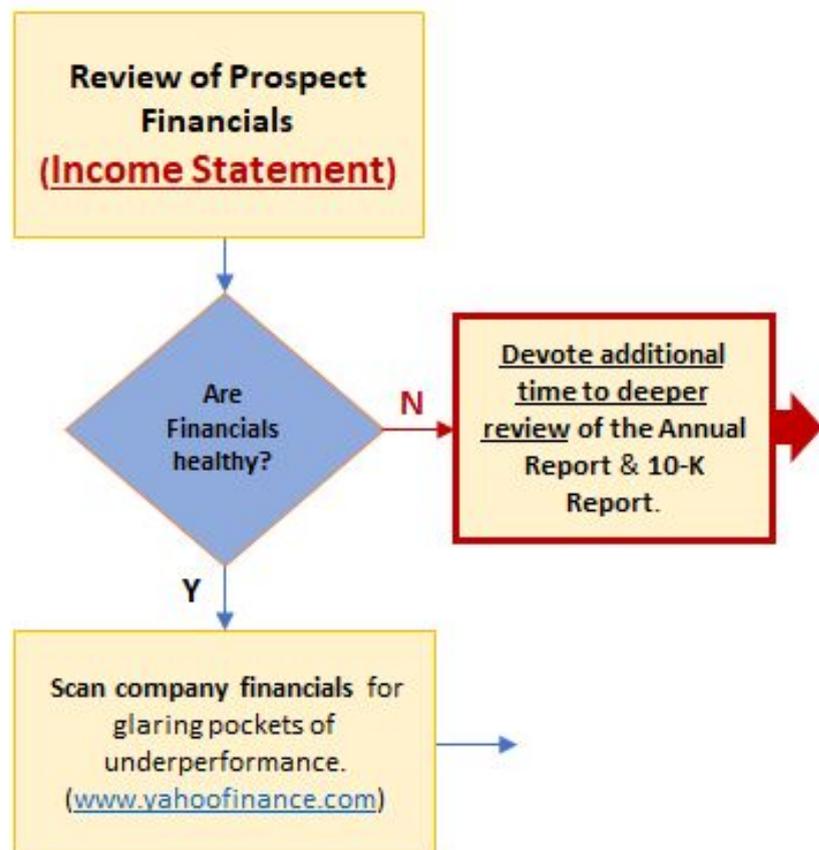
In the Datacenter, we will continue to work closely with major cloud vendors and OEMs to ramp their first-generation EPYC processor-based systems while also completing key development milestones on our next-generation "Zen 2" architecture-based server platforms, which we expect to sample to our customers later this year. **We remain fully focused on our goal of achieving double-digit market share in this important market.**

In addition, **we are accelerating our research and development efforts, reinvesting off the strength of our newest products** as we work to deliver future waves of our strong, multi-generational roadmap. In doing so, **we will continue our journey to drive revenue growth, expanded gross margin, and increased earnings-per-share** in our pursuit of becoming one of the **premier long-term growth companies in the technology industry.**

Dr. Lisa Su, President and Chief Executive Officer

Prospect Business Research – Scan / Review Prospect Financials

Objective: Identify that 'nugget' of strategic insight MOST important to the prospect CEO:



Advanced Micro Devices (AMD) B. *Source: YahooFinance.com*

Income Statement				
<i>All numbers in thousands (USD)</i>				
	<u>12/30/2017</u>	<u>12/31/2016</u>	<u>12/26/2015</u>	<u>12/27/2014</u>
Revenue				
Total Revenue	5,329,000	4,272,000	3,991,000	5,506,000
Cost of Revenue	3,506,000	3,274,000	2,911,000	3,667,000
Gross Profit	1,823,000	998,000	1,080,000	1,839,000
Operating Expenses				
Research Development	1,160,000	1,008,000	947,000	1,063,000
Selling General & Administrative	511,000	460,000	482,000	599,000
Non Recurring	-	-	-	-
Others	-52,000	-88,000	-88,000	-88,000
Total Operating Expenses	5,125,000	4,654,000	4,343,000	5,343,000
Operating Income or Loss	204,000	-382,000	-352,000	163,000
Income from Continuing Operations				
Total Other Income/Expen. Net	-142,000	-76,000	-294,000	-561,000
Earnings Before Interest & Taxes	204,000	-382,000	-352,000	163,000
Interest Expense	-126,000	-156,000	-160,000	-177,000
Income Before Tax	62,000	-458,000	-646,000	-398,000
Income Tax Expense [31% 2017]	19,000	39,000	14,000	5,000
Minority Interest	-	-	-	-
Net Income From Contin. Ops	43,000	-497,000	-660,000	-403,000
Non-recurring Events				
Discontinued Operations	-	-	-	-
Extraordinary Items	-	-	-	-
Effect Of Accounting Changes	-	-	-	-
Other Items	-	-	-	-
Net Income				
Net Income	43,000	-497,000	-660,000	-403,000
Preferred Stock & Other Adjust.	-	-	-	-
Net Income Applicable To C.S.	43,000	-497,000	-660,000	-403,000

