THE MULTI-THREADING PLAYBOOK

3 Plays to Steal Today

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The Science Behind Multi-Threading

Why multi-threading works

We analyzed 53,632 sales opportunities (and the sales calls and emails within them) to find out the impact that multi-threading has on deals.

1. We checked how the number of participants in meetings was an accurate predictor of success.
2. We delved deeper, pulling in email data to determine correlation between email velocity - i.e. how many emails are being exchanged **both ways** - and success.
3. We zoomed in on the final week before closing to measure how winning deals differ from lost opportunities by frequency of interaction between sales teams and buyers.

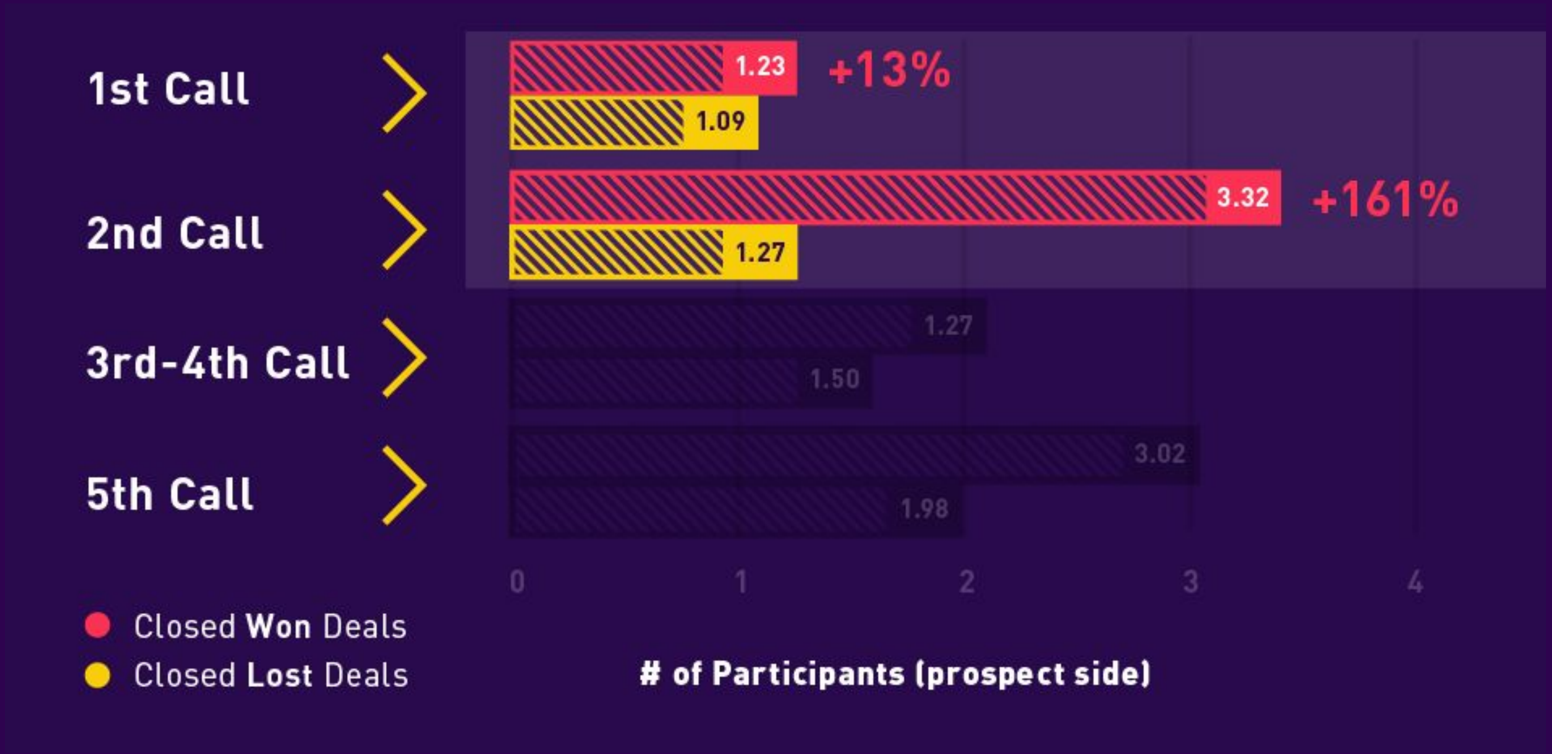
THE DATA BREAKOUT

#1 Decisions are made by committee

Takeaway: Include *at least* 3 stakeholders in your deals

Multi-threading is all about building relationships with multiple stakeholders within your deal.

Winning deals have (on average) **at least 3 people** from the buyer's side participate in meetings.



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THE DATA BREAKOUT

#2 Email is your best friend

It isn't just about meetings – email engagement plays a huge role too.

Closed won opportunities involve 8 points of contact via email.

By contrast, losing deals only make it to 3 points of contact.

THE DATA BREAKOUT

#3 Forecast with Email Velocity

Email velocity – *the number of emails exchanged between seller and buyer over a given period of time* – is the strongest indicator that your deal is moving towards a signature.

