

DIAGNOSTIC SELLING....



SEASON 4

EPISODE 19

How to Sell to a 10 Person Committee

ESPECIALLY WHEN ADDED BY SURPRISE



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AGENDA

ACT I

**HOW TO ENSURE YOUR BUYER DOESN'T SURPRISE YOU:
WITH NEW BUYERS ON A CALL, WITHOUT LETTING YOU KNOW BEFOREHAND.**

ACT II

**WHAT YOU SHOULD NEVER DO:
WHEN SELLING TO A COMMITTEE.**

ACT III

**WHAT YOUR ROLE ISN'T:
AKA. IT ISN'T "TO FACILITATE", OR GET THEM TO "AGREE ON THE PROBLEM TO SOLVE".**



AGENDA

ACT IV

**HOW YOU WIN A COMMITTEE—
AS A GROUP, BUT INDIVIDUALLY.**

ACT V

**HOW EACH COMMITTEE MEMBER, IS DIFFERENT—
WITH DIFFERENT METRICS, DIFFERENT PRIORITIES, & DIFFERENT PROBLEMS TO SOLVE.**

ACT VI

**WHAT YOU SHOULD ALWAYS DO:
WHEN SELLING TO A COMMITTEE.**



AGENDA

ACT VII

**HOW TO STRUCTURE THE CALL:
WHEN SELLING TO A BIG COMMITTEE.**

ACT VIII

**THE PHRASES THAT YOU SHOULD USE:
WHEN SELLING TO A COMMITTEE.**

ACT IX

**WHAT TO DO WHEN THE TIME IS LIMITED:
& THERE'S TOO MANY PEOPLE, TO DO DISCOVERY FOR EACH PERSON.**



AGENDA

ACT X

**HOW TO FOLLOW-UP:
AFTER A CALL, WITH A COMMITTEE.**

ACT XI

**GOOD SIGNS, THAT YOU DID WELL:
WHEN SELLING, TO A COMMITTEE.**

ACT XII

**THE RISK OF NOT ADDRESSING EVERYONE:
& NOT DOING DISCOVERY, FOR EACH PERSON THAT'S ON THE COMMITTEE.**



1

**HOW TO ENSURE, YOUR BUYER
DOESN'T SURPRISE YOU:
*WITH NEW BUYERS, ON A CALL.***



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU FIND MEGA UNKNOWN
FOR THE FIRST POC, OR BUYER.



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU DEMONSTRATE EXPERTISE
IN THE AREA, OF YOUR FIRST BUYER, IN SPECIFIC.



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU GIVE STATS & DATA
FOR YOUR FIRST BUYER'S ROLE, IN SPECIFIC.



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU GIVE STATS & DATA
FOR ROLES, THAT ARE DIFFERENT FROM THE FIRST BUYER.



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU DOUBLE BACK
FOR THE DATA, THAT YOUR FIRST BUYER DIDN'T HAVE.



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU DOUBLE DOWN
WHEN THE FIRST BUYER, GIVES YOU A SUBJECTIVE ANSWER.



HOW TO WORK WITH YOUR POC.....
SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .

MAKE SURE YOU ASK QUESTIONS
ABOUT TEAMS & FUNCTIONS, THAT THE FIRST BUYER ISN'T IN.



2

WHAT YOU SHOULD
NEVER DO:
WHEN SELLING TO A COMMITTEE.



WHAT YOU SHOULD **NEVER** DO..... WHILE SELLING TO A COMMITTEE.

1

START "DEMO-ING"
YOUR PRODUCT.....

WITHOUT DOING
DISCOVERY, ON THE
NEWLY ADDED
MEMBERS, TO THE
GROUP.

2

THINK THE CONTEXT
OF THE LAST MEETING..

IS "GOOD ENOUGH", &
A COMPLETE AND
THOROUGH PICTURE—
AND ENOUGH TO
START YOUR DEMO.

3

THINK IT'S OKAY, TO
NOT GET A BUYER....

THAT'S ON THE CALL—
TO TALK, OR GIVE YOU
THE CONTEXT OF
THEIR SITUATION.

4

GO STRAIGHT INTO A
DEMO.....

WITHOUT ASKING ANY
ADDITIONAL
QUESTIONS.

WHAT YOU SHOULD **NEVER** DO..... WHILE SELLING TO A COMMITTEE.