- C. →
- D. →
- G. →
- E. →
- F. →
- A. →

- Observations**
- 2017 = 1st profitable year in 4 years: \$43M.**
- A.) AMD operated at a sizable net loss for 3 consecutive years prior to 2017. Why?
 - B.) What happened in 2017? And is this the beginning of a company turnaround?
 - C.) 20% increase in Total Revenue vs. 2016, Revenue increase of ~\$1.1B;
 - D.) Cost of Revenue increased by only \$232M, vs. increase in Cost of Revenue of \$363M in 2016;
 - E.) SG&A increased by \$51M in 2017 (likely more sales people were hired);
 - F.) Total Operating Expenses increased by \$471M in 2017 (9% increase), vs a \$311M increase in 2016 (6.7%);
 - G.) R&D increased by \$152M in 2017, 21.8% of Total Revenue, (an increase of 13% vs. 2016).

Strategic Insight from Income Statement: Heavy focus and investment in Sales effort and R&D to force a company turnaround. (It's a start, but just one year.) **Are the same strategic initiatives in play for 2018? (We'll check the Annual Report.)**

C-suite Prospect Research - Sources of Strategic Insight

Sources	What These Sources Provide
Talk with direct reports to the CEO	Not always possible, but few to no others will have the insight that can be learned.
DiscoverOrg / RainKing (Fee-based)	Excellent source to build target contact lists for the C-suite, IT, Finance, & other business contacts (low bounce rates)
Annual Reports	Great source of critical initiatives / insight, company concerns, company direction & financials – if publicly-traded
10-K Reports	5 years of audited & comprehensive breakdown of financials (of a publicly-traded company); Business results & developments for the year; A detailed explanation of the business, primary markets, & customers the business targets; and risk factors to the business; Results of Operations – details behind the business results, look for trends, what they accomplished and what they didn't;
Prospect Strategic Plans	See the Annual Report of publicly-traded companies; Identify most important strategic areas of focus in many Annual Reports.
YahooFinance.com	Great source of multi-year financial performance, plus ratios & industry avg. comparisons - if publicly-traded
LinkedIn	Learn time CEOs have been with the company (if under 6 mos., give special attention to the CEO); Learn of any CLOSE 2 nd tier connections.
ISG Contracts Database (Fee-based)	Source of signed ITO & BPO contracts with substantial detail about dates, duration, services provided, & who signed
Google Search on key topics	Most important thing to know is how to determine most-relevant search topics...both creative & process-based
Dun & Bradstreet (Fee-based)	D&B for privately-held companies: Company watch lists (alerts), company insights, financials, M&A, company ownership, credit ratings, industry reports, industry & peer benchmarking, business info reports, risk info (various categories), risk assessment, family tree (heirarchy), marketing lists (with contact info & low bounce rates), and more.
Forbes	Good source of information / articles about specific companies, executives, & specific topics important to the insight we're searching for.
Prospect's company website	Know what to look for & what to avoid: Start with Executive Team bios, Industries supported, ROI case studies with client business impact.
Hoovers (Fee-based)	Good source of Company information & financials, but their info on people / employees is somewhat unreliable / outdated.
Seeking Alpha (Free & Paid services)	Market analysis by sector; M&A activity; Earnings reports; Top news on specific companies & sectors; Investment analysis.
BizJournals.com	Featured executive profiles; Executive resignations via news articles; Latest news on company changes & advancements;
Bloomberg	All things economics-related
Harvard Business Review	Leading edge articles in most industries – that would be useful to CEOs (and in the case of Healthcare organizations) important to the CMO (Chief Medical Officer) regarding quality of patient care. See this link about one such article in the healthcare industry: https://hbr.org/2017/05/health-care-providers-must-stop-wasting-patients-time . Brief, blunt, basic messaging from this.
PWC	Latest M&A activity, company crisis & restructuring, BKs, & turn-arounds, follow multiple industries, gain insight from latest research, sign up for an account & watch lists.
McKinsey	Deep insight into numerous leading-edge industry issues across many industries. For example, here's a link to a recent article about building advanced analytics in Retail to manage pricing & discounts: https://www.mckinsey.com/industries/high-tech/our-insights/advanced-analytics-in-software-pricing-enabling-sales-to-price-with-confidence
Gartner (Numerous free & recent articles) (Plus a Fee-based subscription)	How IT is used in different industries, leading edge technologies & business outcomes, strategic technology trends, helping new CIOs succeed and so much more around Gartner's magic quadrants on many tech services. Here's an example of an article published 7-17-2018 about helping new CIOs succeed in their first 100 days, complete with Gartner's CIO Orientation Guide: https://www.gartner.com/smarterwithgartner/help-new-cios-succeed/
Forrester (Fee-based for recent info)	IT Insights across industries, latest research, predictions, consulting, and a separate set of topics all around Analytics - but for a fee.
451 Research (Fee-based with trial)	Trending topics in IT, customer insight, market insights, strategic advisory services, go-to-market services, Enterprise IT key tech segments.
Wall Street Journal (Fee-based)	Latest articles on business, finance, economy, the markets, technology, and more.

