



# Salesloft.

**PLAYBOOK**

## **Selling To Power**

**Influencing decision makers to seal the deal.**

What's going on folks! It's Armand crashing the Salesloft party.

Whether you're dealing with a seasoned pro or a first time buyer, it's inevitable that you'll need to sell to power to get the deal done.

In this asset, we'll show you how to ace these chats.

First up, we've got the secrets to help you connect with decision-makers, set clear expectations, and plan for a successful meeting.

Once you've landed that meeting, it's time to dig in using a pain funnel to figure out if your solution fits the bill - solving their business problem, hitting the urgency button, and getting everyone onboard.

And don't sweat it — when it's time for the live negotiation, we'll prep you with pro tips to deliver pricing, handle pricing objections, and reach a win-win agreement.

Let's do it.

# About Salesloft

Salesloft is the only AI-powered revenue workflow platform that brings certainty to every revenue action and customer interaction. Close more deals, forecast more accurately, and coach to success throughout your revenue organization.

Thousands of the world's top sales teams, such as Google, 3M, IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft.

# Multithreading: Asking For Power

## Sell your champion on engaging power

During any sales process, it's inevitable that you will have to engage with an executive — who has control of the budget — to have a chance at closing the deal.

Whether you're working with a seasoned champion or a buyer that's never purchased tools before, it's your responsibility as a rep to drive the initial executive engagement.

### Here are the secrets to nailing it:

- Spell out why getting to power is a must
- Make sure everyone knows what to expect if they're in on the call
- Lay out your plan to guarantee a successful meeting

In the example below, Terri is your champion's boss (a.k.a the ultimate decision maker).

As the seller, here's an easy talk track to use while working with your champion to engage with the executive.

### Multithreading Request

#### Talk Track

*"Here's what I'd recommended as next steps...*

*Looping in **Terri** to secure her buy-in. It's crucial to gain her insights on how Salesloft will impact the Sales organization's long-term performance.*

*I'll compile an executive summary to bring her up to speed with our ongoing conversation. The primary objective is to align on **Terri's** business priorities and the strategies.*

*To ensure the call goes smoothly, I'll invite our Solutions Engineer to join and answer any questions she may have.*

*Assuming the call goes smoothly, we'll proceed to create a business case for the executives.*

*How does that align with how you've bought software before?"*

# Discovery: Setting Agendas, Pain Funnels, & The 5-Minute Drill

Dig deeper with the executive

Now that you've convinced your champ to introduce you to the executive, you have the following 3 things to figure out:

**Importance:** What is a real business level problem and how can you be sure you identify it for your executive?

**Urgency:** Do they want to solve that problem soon?

**Path to Power:** Does the executive find the problem real?

In order to check all the boxes, you need a strong framework to get you there.

As you know, executives don't like to waste time. Match their needs by bookending the call with a clear agenda + next steps, and figure out if there's a real need utilizing a pain funnel.

## Agenda: Purpose, Plan, Outcome

Set expectations up front to ensure the executive understands what the next hour entails.

### Explanation

There are 3 keys to a successful PPO agenda:

- ✓ Crisp & clear – not run together
- ✓ Set expectations for 5 min drill
- ✓ Get buy-in on your up-front contract

### Talk Track

"Terri, would love to chat through who we have on the call today, what we learned from last time - and get your take / see if we're aligned!

We'll run you through the product...

And save 5 minutes at the end to determine next steps."

## Pain Funnels: Operational Pain To Business Pain

You've chatted with your champion, now it's your job to align your previous learnings with the executive who has all the context. The framework for doing so?

### The Pain Funnel!

The pain funnel ultimately takes you from "Why'd you take the call?" to the real business problem. You start with an operational level question, that slowly brings you to the bottom of the funnel, where you lead the prospect to admit that there is a true business pain that needs to be resolved. The pain funnel is a great way to validate whether there even is a need for your solution. If nothing is lining up halfway through the funnel, you know not to keep wasting your time.

### Here's how you do it:

#### Operational Questions

Explanation	Talk Track
<p>Loop in what you've learned from your initial discovery and try to understand how that impacts the business.</p> <p>Average reps will oftentimes get stuck in the operational, so wary of just using this as a starting point to dig into the real pain.</p>	<p><i>"Jim told me that reps have been having a hard time identifying the right leads to work, is that something you've also seen?"</i></p>

#### Catalyst Questions

Explanation	Talk Track
<p>Once you've got the executive talking, use a catalyst question as an opportunity to get more color to bolster your point of view.</p> <p>Executives often have more context than your everyday champion, so the more they talk, the better!</p>	<p><i>"When did you realize this was an issue?"</i></p> <p><i>"Do you get a lot of questions about this?"</i></p>

## Stories

### Explanation

If the executive is open to sharing a story, you've got them on the hook.

Empathize and mirror a customer or peer story to help drive in your expertise. You're almost at the finish line!

### Talk Track

*"I've definitely seen this happen with other sales leaders as well - not uncommon at all. A lot of other folks have mentioned to me that reps who don't have that outbound muscle find it difficult to build pipeline, especially in today's market "*

## Humbling Disclaimers

### Explanation

The way to close out the pain funnel is by utilizing a humbling disclaimer.

Your objective is to get the executive to agree that there truly is a business level risk if they don't address it.

Remember, soften the delivery to cross the finish line.

