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SEASON 2

EPISODE 10

# Account Executives

And a Complete Comprehensive Messaging  
Playbook to Drive Self - Sourced Meetings

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# AGENDA

**01** Comprehensive Structure of the AE Playbook

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**02** Structure of an Email

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**03** Structure of a Cold Call

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01

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**Structure of Playbook for AEs**

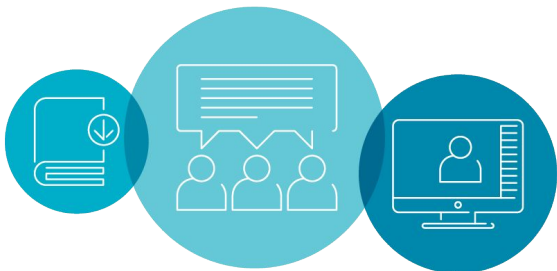
# SEQUENCE STEPS: 16 STEPS OVER 21 BUSINESS DAYS

<u>NO.</u>	<u>SEQUENCE DAY</u>	<u>TYPE</u>
1	Day 1	LinkedIn Research
2	Day 1	Cold Email
3	Day 1	Cold Call
4	Day 2	Cold Call w/ V-Mail
5	Day 8	Re: Cold Email
6	Day 8	Cold Call
7	Day 9	Cold Call
8	Day 13	Cold Email

<u>NO.</u>	<u>SEQUENCE DAY</u>	<u>TYPE</u>
9	Day 13	Cold Call
10	Day 14	Cold Call
11	Day 18	Re: Fall on Sword Lite
12	Day 18	Cold Call
13	Day 19	Cold Call
14	Day 20	Cold Call
15	Day 21	Cold Call w/ V - Mail
16	Day 21	Break - Up Email

# POSTBOUND PREMISES & SCENARIOS: SDR

## 01



### Bucket #1: MENTION the Premise

1. **Content Downloads**
2. **Event Attendees**
3. **Webinar Registrants**
4. **High Value MQL**
5. Executive Churn (UserGems)
6. Firmographic Trigger: Hypergrowth
7. Common VCs (To you & Customers)
8. Demoed in the Past
9. LinkedIn Engagement

## 02

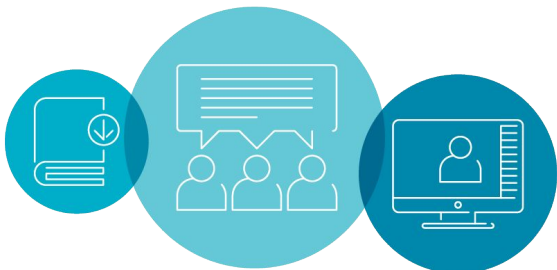


### Bucket #2: DON'T MENTION the Premise

1. **Website Views**
2. **Dark Funnel (G2, 6Sense, Bombora)**
3. Firmographic Trigger: Company Funding
4. Firmographic Trigger: IPO
5. Email Opens
6. Cold Outbound

# POSTBOUND PREMISES & SCENARIOS: AE

# 01



## **Bucket #1: MENTION the Premise**

- 1. Referral Business in from C level**
- 2. Networking Events**
3. Closed Lost (With Triggers)
4. Play for Network of C level
5. Referral Play for the Network of Existing & Happy Customers
6. VC Partner's Network
7. Scour Review Sites for Negative Reviews of Competitor

# 01



## **Bucket #1: MENTION the Premise**

- 1. Channel Play**
2. Late Cycle with Competitive Deal
3. People Who Scheduled, but “No - Showed”
4. Agency
5. Prospect Released Significant Product
6. Deal that Went Competitive, Around Renewal
7. Act of God Sequence

# 5 PLANS TO CO - HUNT THE WHOLE BOOK **TOGETHER**

**01**

---

SDR Prospects All 30 sequences With All Prospects & AE Circles Back on Accts Where Weren't Successful