Industry Publications



Industry Publications		
<u>Industry</u>	<u>Publication</u>	<u>What These Publications Provide</u>
Healthcare	Becker's Hospital Review	A leading source of cutting-edge business and legal information for healthcare industry leaders: Example of what you'll find: Recent: List of CEO Resignations 2018: https://www.beckershospitalreview.com/hospital-executive-moves/57-hospital-health-system-ceo-resignations-in-2018-so-far-7-5-18.html
	Modern Healthcare	A leading source of healthcare business and policy news, research, information, IT in healthcare, HC Quality Read by a lot of healthcare executives also. - For Healthcare Providers & Payers
	Fierce Healthcare	Healthcare industry news on healthcare reform, health IT, healthcare companies, CMS, managed care
	Hospitals & Health Networks	For Hospital and Healthcare Executives - B2B brand intended for hospital system executives and emerging leaders
Financial Services	GoodwinLaw.com	Financial Services Weekly news dealing with Regulatory Developments
	Financial Times	One of the leading business news organizations provider financial analysis, data, commentary globally
	Financial Advisors	Financial Planning Provides news, information, opinions, and the latest findings to support financial planners & assist them in business Also produces podcasts, conferences and newsletters.
		Financial Advisor Magazine Serving Financial Advisors and Registered Investment Advisors, and Independent broker-dealers Focuses on information which best serves the wealthy client.
		InvestmentNews.com An advisor education portal which offers both free online content and a fee-based online & print version
	Retail Banking	American Banker (Fee-based) Focus on Policy & Regulation, Technology in Banking, Retail & Commercial Banking, & Community Banks
		Retail Banker International (Fee-based) C-level Interviews, Recent news, breaking news alerts, thought-leadership, In-depth special reports on key trends
		The Banker (Free info & Fee-based options) Top 1000 Banker Rankings, Trends, Global Reg. Markets, People in Banking, Regulation, Mgt. & Strategy, Technology
	Investment Banking	Finance Monthly (Free info & Fee-based) Financial Services, M&A, analysis, FinTech, Digital Banking, Strategy, Finance Monthly is a global publication delivering news, comment and analysis to those at the centre of the corporate sector. Finance Monthly reports on the news and topics that matter to the CEOs, CFOs, investors, company directors, entrepreneurs, and SMEs.
		MarketWatch Tracks the pulse of the markets, Investment tools and data