**If you're multi-threading, email velocity will naturally increase as you engage more stakeholders.*

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THE DATA BREAKOUT

#3 Forecast with Email Velocity

The **last week of a deal** is the most crucial for email velocity.

Healthy deals have a *steep increase* in email exchanges as you zero in on a signature.

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One more thing...

Email Velocity is a two-way street

Email velocity also includes *how often your prospect emails you.*

It's not as easy as sending your prospect a daily email then waiting for a signature, although that would be sweet...

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How to Stay at Power

The key to multi-threading is <u>never letting go</u> of any points of contact, especially decision makers or heavy influencers.

If a DM punts you to a colleague to evaluate before taking a meeting themselves, send this email to the DM **after** the meeting with your newly appointed POC.

** Swap "Gong" for your company name*

*** Swap bolded font for your value prop and next steps*

SUBJECT LINE:

Gong update – no action required

Hi {{*first name*}},

Thank you for introducing us to **Mary** to discuss Gong for your sales org. I'm sending an email to update you on our conversation today.

In short, we uncovered **how we can immediately impact BDR performance for Mary's team, plus accelerate on-boarding across ABC Software's sales org to boost revenue and shorten time to value for new hires.**

We're meeting again Friday and including your new BDR managers to expand on their use case. From there we'll shift gears and look at the AE team.

I'll be sure to keep you in the loop as we progress.

Thanks again,

— [*Your Name*]

Decision makers LOVE this approach.
Can you guess why?

Because they're *getting* something in a scenario where they've been conditioned to *giving* something (their time).

Most reps continue to ask for the decision maker's time.

Most reps are blind to their process and **only focus on the deal.**

But you're not most reps.

And that’s why this approach breaks through the noise and elevates you as a business consultant, not just a sales rep looking for a deal.

By specifically noting in the subject line that no response is required, their guard lowers. Your email is no longer a task, and instead it’s an unsolicited *get*.

This subconsciously triggers the law of reciprocity, teeing up your next ask for their time as an easy *Yes*.

** I’ve had multiple buyers specifically compliment this play after signing, applauding me for keeping them in the loop.*

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How to Get to Power

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“DM Reel In” – Use this to get your DM involved after the next meeting

Let’s say you’re staying the course with your new, designated POC from the previous example.

Now that you’ve built a use case and made friends, it’s time to loop back to your DM.

Use this email template to ask for the meeting:

**Respond using the same initial email thread*

Hi {{*first name*}},

As an update, the team feedback has been very positive and we've surfaced great use cases and potential results. We're now preparing for an executive presentation, and we'd like to loop you in with you to showcase the insights and projected impact on your business, plus get your input.

How does your schedule look to connect **Wednesday between 11-1pm**? Feel free to suggest a better time on your end.

Looking forward to it,

Why does this work?

You've proven you can follow instructions and work with their colleague(s), vetted there's value in your offering, and now it's time to engage them seriously.

In short, you've earned the right to ask for their time.

Now, ask for it.

Getting to Power for the 1st Time

Getting to Power for the First Time

If you've **never** met or spoken with the decision maker, then here's a talk track to get them involved.

Pro tip: ALWAYS do prep work before making the ask. With LinkedIn alone, you should be able to isolate it to 1-3 people.

I'm going to share a talk track (vs email template) because I believe it's best done over the phone or-in person vs email. Email is simply too easy to respond with a "no" or not at all when asking for access to power.

Here's a framework for this type of conversation. It will serve as a starting point for yours.

[Insert question from previous slide to surface who the decision maker in your deal is]

Sales Rep (SR): Who else helped you make the purchasing decision for [*incumbent technology*]?

Prospect: [Lists who and their role in the decision].

(SR): It sounds like it was a team decision, that's great. And once the team landed on [*technology*], who had to give the ultimate stamp of approval?

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Prospect: Jennifer, our President.

pending this answer (VP of a dept, CFO, CEO, etc), formulate your ask to meet with this person so that you're delivering value to that **specific persona. For example, VPs often want confirmation their team will use it, will help them meet their goals, etc. CFOs may want a project ROI for a 12 month agreement.*

**Always always ask…*

SR: And when we meet with Jennifer, **what does she care about most**? What was helpful for her in making the last decision?

**From here, you'll have the information you need to nail the meeting, and open avenue to ask…*

SR: It sounds like we should loop her in sooner than later, and we can cover [*insert what you just surfaced*]. How's [*insert date/time*] to meet with you and her?

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**Notice I didn't ask for the meeting! Asking a close-ended questions makes it too easy to say "no."*

Instead, you're making the meeting seem like an obvious next step: you've surfaced who needs to be involved, what they care about, and a time to deliver.

If your prospect pushes back and declines, simply ask: What's missing from our game plan to loop Jennifer in? I want to make sure you're confident before we head into the meeting.

Multi-threading isn't easy, but it's how top performing sales reps close more and larger deals. The more you practice and iron out your talk track for various selling scenarios, the faster it'll become part of your approach.

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That's all!

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