### Talk Track

*"This might not be appropriate but... is the lack of sales activity becoming an issue that the board has started to notice?"*

## Bookend: 5 Minute Drill

Set up clear next steps

### DO you want to buy?

#### Explanation

There's no point in diving into timelines, multithreading, or next steps if the executive isn't on board with exploring further.

You gotta check their pulse.

- ✓ If they're feeling good about it, then move on to the next piece.
- ✗ But if they're not feeling good, you gotta address their hesitations or concerns first.

#### Talk Track

"Gut reactions - how are you feeling?"

"What did you think? Worth exploring further?"

"Based on what you've seen so far... does it make sense to continue the conversation?"

### WHEN do you want to buy?

#### Explanation

Once they're all onboard to keep exploring, then you can start chatting about timelines.

- ✓ To really amp up the urgency, try connecting the timeline to something happening in THEIR world (like the board wanting it done by X date or helping solve an OKR by Y date).
- ✗ But, if there aren't any strict deadlines, you could ask about a "carrot" timeline - in other words, any magic moments (like a product launch or company all-hands) that could sync up with their go-live.

#### Talk Track

"You mentioned XYZ milestone, meaning we'd wanna start by MM/DD"

"But curious, when's the latest you'd want this in place?"

"Talk to me about how you're feeling about timelines for something like this"

**HOW do you want to buy?**

**Explanation**

Alright, now that you've got the timelines down, it's time for you to understand how they typically purchase software.

**Talk Track**

“What we typically recommend next is...

[Next] Preparing a business case for finance

[Next-Next] Start moving towards security and procurement

How does that align with how you've bought software before?”



# Negotiation: How to Close the Deal

## Live Talk Tracks

Alright, folks, it's time for the big moment we've been eagerly waiting for – the live negotiation!

So, here's how it usually goes: we start by giving price, then there's the initial reaction where they will most likely ask for a discount. Finally, you'll have a few levers up your sleeve to reach an agreement and find a way to move forward.

Now, check out these pro tips and talk tracks to ace your next battle with the bigwigs:

During the Negotiation	
Ensure you enter the negotiation with a plan	
Giving Price	
Explanation	Talk Track
<b>Explain it, say, it, and stop talking</b>  Explain the structure of the pricing before getting to the number. Once you share the number – don't keep blabbering!	<i>"Our pricing is determined by 2 factors - the number of employees &amp; the products you're interested in.  With that in mind, the annual cost will come out to \$XXX."</i>

## When They Ask For A Discount

Explanation	Talk Track
<p><b>Act surprised + ask why</b></p> <p>Act like this doesn't happen all the time and put the blame on yourself.</p>	<p>"Oh wow! I must have messed up here – we usually don't find that we're totally out of the realm of possibility.</p> <p>I guess... what'd you have in mind?"</p>
<p><b>Push away</b></p> <p>If they're pushing for a discount of 50%+, you have to call out the fact that there's a reason they're still there.</p> <p>Get them to opt back in.</p>	<p>"I know we're not gonna be able to match them or come down 50%.</p> <p>I guess if we're that much more expensive and do the same thing as [competitor], why not just move forward with them?"</p>
<p><b>Pull them up</b></p> <p>If you did the above correctly... they should have given you 2-3 things that make you the preferred vendor. Now, we need them to pay for that value, within reason!</p>	<p>"So look, I know we need to come to an agreement here. I can't do 50% off – at that point, I can't even walk into the conversation with my CRO.</p> <p>So what would you be willing to do in return, knowing that we do bring XYZ value above [competitor]?"</p>

## Lock Down The Deal

Explanation	Talk Track
<p>Before you offer ANY concessions, make sure that you are the vendor of choice.</p> <p>Once this is confirmed, you can then use a few levers to find some room to make the deal work.</p>	<p>"This is gonna be a really big ask. So I have to ask the question that *my* CRO is going to ask me.</p> <p>Are we the vendor of choice?</p> <p>I have to know that pricing is the last thing standing between us, otherwise – it may not make sense to push this right now."</p>

## Aligning On A Path Forward

Explanation	Talk Track
<p><b>Split Payments</b></p> <p>Since budgets are often assigned on a per quarter basis, see if you're able to split it out to make it work for their budget.</p>	<p>"Totally understand that this doesn't line up with your current budget. We can offer split payments over a few quarters, would that help with your conversation with Finance?"</p>
<p><b>Waiving Fees</b></p> <p>Oftentimes, teams will include extra fees (i.e. implementation fees), which you can use to cut some more fat off the final price.</p>	<p>"If we can get this deal done before end of the month, I'll be happy to waive the 10% implementation fees."</p>
<p><b>Multi-Year Deals</b></p> <p>If the above doesn't work, try to see if you can lock them down on a multiyear contract that provides a bulk discount.</p>	<p>"It sounds like you're committed to not switching software every year, we'll definitely be more flexible on pricing if we consider a multiyear deal. Is this something you're interested in?"</p>
<p><b>Align On A Number</b></p> <p>At last, if none of the above work, aim to land on a number.</p> <p>But don't go back until you have explicit confirmation from your negotiating partner that the number gets it done.</p>	<p>"I think we might be able to get a 5 in front of it.</p> <p>But I need to know first, is that going to get it done?"</p>

# And that's a wrap!

Here's where you can get more of where that came from.

If you haven't checked out Salesloft already... what are you waiting for? [Take a look](#) at how the platform works.

Get to "yes" faster with buyer intent signals, qualification frameworks, and AI-generated action items in one revenue workflow.



Salesloft.