Industry Publications - Continued



Industry Publications		
<u>Industry</u>	<u>Publication</u>	<u>What These Publications Provide</u>
Technology	CIO (from IDG) (Free Articles & Fee-based)	Technologies driving various industries, Big Issues CIOs face today, CIO Perspectives (Regionally focused) Winter 2018 Publication: State of the CEO - IT Business Alignment (finally) gets real *****
	Network World	Transforming IT for Resilient Business - Cloud, Data Centers, DR, Infrastr. Mgt., IoT, Mobility, Networks, Security, SW, Storage, UC
	COMPUTERWORLD	Voice of Business Technology - Browsers, Cloud, Hardware, Consumerization of IT, Emerging Tech, IT Leadership, Internet, SW Vertical Industries, How AI will change enterprise mobility, resources, white papers, latest technology news
	PC Mag	Technology Reviews, Business, Smart Home, Mobility, PCs, Smart Devices, Latest news.
	InfoWorld	Technology Insight for the Enterprise - Software development, Cloud, Machine Learning, Analytics, Resources & White Papers
Telecommunications	BCG Telecommunications	2018 TMT Value Creator Report - Chapter 4 Telecommunications: Breaking Through the Bottlenecks https://www.bcg.com/en-us/publications/2018/tmt-value-creators-report-2018-telecommunications-breaking-through-bottlenecks.aspx
	Telecommunications Magazine (TMCnet.com)	Business-to-business & integrated marketing media company, servicing niche markets within communications and tech industries.
	FierceTelecom	The telecommunications industry's daily monitor - Covering topics including fiber/Ethernet, service provider strategies, SD-WAN, enterprise communications, open source software, service virtualization and more. - Offers a clear view into the inner workings of the world's global telecommunications backbone for service providers, vendors and other readers.
Retail	Retail Dive	News & analysis for Retail executives - topics like Retail tech, marketing, eCommerce, logistics, In-store Ops, Omnichannel
	Retail Leader	100% Sr. Executive Focused - Latest Retail News, eCommerce, white papers, Trends, Tech & Logistics, International Business
	NRF News	National Retail Federation - Retail trends, public policy, technology, Insights & tips, (and read about the NRF Big Show in NYC)
	Retail Doctor	Retail sales, running better stores, staff training, serving customers better, providing exceptional customer services
	RetailWire	Retail industry experts weigh in on a variety of topics with insights and advice
	Retail Customer Experience	Dedicated to helping merchants improve the Customer Experience - Encouraging retailers to compete on experience rather than price.
	FierceRetail	The latest on Business Strategy, consumer trends, store operations, breaking news in retail, and analysis.
	RIS News	Focus on the intersection of Retail & IT. The latest news, research, reports on tech that matters to retailers, POS, BI, Mobility, and more
	Multichannel Merchant	Focus on selling through multiple channels, in-depth analysis, Omnichannel, exclusive interviews, analytics.
	Retail Touch Points (RTP)	Omnichannel innovation and improvement, success stories, and insights emerging across all channels.
	Supermarket News	Competitive intelligence, news, & information for the grocery industry specifically.
	STORES Magazine	NRF's magazine - Retail industry trends from the world's largest Retail Trade Association (the National Retail Federation)

Industry Publications - Continued



Industry Publications		
<u>Industry</u>	<u>Publication</u>	<u>What These Publications Provide</u>
Staffing	Staffing Success Magazine	American Staffing Association (ASA)- analysis, staffing law, timely data, research, economic analysis annually
	Staffing Industry Review	Staffing Industry Analysis, tools, techniques, best-practices that staffing firm executives & owners need to run their businesses
		Effective sales strategies, staffing tech, financial management, legal issues, effective marketing, new products, and more
	Recruiting & Staffing Solutions	For staffing & recruiting executives - read by over 9,000 staffing & recruiting firms - Published quarterly
Insurance		
Property & Casualty	Tech Decisions (For Insurance Industry)	High-level insurance technology leaders - insight & guidance to solve tech problems: Cloud, DR, mobility mgt., & business analytics
	Insurance Journal - P&C News	Research, workman's comp, technology, Excess surplus & specialty, latest P&C related news.
	Property & Casualty360.com	For P&C news, analysis, trends, to understand and react to unique market challenges
	Claims Magazine	Dedicated to covering the business of "loss" for P&C claims professionals & corporate risk managers. Timely claims reports, etc.
Business Insurance	Business Insurance.com	Risk Management, cyber risks, worker's comp, research & reports, International, multimedia,
CROSS-INDUSTRIES		
	BCG (The Boston Consulting Group)	CEO-level Intelligence & insight across 20 industries across the globe & regionally - Examples:
		BCG's Latest Insurance Insights - Risk Mgt - Commercial Insurance & Reinsurance, Life, P&C, Healthcare Payers & Providers at this link:
		https://www.bcg.com/en-us/industries/insurance/default.aspx
		BCG's Latest Telecommunications Insights - Reformulating pricing and sales strategy in Telecommunications
		https://www.bcg.com/en-us/industries/telecommunications/default.aspx
		BCG on Technology, Media, & Telcommunications - The Growth Agenda
		EG: Mobile Data Usage and the True Drivers of Customer Satisfaction: See link:
https://www.bcg.com/en-us/industries/telecommunications/insights.aspx		
	Bain & Company Publications	Industry Insights: Telecommunications, Technology, Media, Financial Services, Banking, Consumer Products, Industrial Good, Retail, Utilities, Oil & Gas, Healthcare, Private Equity.
		Insights: CEO Agenda, Agile, Value, Firm of the Future, Founder's Mentality, IoT, and more.
		http://www.bain.com/publications/