5

**ASSUME THAT YOU'VE
FOUND EVERYTHING....**

**ON THE FIRST CALL –
WITH ONLY THE FIRST
SET OF BUYERS.**

6

**AIM TO GET EVERYONE
THAT'S ON THE CALL....**

**TO “AGREE ON THE
PROBLEM THAT THEY
SHOULD SOLVE” –
INCLUDING NEW
BUYERS, THAT YOU'VE
NEVER MET BEFORE.**



3

WHAT YOUR ROLE ISN'T:

**AKA. IT ISN'T TO “FACILITATE”, OR TO GET
THEM TO “AGREE ON THE PROBLEM TO SOLVE”.**



WHY YOUR ROLE: ISN'T **FACILITATING** OR GETTING THEM, TO **AGREE ON THE PROBLEM** .

1

YOU'LL NEVER
ACTUALLY GET BUY IN.

2

THEY WILL NEVER
ACTUALLY AGREE.

EVEN IF THEY DO
"AGREE OUT LOUD"—
THEY STILL VALUE
THEIR SPECIFIC
PROBLEMS & METRICS.

3

YOU'RE AN OUTSIDER,
WITH NO CREDIBILITY...

AND THEY NEVER
ASKED FOR A
FACILITATOR— NOR DO
THEY WANT ONE.

4

FROM A PSYCHOLOGY
VIEW.....

THEY'LL NATURALLY
DISAGREE ON WHAT
WAS SAID BEFORE, ON
THE PREVIOUS CALL.

WHY YOUR ROLE: ISN'T **FACILITATING** OR GETTING THEM, TO **AGREE ON THE PROBLEM** .

5

FROM A PSYCHOLOGY
VIEW.....

THEY'LL NATURALLY
DISAGREE ON THE
PROBLEM TO SOLVE – IF
YOU “TELL THEM”
WHAT IT IS. EVEN IF IT'S
BASED ON WHAT WAS
SAID PREVIOUSLY.

6

YOU'RE BANKING ON &
COMPLETELY RELYING..

ON THE **CREDIBILITY OF**
THE FIRST BUYER –
THAT THEY'RE
RESPECTED AT THE
ORG.

7

YOU'RE BANKING ON
THE FACT....

THAT THE FIRST
BUYER, **WAS**
ACTUALLY CORRECT
IN WHAT THEY KNEW –
AND HAD A FULL &
ACCURATE PICTURE.

8

YOU'RE ASSUMING THAT
EVERYONE....

THAT'S ON THE CALL –
ALREADY KNOWS ONE
ANOTHER.

WHY YOUR ROLE: ISN'T **FACILITATING** OR GETTING THEM, TO **AGREE ON THE PROBLEM** .

9

YOU'RE ASSUMING
THAT EVERYONE....

THAT'S ON THE CALL–
ACTUALLY AGREES
WITH EACH OTHER.

10

YOU'RE ASSUMING
THAT EVERYONE....

THAT'S ON THE CALL–
RESPECTS EACH
OTHER.

11

YOU'RE ASSUMING
THAT EVERYONE....

THAT'S ON THE CALL–
TRUSTS ONE ANOTHER.

12

IF YOU DON'T FIND
SOMETHING UNIQUE....

FOR EACH BUYER– IT
MAKES THEM FEEL LIKE
YOU DON'T CARE ABOUT
THEM IN SPECIFIC– &
YOU'RE JUST AFTER
GETTING THE GROUP
MOBILIZED TO BUY.

WHY YOUR ROLE: ISN'T **FACILITATING** OR GETTING THEM, TO **AGREE ON THE PROBLEM** .

13

WHEN MEETING WITH
A BIG COMMITTEE...

BY DEFINITION, THERE'S
A LOT OF SPACE
BETWEEN THE PARTIES—
BECAUSE IF THE
COMMITTEE IS THAT BIG,
THE TEAM IS LIKELY
SPREAD OUT.

14

THERE'S NO NEED TO
TRY TO GIVE EVERYONE..

AN EXTENSIVE
SUMMARY— OF
EVERYTHING THAT WAS
COVERED, ON THE FIRST
CALL. THEY DON'T
REALLY CARE, & THE
POC LIKELY TOLD THEM.

15

THERE'S ALSO NO NEED
TO GIVE EVERYONE..

AN EXTENSIVE
SUMMARY— OF "WHAT
YOU FOUND", FOR EACH
PERSON ALONG THE
WAY IN DISCOVERY—
THEY ONLY CARE ABOUT
THEIR PROBLEM.

