



# JBay's Multithreading Masterclass

Think back to the last quarter of selling.

How many deals did you lose where you never got access to power?

According to LinkedIn, **78% of reps are single-threaded on deals.**

Why is that a problem?

Based on research conducted by UserGems & Gong, **win rates are 25% higher if you involve multiple stakeholders.**

Oftentimes, reps are worried about going over their champion's head or accidentally offending them during the process.

In reality, they should be worried about not closing the deal because they never got power involved in the first place.

Today, we will break down how to effectively get to power so you're never single-threaded on a deal ever again.

Here's how to do it in 3 steps:



## **The Who:**

Create a hypothesis of who you think should be involved in the buying process because it is easier to correct than to educate.



## **The Talk Track:**

Sell the outcome, not the deal. Talk to the champion about why it's in their best interest to multithread.



## **Multithread Effectively:**

Loop in power early & talk to individuals one-on-one.

# The Who

Create a hypothesis of who you think should be involved in the buying process so you're able to call them out by name when the opportunity arises.

Typically, we hear a lot of reps do this the wrong way.

"Hey, David - So who do you think would feel left out if they weren't invited to the next call?"

This is ineffective because you're making the prospect do all the work.

The goal is to limit the amount of friction in this ask.

Research in advance of the first call, so that when the opportunity to multithread arises, you can ask for power by name.

"Hey David - Typically, the best next step is to get your CRO - Liz, involved - what do you think?"

## Exercise: Who should be a part of the buying process?

In order to practice this, think back to the last 5 deals you closed. Walk back and list out who was involved, what type of buyer they were, and what they cared about.

### Buyer Type

- **Blocker:** A prospect with influence who could shut the deal down
- **User:** A prospect who will use the product or interact directly with the service
- **Coach:** A prospect who can help you with internal navigation but doesn't have influence
- **Champion:** A prospect with internal influence and direct access to the economic buyer
- **Economic Buyer:** A prospect who owns the budget and will be approving the deal

Common Title	Buyer Type	What do they usually care about?
SVP	Economic Buyer	Reps achieving their quota

# The Talk Track

It's not uncommon to encounter buyers who have never purchased tools before.

The best way to navigate these situations is to come in as a consultant and guide them through the buyer's journey.

By teaching them how to reach a desired outcome, you will find that folks are much more receptive to the conversation.

Here are two strategies to do this successfully:

## Talk Track 1: Social Proof

Utilize social proof to convince the buyer that bringing in power is the right strategy.

**You:** We've actually gone through this process over a dozen times with sales teams at companies like Medallia & Gong - Do you mind if I share how they were able to get their AE's to self-source 30% of pipeline & and how they got a really great result from a training project like this?

**Prospect:** Yes!

**You:** From the most successful implementations of our training, what we've seen is that we're typically getting XYZ folks involved.

## Talk Track 2: Validate The Stakeholder Hypothesis

Validate your hypothesis by speaking to how great it would be to get their perspective on the tool.

Hey, typically, what we're doing is getting perspectives from frontline sales leaders. I noticed that **Josh heads the US AE team**, and getting his perspective on how the AE's are struggling with self-sourcing pipeline is going to be really key.

Two, we're probably going to have to chat with a few **AE's like Lindsay or Brent** just to get a frontline perspective.

Lastly, we usually need to chat with your **SVP, which looks like Katie**, or get your **CRO Chris** involved at some point. Because they're going to want to know how this aligns with our strategic priorities over the next 6-12 months.

Are these the right people, or do you think that someone is maybe missing from that list?

# The Plays

Now that you've got the champion fully bought into looping you into power, here's how you can further ensure success by warming up the buying committee via email.

## Play 1: Reaching Out To Power

**When:** Prior to the first call

**Why:** You know that power needs to be involved

**Framework:**

- Let them know we're meeting with someone on their team
- Tell them what it's going to be about
- Emphasize that there's no ask

Hey, Lindsey, just letting you know, we're scheduled to connect with your SDR leaders this Thursday!

We'll be chatting through how Acme can drive more meetings for the 15 SDRs & effective objection-handling prompts.

No asks from you, but I'll be sure to provide an update after the meeting.

## Play 2: Keeping Power In The Loop

**When:** After the first call

**Why:** Get folks to socialize buying the tool internally

Hey, I just had a productive conversation with Doug on your team today about key initiative number one, and key initiative number two!

Just want to let you know Doug is really on top of his numbers. He's super focused. And it sounds like the SDR team is crushing it right now.

We're meeting next week to discuss XYZ. Again, no ask of you here wanted to keep you in the loop.

### Play 3: Focus On The Individuals

**When:** After the big team demo

**Why:** Identify who else has influence and reach out to them directly to further solidify your deal

Hey Lisa - great meeting you today.

Appreciate the insight you shared around XYZ.

I was hoping that we could get some time before meeting with everyone again next week.

Would love your perspective on what's been the most challenging part from a frontline leader's standpoint of getting your AE's to build more pipe.

Do you have 15 minutes later today or tomorrow to connect?

Cheers,

## That's a wrap folks!

Time to multithread those deals!

Want more where that came from?

Check out my [30MPC Episode](#) and connect with me on [LinkedIn!](#)

Cheers,  
**JBay**