Specific observations you...

Read about in Annual Report / 10k

Saw on their Web site or LinkedIn profile (risky)

Cannot make up (it must be true, specific)

Found in a public or private database (Discoverorg)

Identified from a reliable 3rd party

Learned yourself, first hand – Primary Research

Whenever possible include
**research &
personal details**

(avoid templates)

- Facilitated the Corporate CSR program at the divisional and facility level to help realize a 19.1% reduction in energy intensity, 9.1% reduction in water intensity, 19.4% reduction in Greenhouse gas intensity and 40.8% reduction in waste to landfill since 2008

Follow up #2 material!



Follow up #3 material!



- Built a cohesive multi-location divisional CSR organization that has collaboratively shared best practices enabling the division to collectively realize 3- and 5- year stretch goals

Follow up #4 material!



- Conceived of and collaboratively developed **enterprise energy management program which is projected to deliver \$4.65 million in 5-year compounded energy savings to 1 facility**



FOLLOW UP #4 EXAMPLE

Subject: your achievement

Ken,

Noticing your energy management program is delivering \$4.65 million in 5-year energy savings at ABC Corp. facility. Amazing.

Did you see the below message? Sorry to nag.

Ted

Subject: Original subject

Ken,

Original message goes here.

Jeff

**Avoid citing the
source**

(of observations)

Example from services client

challenge: moving from
commodity to strategic value

How

Subject Line

Sparks curiosity

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

Opener

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)

EXAMPLE

Triggers: “open to what?”

SUBJECT: open to this?

Sanjay,

Noticing you have a team of 7 investment researchers and a mandate to penetrate the U.S. market.

Johnson Controls was able to create a variable cost research staffing model. Now they're only paying for what they need, when needed.

Do you have a way to decide if exploring alternatives (to execute requisite market research) makes sense?

EXAMPLE

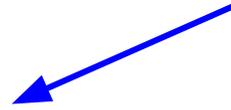
SUBJECT: open to this?

Sanjay,

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STANDS OUT

Triggers: "hmm. He/she's done homework."



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EXAMPLE

SUBJECT: open to this?

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Do you have a way to decide if exploring alternatives (to execute requisite market research) makes sense?

Gives a reason to believe, consider.

Triggers: "hmm... that's an unusually good question about my current situation."

EXAMPLE 2: **FLIP** THE MIDDLE AND END!

SUBJECT: open to this?

Sanjay,

Noticing you have a team of 7 investment researchers and a mandate to penetrate the U.S. market.

What would cause you to explore more flexible, lower-cost alternatives?

Triggers: "hmm... that's an unusually good question about my current situation."

Johnson Controls created a variable cost research staffing model. Now they're paying only for what they need, when needed.

Gives a reason to believe, consider.

Open to hearing more?

Even shorter, direct provocation.

EXAMPLE 3: EVEN STRONGER BUSINESS CASE

SUBJECT: open to this?

Sanjay,
Noticing you have a team of 35 investment researchers and a mandate to penetrate the U.S. market.

Johnson Controls created a variable cost research staffing model. They took a \$1.3M fixed cost down to \$347k and increased research capacity by 24%.

Even stronger!! Specific. How could the reader not want to know more?

What would cause you to explore more flexible, lower-cost alternatives?

Even shorter, direct provocation.

(#1) COLD EMAIL: Suggested Approach

[first name],

I'm noticing _____ [observation]. This triggers me to ask: Are you doing everything possible to _____ [ultimate *strategic goal*]?

_____ [current client] is cutting/growing/reducing/adding
_____ [????] -- growing sales without _____ [cannibalizing
new-to-file/further damaging margin].

Open to hearing how _____ [current client] is doing it in a short email exchange?