16

THE MEMBERS WHO
DIDN'T REALLY TALK....

MAY SILENTLY
DISAGREE WITH YOU
(& THE GROUP)— AND
BECOME A DETRACTOR
LATER DOWN THE LINE.

4

**HOW YOU
WIN A COMMITTEE—
*AS A GROUP, BUT INDIVIDUALLY.***



HOW YOU WIN: A COMMITTEE..... INDIVIDUALLY, BUT **AS A GROUP** .

1

**THINK OF THE
DIFFERENT MEMBERS...**

**LIKE THE AMOUNT OF
DIFFERENCES,
BETWEEN YOUR
DIFFERENT KIDS.**

2

**THINK OF EACH
INDIVIDUAL MEMBER....**

**AS COMPLETELY
INDEPENDENT
"ROCKS" – SOME ARE
BIG, HEAVY, LITE,
SMALL – & EACH ONE IS
"WON" SEPERATELY.**

3

**THE MORE OF THE
MEMBERS (ROCKS)....**

**THAT YOU WIN, THE
GREATER THE SCALE
"TILTS".**

4

**THE "TICKET TO PLAY"
(OR MINIMUM BAR)....**

**FOR "WINNING" OVER
A MEMBER OF THE
GROUP (ROCK) – IS
THAT YOU INCLUDE
THEM IN THE CONVO, &
GET THEM TO TALK.**

HOW YOU WIN: A COMMITTEE..... INDIVIDUALLY, BUT **AS A GROUP** .

5

THE MEDIUM BAR, FOR
WINNING THEM OVER...

IS GETTING A MEMBER
OF THE GROUP
(ROCK)– TO GIVE YOU
WHAT THEY'RE AFTER,
EVERYTHING THEY
KNOW, & ALL OF THEIR
KNOWNS.

6

THE HIGHEST BAR, FOR
WINNING ONE OVER....

IS FINDING UNKNOWNNS
FOR A GROUP MEMBER
(ROCK)– **MISSED** OR
MISDIAGNOSIS– & THE
WIN GROWS, AS THE
UNKNOWNNS THAT YOU
FIND FOR THEM GROW.

7

IT'S A MUTUALLY
EXCLUSIVE PRINCIPLE:

IF YOU DON'T "WIN" A
BUYER→ ASSUME
THAT THEY'RE A
DETRACTOR. THEY'RE
ALWAYS ON ONE SIDE
OF THE FENCE– &
NEVER JUST NEUTRAL.

8

YOU DON'T WIN AS A
WHOLE GROUP.

YOU WIN PIECES OF THE
GROUP INDIVIDUALLY–
THAT ADD UP ENOUGH
TO TIP THE GROUP
TOWARDS GOING WITH
YOU, OR NOT. BUT IT'S
NOT WON, AS A WHOLE.

HOW YOU WIN: A COMMITTEE..... INDIVIDUALLY, BUT **AS A GROUP** .

9

THE SOLUTION MIGHT
BE THE SAME.....

BUT HOW THEY'LL USE
IT, HOW MUCH THEY'LL
USE IT, WHAT PARTS
THEY'LL USE, & WHAT
THEY'LL USE IT TO DO—
IS DIFFERENT, FROM
PERSONA TO PERSONA.



5

HOW EACH COMMITTEE MEMBER, IS DIFFERENT:

*DIFFERENT METRICS, DIFFERENT PRIORITIES,
& DIFFERENT PROBLEMS TO SOLVE.*



HOW MEMBERS OF A COMMITTEE: **DIFFER**

DIFFERENCE 1: **THEIR METRICS** .

**EVERY PERSONA (OR TEAM)
IS MEASURED WITH DIFFERENT METRICS.**



HOW MEMBERS OF A COMMITTEE: **DIFFER**

DIFFERENCE 2 : **THE PROBLEMS THEY WANT TO SOLVE** .

EVERY PERSONA (OR TEAM)
HAS DIFFERENT PROBLEMS, THAT THEY'LL WANT TO SOLVE.

HOW MEMBERS OF A COMMITTEE: **DIFFER**

DIFFERENCE 3 : **WHAT PRODUCTS THEY'LL USE** .

**EVERY PERSONA (OR TEAM)
WILL USE DIFFERENT PRODUCTS.**



HOW MEMBERS OF A COMMITTEE: **DIFFER**

DIFFERENCE 4 : **HOW THEY'D USE A PRODUCT** .

