



Kyle Asay's 2 Executive Multithreading & Agenda Emails

Kyle Asay x 30 Minutes to President's Club

Hey folks, it's Kyle Asay crashing the 30 Minutes to President's Club party!

When you're multithreading to power, you gotta know how to both get access to executives and how to keep them informed on the deal. These emails will show you how.

Kyle Asay's 2 Executive Multithreading & Recap Emails



Multithreading Request: When you need access to power, here's how to ask for it.



Executive Agenda: Got the exec? Here's how to prime them before that big meeting.

About Kyle Asay

Kyle Asay went from SDR to five consecutive President's Clubs as an AE at Qualtrics, then progressed to front-line and second-line leadership roles. And now, he's running a world class team at MongoDB – so this guy knows how to multithread and he's here to help.

And if you like what you see here, check out more of Kyle's stuff at salesintroverts.com for more of his killer sales frameworks!

The Emails

Use these emails to win your next deal today!

Multithreading Request Email

Tips for setting the meeting:

- 1) Have a valid and specific reason for your request to meet with the executive
- 2) Detail what will be expected from all attendees (not just an agenda - specifically what role each attendee will play)
- 3) Share your plan to make sure it's a successful meeting

Example

Tony, it's been great working with you to identify how MongoDB could help your dev team improve efficiency.

We don't want to begin a migration without a clear picture of how our work would impact the broader engineering org - we want to optimize for the long-term.

Typically the CTO is the best person to speak to long-term architecture goals. We'd love to bring Angela onto the next call to bring her up to speed on our goals and planned implementation to see where she would recommend adjustments to fit with her vision.

We'll prepare an executive summary she can review before the call so we can make the most of the conversation. The main feedback we'll want from her is related to the milestones we've discussed - now is the right time to change those definitions or timing.

To ensure the call is successful, we'll also include an executive from the MongoDB solution architect team - that way, any questions she has can be addressed during the call.

Executive Summary Email

Prime the executive with the most critical problems you've found, how you can help them, and what you plan to request from them to support.

Current State: Our understanding of why their current efforts are falling short.

Negative Consequences: Pain they are experiencing that is tied to their Current State. These need to be painful enough to compel change from the safe status quo. If they aren't tied to one of the executive's top two-three priorities you don't have a defensible business case.

Proposed After State: Our vision for an improved environment. Specifically, milestones of the engagement and expected outcomes. This should be written in your customer's language, not yours.

Resources we need from your team to be successful: You can say, "easy to use" all you want. The executive still knows that successful implementation will require internal resources. Proactively share with them what you need access to to ensure success. You'll have increased credibility if you've had conversations with these supporting functions prior to the executive call.

Questions we need you to answer: This is your opportunity to get validation or additional insight that will strengthen your proposal. These should be questions that only the executive can answer. Don't include questions that you could answer through research or conversations with your champion.

Example

Jane,

Thank you for your time earlier, here's a recap of the conversations and how we might partner with a team like yours at Acme Co:

Current State: DevOps team spending significant time self-managing database

Negative Consequences: Customer downtime (leads to churn), lower productivity of engineers (need more headcount to accomplish engineering goals)

Proposed After State: Reduced downtime and increased productivity of engineers by migrating to MongoDB Atlas; achieve engineering output goals with lower headcount

Resources we need from your team to be successful: 8 hours of developer effort to run POC

Questions we need you to answer: Stack rank importance of RTO, RPO, and reliability so we can maximize success of proposed solution within budget.

Looking forward to discussing shortly.

Best,
Kyle

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