Thanks,
Thomas

(#1) COLD EMAIL: Suggested Approach B

SUBJECT: zulily

[first name],

You open to _____? I have an idea. May I run it by you?

Your affiliate program is _____ [observation that takes serious insight and could even challenge target]. But this _____ [state limitation].
zulily is using an unusual tactic and seeing _____ [surprising benefit]

Open to hearing about how they are doing it?

Thanks,
Thomas

(#1) COLD EMAIL: Suggested Approach C

SUBJECT: _____ [case example]

[first name],

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]

Beyond email #1

Thomas's sequence

Current Cadence Concept

Day 1 - Cold Email

Day 4 - 2nd email touch

Day 7 – 3rd email

Day 10 – 4th email

Day 13 - 5th Email

Email 2

Subject: Follow Up

Hello {FirstName}

I tried to reach you a few days ago about growing your affiliate program on LinkShare. We've taken some time to look into your program and we'd love to share our findings with you over a 15 minute call.

On similar note, have you experienced any issues with attracting new publishers and getting healthy results from coupon/loyalty affiliates? If so, we can talk about how the JEB team helps our [clients](#) deliver strong revenue results while **optimizing the channel for new-to-file sales**.

Can we chat early next week?



Email 2: New IDEA

Subject: is this the case? OR coupon affiliate results

Hello {FirstName}

To what extent are you having difficulty attracting new publishers -- and getting healthy results from coupon/loyalty affiliates?

I suspect your Linkshare program has such challenges.

Are you open to hearing how other _____ [etailers, fashion retailers] are delivering strong revenue results while optimizing the channel for new-to-file sales?

Email 3

Subject: How much growth is possible?

Hello {FirstName}

I wanted to take a moment and reach out to you directly about the {CompanyName} affiliate program on LinkShare. More pointedly, I wanted to show you what we did for a couple InternetRetailer-100 clients recently (image below):



Both of these programs *existed before JEB managed them*. They were thought to be in a good place but it turns out there was a massive amount of untapped potential.

This level of growth is a direct result of having a centralized team with a carefully managed caseload, *putting 3-5 people on each account*, and having a well-crafted plan to guide the monumental effort behind each day's work.

Would you be interested in receiving a set of projections so you could review the ROI?

If so, the best way to proceed from here is a 15 minute exploratory call. Do you have time next week?

CLIENT A: FITNESS COMPANY

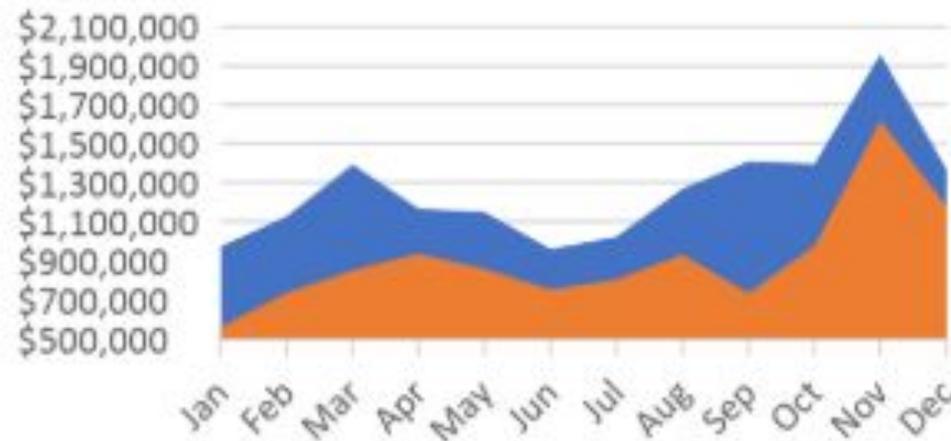
GROWING A MATURE PROGRAM



■ Current Year ■ Prior Year

CLIENT B: CLOTHING RETAILER

2 YEARS OF CONSISTENT GROWTH



■ 2014 ■ 2013

Email 4

Subject: Growth Follow Up

Hello again {FirstName},

Did you get a chance to review the growth results I shared last week?

To recap: we've led many top [brands](#) into new levels of affiliate channel revenue via our unique team-based approach to program management.

We've done our research and we have every reason to believe our team is uniquely suited to serve you: to grow the {CompanyName} affiliate program on LinkShare by virtue of a nuanced strategy and consistent tactical execution.

My hope is that we'll be able to speak about this soon. Do you have time next week for a 15 minute exploratory call?