**EVERY PERSONA (OR TEAM)
WILL USE PRODUCTS, IN A DIFFERENT WAY.**



HOW MEMBERS OF A COMMITTEE: DIFFER
DIFFERENCE 5 : HOW AGGRESSIVELY THEY'LL USE PRODUCTS .

EVERY PERSONA (OR TEAM)
WILL USE PRODUCTS, AT DIFFERENT LEVELS OF AGGRESSION.



HOW MEMBERS OF A COMMITTEE: **DIFFER**

DIFFERENCE 6 : **WHAT USE CASES THEY'LL USE PRODUCTS** .

EVERY PERSONA (OR TEAM)
WILL USE PRODUCTS, FOR A DIFFERENT USE CASE.



HOW MEMBERS OF A COMMITTEE: **DIFFER**

DIFFERENCE 7 : **WHAT THEY'LL USE PRODUCTS TO ACCOMPLISH** .

EVERY PERSONA (OR TEAM)
WILL USE PRODUCTS, TO ACCOMPLISH DIFFERENT THINGS.



6

WHAT YOU SHOULD
ALWAYS DO:
WHEN SELLING TO A COMMITTEE.



WHAT YOU SHOULD ALWAYS DO..... WHILE SELLING TO A COMMITTEE.

1

**LOOK UP THE ROLES OF
THE NEW BUYERS....**

**BEFORE YOU COME TO
THE CALL, IF POSSIBLE.**

2

**FOR THE NEW BUYERS,
YOU DIDN'T KNOW....**

**ABOUT THEM COMING
BEFOREHAND– LOOK
THEM UP AT THE START
OF THE CALL, DURING
THE CASUAL CONVO.**

3

**WHATEVER YOU
FOUND ABOUT THEM...**

**YOU CAN CASUALLY
MENTION DURING THE
CALL. (EX. LOOKS LIKE
YOU'RE IN __. DID I
GET THAT RIGHT?)**

4

**ASK THE NEW BUYER A
RELEVANT QUESTION...**

**ABOUT THEIR ROLE, OR
INTERLOCK WITH YOUR
POC– DON'T BRING IT
UP, FOR NO REASON–
KNOWING THEIR ROLE
ISN'T “GOOD ENOUGH”.**



WHAT YOU SHOULD **ALWAYS** DO..... WHILE SELLING TO A COMMITTEE.

5

START BY ASKING THE
NEWLY ADDED BUYER...

ABOUT THEIR LEVEL OF
UNDERSTANDING OF
WHO YOU ARE, &
WHAT THE CALL IS
ABOUT- BEFORE
COMING TO THE CALL.

6

ASK THE NEWLY
ADDED BUYER ABOUT...

THE METRICS THEY'RE
MEASURED ON (WITH
POTENTIAL ANSWERS)
& IF THEY'VE GOT ANY
METRICS, THAT THEY
WANT TO ADDRESS.
(THAT ARE APROPOS TO THE CHAT)

7

ASK QUESTIONS TO
THE NEW BUYER...

TO UNCOVER ANY OF
THE KNOWNS- THAT
ARE RELEVANT TO THE
CONVERSATION THAT
YOU'RE HAVING.

8

TRY TO UNCOVER AT
LEAST **ONE UNKNOWN**....

FOR EVERY
"DEPARTMENT" OR
"TEAM", DURING THE
COURSE OF THE
DISCOVERY CALL.



WHAT YOU SHOULD ALWAYS DO..... WHILE SELLING TO A COMMITTEE.

9

**FOLLOW UP WITH NEW
RESPECTIVE BUYERS....**

**WITH COLLATERAL—
FOR THE UNKNOWN
THAT YOU FOUND, FOR
THEM IN SPECIFIC.**

**(NO NEED TO CC THE OTHERS....
ONLY ON THE RECAP OF WHAT
YOU'RE GOING TO SEND.)**

10

**NEVER EVER BREAK
CONFIDENTIALITY....**

**WITH THE SEPARATE
BUYERS— ON THE
PROBLEM THEY'RE
HAVING— OR MENTION
THAT PROBLEMS, TO
THE GROUP.**

11

**ALWAYS MAKE EACH
INDEPENDENT BUYER...**

**LOOK LIKE THE "HERO",
WHEN YOU'RE IN
FRONT OF THE GROUP.**

12

**NEVER EVER BREAK
CONFIDENTIALITY....**

**ON THE
"WEAKNESSES" OF THE
SEPARATE BUYERS— OR
EXPOSE THEM IN
FRONT OF THE GROUP.**

WHAT YOU SHOULD ALWAYS DO..... WHILE SELLING TO A COMMITTEE.

13

NEVER EVER EXPOSE
NEW BUYER METRICS...

DATA— OR PROBLEMS
THAT THEY'RE HAVING
WITH THE OTHER TEAM
MEMBERS, OF THE
GROUP.

14

NEVER EVER SAY WHAT
THE NEW BUYER SAID...

ABOUT THE OTHER
TEAM MEMBERS, OF
THE GROUP.

15

ALWAYS TREAT ALL NEW
BUYERS (& PRIOR)...

AS SEPARATE CLIENTS—
& PROTECT THEIR
ANONYMITY, FROM ONE
ANOTHER.



7

**HOW TO STRUCTURE
THE CALL:**
WHEN SELLING TO A COMMITTEE.



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #1

STEP 1

THE INTRODUCTION



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #2

STEP 2

**PICK THE DEPARTMENT
THAT YOU WANT TO TALK TO FIRST**



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #3

STEP 3

**CALL THEM OFF-MUTE
& CONFIRM WHO'S IN THAT GROUP**



HOW TO STRUCTURE A COMMITTEE CALL

STEP #4

STEP 4

GET THE KNOWNs
OR THE PERSONA'S SELF-DIAGNOSIS



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #5

STEP 5

FIND AT LEAST ONE **UNKNOWN**
FOR THE PERSONA, AS A GROUP



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #6

STEP 6

**PIVOT TO THE 2ND TEAM
& BRING THEM OFF-MUTE AS A GROUP**



HOW TO STRUCTURE A COMMITTEE CALL

STEP #7

STEP 7

GET THEIR KNOWNNS
OR THE 2ND TEAM'S SELF-DIAGNOSIS



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #8

STEP 8

FIND AT LEAST ONE **UNKNOWN**
FOR TEAM 2, AS A GROUP



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #9

STEP 9

**PIVOT TO THE NEXT TEAM & REPEAT
UNTIL YOU'VE COVERED ALL TEAMS ON THE CALL**



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #10

STEP 10

**ONCE YOU'VE FINISHED
GIVE THE ENTIRE GROUP, HIGH-LEVEL DEMO**



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #10.1

STEP 10.1

**AS YOU'RE TALKING
INCLUDE AS MANY PERSONA-SPECIFIC
RECOMMENDATIONS AS YOU CAN**



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #10.2

STEP 10.2

**PER FEATURE OR PRODUCT
GIVE PERSONA-SPECIFIC RECOMMENDATIONS
AS TO WHICH PRODUCTS THEIR TEAM COULD USE.**



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #10.3

STEP 10.3

**PER FEATURE OR PRODUCT
GIVE PERSONA-SPECIFIC RECOMMENDATIONS
OF HOW THEY & THEIR TEAM COULD USE IT.**



HOW TO **STRUCTURE A COMMITTEE CALL**

STEP #10.4

STEP 10.4

**PER FEATURE OR PRODUCT
GIVE PERSONA-SPECIFIC RECOMMENDATIONS
ON WHAT THEY COULD USE IT TO ACCOMPLISH.**



8

THE PHRASES TO USE:
WHEN SELLING TO A COMMITTEE.



THE PHRASES TO USE WHILE SELLING TO A COMMITTEE.

1

**START BY TELLING THE
ENTIRE COMMITTEE.....**

**THE TIME ALLOTMENT –
THAT YOU HAVE FOR
THE CALL THAT DAY.**

2

**THEN GIVE THEM SOME
CONTEXT, BY SAYING:**

**“I’VE HEARD FROM
PART OF THE GROUP
(NAME THE MEMBERS),
AND I THINK I HAVE AN
OK UNDERSTANDING
OF THEIR GOALS.....”**

3

****FOR THE THINGS YOU
FOUND PREVIOUSLY....**

**THERE’S NO NEED, TO
DO AN EXTENSIVE
SUMMARY (OR REALLY
ONE AT ALL), FOR THE
NEWLY ADDED BUYERS,
OF WHAT YOU FOUND.***

4

**THEN CALL ON THE
NEW BUYERS, BY
SAYING:**

**“BUT I HAVEN’T HEARD
FROM __ & __
OBVIOUSLY, AND
WHAT THEY’RE
LOOKING TO DO.”**

THE PHRASES TO USE WHILE SELLING TO A COMMITTEE.