Email 5

Subject: We didn't get a chance to chat

Hello {FirstName},

Over the few weeks I've been trying to reach the person responsible for the {CompanyName} affiliate program running on LinkShare. Do you know who would be the best contact for this?

Thank you for taking time to reply - it's very appreciated.

With my best regards,

Tailored, Targeted or both?

Tailored

- Follow-ups demand personalization
- Must not feel like campaign
- Best for **higher** LTV/ACV customers
- Best when targeting **hundreds** of conversations

Tailored, Targeted or both?

Targeted

- Follow-ups cannot use personalization
- Must not feel like campaign (challenging!)
 - Geo-targeting
 - Industry targeting
 - Focus on provocative industry issue (research)
- Best for **lower** LTV/ACV customers
- Best when targeting **thousands** of conversations
- Best to **switch** to Tailored once first reply comes

Unsubscribe me, #@)~!

Banned words

Touching
base

Checking-in

Following-up

Be bold, try new words

Subject: sorry

John,

Don't mean to piss you off and apologize if I did...

Adding value in follow-ups

Push is push.
Value or no value.

**We don't delete
anymore.**

- Sequences feel like “campaigns”
- Usually feels like a newsletter
- Ends up feeling like spam
- No context

- It's NOT a “campaign”
- Lean toward personalizing

**Lack of creativity is
not the problem:**

Machine learning is!

Email #1

Subject: For a wee favor

Hi Jeff,

This is Sanjay and I take care of Marketing at SalesHandy.

I just stumbled upon your article "How to decide if InMail® is worth it

(<https://www.makesocialmediasell.com/inmail-worth-it-mc-new/>)" - awesome read! It's a must-read resource while considering LinkedIn InMail.

At the same time, I feel that if you give a comparison of LinkedIn InMail and email as an additional resource, it would definitely add more value to your blog.

We have recently covered this in one of our blogs titled "[LinkedIn InMail Vs Email – A Practical In-depth Comparison](#)" which contains an objective and statistical comparison of InMail and Email.

I think it would work as a useful resource for your readers if you can add the below-mentioned content at the end of second paragraph of "What is your current response rate?" section of your blog.

Content: You can refer to [InMail Vs Email](#) to get an objective comparison between LinkedIn InMail and traditional email. Please do let me know if you think it's a good fit for your article.

Also, please feel free to ask if I can be of any help to you. I would love to assist you in any way possible.

If you're not the person who is in charge of this, I request you to help us to get in touch with the appropriate person.

Looking forward to your positive response.

Thanks & Regards,

Sanjay



Email #2

Subject: For a wee favor

Hello Jeff,

I was just wondering if you received the email I sent you. I was very much looking forward to hearing from you!

Waiting for your positive response.

Thanks & Regards,
Sanjay

Email #3

Subject: For a wee favor

Hello Jeff,
Greetings from SalesHandy.

I know follow-up emails seem like a bot but this is a genuine person hoping for your insights on my previous email.

Thanks & Regards,
Sanjay

Email #4

Subject: For a wee favor

Hi Jeff,

I know you must be busy but I hope you appreciate my professional persistence.

I was just wondering if you read the emails I sent you. I would love to chat with you.

If you're not interested, please let me know as well so I can stop bugging you.

Regards,
Sanjay

Email #5

Subject: For a wee favor

Hi Jeff,

I see you haven't reverted to my previous emails. I guess you must be too busy at the moment. Could you please just hit me back with a number 1-2-3 that best describes your response?

1. Please leave me alone!
2. Too busy, email me again in a month, please.
3. I'll write you back in a week.

Regards,

Sanjay

Lack of creativity is
feeding the problem:

Machine learning!

The goodbye / break-up

SUGGESTION / CREATIVE EXAMPLE “The Jon Barrows”

Subject: Permission to close your file

Hi, Simon.

I am in the process of closing files this month. When I don't hear back it means people are busy or not interested. If you are not interested do I have permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help, Simon.

Jeff

SUGGESTION 3

SUBJECT: are we in touch? OR sorry

Hi [name],

Sorry to pester. The only reason I do is _____ . [observation]

Is something preventing you from considering
_____?

If I do not hear from you by Friday, I will not be in touch again.

All the best,
[your name]

Sequencing:

Once conversation is started

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)

Spark Selling Workshop & Coaching

See you next week!



With Jeff Molander & Jed Fleming