5

THEN ASK TO DO SOME DISCO, BY SAYING:

"IF YOU ALL WOULDN'T MIND, I'D LIKE TO "BURN" THE FIRST 15 MIN. TO ASK A FEW QUESTIONS— SO I CAN GET A FULL PICTURE..."

6

THEN REASSURE THE GROUP, BY SAYING....

"THEN AFTER THOSE 15 MIN. OF QUESTIONS, I PROMISE I'LL GO INTO THE GUILLOTINE, & SHOW YOU WHAT I'VE GOT & OPTIONS...."

7

ALSO REASSURE THE GROUP, BY SAYING...

"I PROMISE— I'VE GOT A FULL DECK PREPARED, OPTIONS, RESULTS, & PRICING— SO I DIDN'T COME EMPTY HANDED...."

8

THEN ASK FOR GROUP BUY IN, BY SAYING.....

"DOES THAT SOUND LIKE A DEAL, TO EVERYONE?"



THE PHRASES TO USE

WHILE SELLING TO A COMMITTEE.

9

THEN CALL OUT THE 1ST GROUP, BY SAYING:

"OK THANK YOU— SO, ___, I WANT TO HEAR FROM YOU FIRST IF YOU DON'T MIND— CAN YOU WALK ME THROUGH ___?"
(ASK QS SPECIFIC TO THEM.)

10

THEN TRANSITION TO GROUP 2, BY SAYING:

"OK GOT IT— THANKS FOR ALL OF THE CONTEXT. I'LL LET YOU OFF THE HOOK NOW— AND ___ CAN YOU TELL ME A BIT ABOUT ___..."

11

PIVOT THE CONVO, & FOCUS, TO GROUP 2.

AND ONCE YOU'RE FINISHED... PIVOT THE CHAT TO GROUP 3.

RINSE & REPEAT, TO ALL NEW BUYERS.

12

& FINISH BY THANKING ALL OF THEM....

FOR GIVING YOU ALL OF THE INFORMATION— AND FOR GIVING YOU MORE CONTEXT ON EACH OF THEM.



9

**WHAT TO DO,
WHEN TIME IS LIMITED:
& *THERE'S TOO MANY PEOPLE,
TO DO DISCOVERY FOR EACH PERSON.***



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #1

**GROUP BUYERS TOGETHER
AS A PERSONA- & RUN DISCOVERY ON THEM, AS A TEAM.**



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #2

**FIND THEIR SELF-DIAGNOSIS
OR THE KNOWNS, FOR THEM AS A TEAM.**



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #3

**FIND THEIR MISSED & MISDIAGNOSES
OR THE UNKNOWN, FOR THEM AS A TEAM.**



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #4

**BRING THEM FORWARD TOGETHER
OR "OFF-MUTE" ON THE CALL INTENTIONALLY, AS A TEAM.**



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #5

ASK YOUR QUESTIONS TO THE FRONTLINES
IT DRAWS THEM & MAKES THEM FEEL VALUED.



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #6

ASK YOUR QUESTIONS TO THE FRONTLINES
IT SHOWS THAT YOU VALUE THEIR INPUT.



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #7

ASK YOUR QUESTIONS TO THE FRONTLINES
IT SHOWS YOU HAVE EXPERTISE, AT THEIR "LEVEL".



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #8

ASK YOUR QUESTIONS TO THE FRONTLINES
THEY'LL LIKELY HAVE THE DATA YOU NEED, ANYWAY.



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #9

ASK YOUR QUESTIONS TO THE FRONTLINES
IF THE LEADERS DON'T KNOW THE DATA, IT COVERS THEM.



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #10

ASK YOUR QUESTIONS TO THE FRONTLINES
IT HELPS SOLVE A FUTURE PROBLEM FOR THE DMs,
OF YOU "GETTING BUY IN FROM THEIR TEAM".



WHAT TO DO WHEN THERE'S NOT ENOUGH TIME

TIP #11

ASK YOUR QUESTIONS TO THE FRONTLINES
THE DMS WILL KNOW WHAT YOU'RE DOING,
& APPRECIATE THE BEDSIDE MANNER.



10

**HOW TO FOLLOW-UP:
*AFTER A CALL, WITH A COMMITTEE.***



HOW TO FOLLOW-UP AFTER A CALL, WITH A COMMITTEE.

1

**FIRST, IMMEDIATELY
FOLLOWING THE CALL:**

**SEND THE GROUP A
BRIEF SUMMARY—
MAINLY ABOUT WHAT
YOU SAID YOU'D SEND,
& WH YOU'RE GOING
TO SEND TO EACH.**

2

**WHEN YOU'RE LISTING
THEIR EMAIL ADDYS....**

**PUT THE LEAST HEAVY
HITTER ON THE
GROUP— OR SPREAD IT
OUT. BUT DON'T RANK
BASED ON SENIORITY,
OR DM POWER.**

3

**IN EVERY FOLLOW-UP
EMAIL YOU SEND....**

**ALWAYS MAKE SURE,
THAT YOU HIGHLIGHT
THE ORIGINAL BUYER—
& MAKE THEM LOOK
GOOD ON THE CHAIN.**

4

**IN THE INTRO/OUTRO,
SAY THINGS SPECIFIC...**

**TO EACH PERSON ON
THE CALL, & SPECIFIC
TO THEIR CONTEXT
WITH YOU. (EX. _ NICE
TO MEET YOU, _ GREAT
TO SEE YOU AGAIN.**



HOW TO FOLLOW-UP AFTER A CALL, WITH A COMMITTEE.

5

**FOR THE ACTION
ITEMS, AFTERWARDS....**

**TAKE IT OFFLINE
(DON'T INCLUDE ALL)-
BUT INCLUDE A BRIEF
ONE-LINER, ON WHAT
YOU'RE GOING TO
COVER ON THAT CALL.**

6

**PLUG FOR AS MANY
INDIVIDUAL CALLS....**

**WITH SEPARATE
BUYERS 1:1 AS YOU
CAN GET- SO YOU
CAN BUILD RAPPORT &
ADD VALUE WITH
EACH SEPARATELY.**

7

**ON YOUR CALLS WITH
NEWLY ADDED BUYERS:**

**MAKE IT FUNCTIONAL-
INTENTIONAL- & WITH
A PURPOSE. EX. LOOK
FOR DATA WITH THEM.
*(IT EMPOWERS & INCLUDES THEM)***

8

**ALSO IN THE FIRST
FOLLOW-UP EMAIL....**

**MENTION WHAT YOU'LL
SEND (FOR UNKNOWNNS
THAT YOU FOUND) TO
THE GROUP- BUT SEND
IT SEPARATELY.**



HOW TO FOLLOW-UP AFTER A CALL, WITH A COMMITTEE.

9

**ALWAYS ASK YOUR
ORIGINAL BUYER....**

**IF THE PLAN IS OKAY–
CLEAR ANY STEPS
YOU'RE TAKING WITH
THEM– & ASK FOR
THEIR PERMISSION.
(IT'S EMPOWERING FOR THEM)**

10

**FOR THE ADDITIONAL
CALLS YOU HAVE.....**

**DON'T WORRY THAT
THE MAIN DM, IS NOT
THERE. THEY'LL HEAR
ABOUT IT– & ADD
VALUE, AS IF IT WAS
THE DM, ON THE CALL.**

11

**WHEN YOU DO THIS
ON THE ADDED CALLS:**

**THE MAIN DM WILL BE
THANKFUL, THAT YOU
WON THAT PERSON
OVER– & DIDN'T
INVOLVE THEM TO DO
IT.**

12

**WHEN YOU DO WELL,
WITH OTHER BUYERS:**

**IT'S A PREVIEW FOR
THE FUNCTIONAL
BUYER, AND THE MAIN
DM, OF WHAT IT'S LIKE,
TO WORK WITH YOU.**



11

**GOOD SIGNS,
THAT **YOU DID WELL:**
*WHEN SELLING TO A COMMITTEE.***



SIGNS YOU DID WELL: WITH A COMMITTEE **GOOD SIGN #1**

**THEY LET YOU ASK THEM QUESTIONS
FOR THE WHOLE CALL, & SPEND ALL OF THE TIME, ON DISCOVERY.**



SIGNS YOU DID WELL: WITH A COMMITTEE

GOOD SIGN #2

**THEY EXTEND THE CALL
& GO PAST TIME— OR EVEN ASK IF YOU CAN STAY.**



SIGNS YOU DID WELL: WITH A COMMITTEE

GOOD SIGN #3

**THEY ASK ON THE GROUP CALL
IF THEY CAN HAVE A 1:1 CALL WITH YOU.**



SIGNS **YOU DID WELL: WITH A COMMITTEE**

GOOD SIGN #4

**YOU CAN PIVOT FROM GROUP TO GROUP
AND CAN COVER SPECIFIC PROBLEMS & UNKNOWNNS, FOR EACH.**



SIGNS YOU DID WELL: WITH A COMMITTEE

GOOD SIGN #5

**YOU CAN PIVOT FROM BUYER TO BUYER
AND CAN COVER SPECIFIC PROBLEMS & UNKNOWNNS, FOR EACH.**



12

**THE RISK OF NOT
ADDRESSING EVERYONE:
& NOT DOING DISCOVERY,
FOR EACH PERSON ON THE COMMITTEE.**



THE RISK OF **NOT DOING DISCOVERY** FOR EACH MEMBER, ON A COMMITTEE.

1

**HOPE IS NOT A
STRATEGY.**

2

**IF YOU DON'T EVEN
TALK TO NEW BUYERS:**

**YOU HAVE NO WAY OF
KNOWING, WHAT
THEY'RE EVEN
SOLVING FOR— OR
WHAT'S IMPORTANT
FOR THEM IN SPECIFIC.**

3

**EVEN IF YOU'RE NOT
MEANING TO....**

**IT SHOWS THAT YOU
DIDN'T EVEN CARE
ENOUGH, TO TRY TO
GET TO KNOW WHAT
THEY'RE TRYING TO
SOLVE, WITH YOU.**

4

**IF YOU LET NEW BUYERS
STAY ON MUTE....**

**THEY'LL ASSUME, THAT
IT'S BECAUSE YOU
DON'T CARE ENOUGH
TO LEARN ABOUT
THEM— SO IT'S FINE IF
THEY'RE ON MUTE.**

THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.

5

**EVERYONE THAT YOU
LET STAY ON MUTE....**

**THEY'LL START TO
PSYCHOLOGICALLY,
REBEL— BECAUSE “YOU
DON'T CARE ABOUT
THEM, OR THEY'RE NOT
IMPORTANT TO YOU.”**

6

**EVERYONE THAT YOU
LET STAY ON MUTE....**

**ASSUMES THAT
YOU'RE NOT THE LEAST
BIT CONCERNED, WITH
SOLVING THEIR
PROBLEMS.**

7

**EVERYONE THAT YOU
LET STAY ON MUTE....**

**WILL MENTALLY THINK,
THAT THE CALL WAS A
WASTE OF THEIR TIME—
WHICH TO BE FAIR, IT
WAS. (IF THEY DIDN'T
EVEN SAY ANYTHING.)**

8

**FOR ANY NEW BUYERS
THAT STAY ON MUTE....**

**YOU GIVE THEM THE
“EXCUSE”, THAT THEY
ALREADY MET WITH YOU
& GAVE YOU A SHOT—
AND THAT THEY DON'T
WANT TO GO WITH YOU.**

THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.

9

IF YOU'RE NOT EVEN
TALKING TO A BUYER...

THEY SEE YOU AS
SOMEONE WHO'S ON
"THE OTHER TEAM". IT
MIGHT BE THE OTHER
BUYER'S TEAM, BUT
IT'S STILL NOT THEIRS.

10

IF YOU'RE NOT EVEN
TALKING TO A BUYER:

THEY CAN (& WILL)
ASSUME- THAT IT'S
BECAUSE YOU HAVE
NO EXPERTISE IN THEIR
AREA.

11

ANYONE THAT YOU
DON'T HEAR FROM...

YOU LEAVE WIDE OPEN
TO (FAIRLY) FIGHT TO
WORK WITH YOUR
COMPETITORS.... WHO
DID WIN THEM OVER.

12

ASSUME ANYONE YOU
DIDN'T HEAR FROM:

IS NOT ONLY NOT A
CHAMPION- BUT IS AN
ACTIVE DETRACTOR TO
HIRING YOU- BECAUSE
PEOPLE LAND ON ONE
SIDE OF THE FENCE.

THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.

13

ANYONE WHO DIDN'T
TALK TO ON THE CALL:

YOU HAVE NOTHING
THAT YOU CAN
FOLLOW-UP WITH,
BECAUSE YOU DIDN'T
EVEN HEAR FROM
THEM, ON THE CALL.

14

IN THE ABSOLUTE BEST
CASE SCENARIO.....

ANYONE THAT'S ON
MUTE (& YOU DON'T
TALK TO) – IS A FAN &
WANTS TO GO WITH
YOU, BUT YOU WON
OVER, ON ACCIDENT.





IN SUMMARY...





THE END.