---

**02**

---

Split Accounts: AE and SDR Use All 30 Sequences on Accounts & Switch Where Weren't Successful

---

**03**

---

AE Calls on the DM ("Higher Ups") & SDR Calls on Frontline Manager

---

**04**

---

AE Calls on One Department For all 30 Sequences & SDR Calls on Different Department For all 30

---

**05**

---

SDR Runs Original 16 Sequences & You Run the New Additional 14

---

# THE 5 PREMISE BUCKETS

1

## Self-Authored Content

Webinars

Articles

Posts

2

## Engaged Content

Liked

Shared

Commented

3

## Self-Identified Traits

Profile Line

Headline

Company Line



# THE 5 PREMISE BUCKETS

4

## Junk Drawer

Schools Attended

Personal Interests

Hobbies

Recommendations

Skill Endorsements

5

## Company

M&A

Posts

Blogs

Hiring

Website Language

# NO MORE GOOGLE SHEETS, BUILD IT IN...

CUSTOM FIELDS			
G2 Track	Engaged Content - Commented on Author & Premise	Company - Blog Post Excerpt	Postbound - Mutual Connections
Self Authored - LinkedIn Article Title	Engaged Content - Commented on Excerpt	Company - Growth % or Revenue	Postbound - Past Opportunity
Self Authored - LinkedIn Article Excerpt	Engaged Content - Liked Author & Premise	Company - Website Language	Postbound - Content Downloaded
Self Authored - Webinar Title	Engaged Content - Liked Excerpt	Company - Website Language	Postbound - Webinar Attended
Self Authored - Webinar Excerpt	Self Attributed Traits - Profile Line Premise	Company - Funding Details	Postbound - Event Attended
Self Authored - LinkedIn Post Premise	Self Attributed Traits - Profile Line Excerpt	Junk Drawer - Prospect Score	
Self Authored - LinkedIn Post Excerpt	Company - M&A Details	Junk Drawer - Prospect History	
Engaged Content - Shared Author & Premise	Company - LinkedIn Post Premise	Junk Drawer - Personal Information	
Engaged Content - Shared Excerpt	Company - LinkedIn Post Excerpt	Junk Drawer - Social Media	
	Company - Blog Post Title & Premise	Junk Drawer - Social Media	

# RESEARCH ONCE FOR A PROSPECT!

C Edit

SB

Scott Barker  
Saleshacker  
CEO

Task

CONTACT:  
✉ scott@saleshacker.com  
☎ +1 555-555-5555  
→ Touched 21 hours ago

ACCOUNT  
No account

OPEN OPPORTUNITIES:  
No opportunities

STAGE:  
No stage

PERSONA:  
No persona

OWNER:  
You

Custom Fields

G2 TRACK  
Select G2 Track

SELF AUTHORED - LINKEDIN ARTICLE TITLE  
Self Authored - LinkedIn Article Title

SELF AUTHORED - LINKEDIN ARTICLE EXCERPT  
Self Authored - LinkedIn Article Excerpt

SELF AUTHORED - WEBINAR TITLE  
Self Authored - Webinar Title

SELF AUTHORED - WEBINAR EXCERPT  
Self Authored - Webinar Excerpt

SELF AUTHORED - LINKEDIN POST PREMISE  
Seeing is Believing

SELF AUTHORED - LINKEDIN POST EXCERPT  
"But the key is that I had to see it first."

ENGAGED CONTENT - SHARED AUTHOR & PREMISE  
Engaged Content - Shared Author & Premise

C Edit

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→ Touched 21 hours ago

ACCOUNT  
No account

OPEN OPPORTUNITIES:  
No opportunities

STAGE:  
No stage

PERSONA:  
No persona

OWNER:  
You

TAGS:  
No tags

Prospect Custom Fields

Self Authored - LinkedIn Post Premise  
Self Authored - LinkedIn Post Excerpt

Seeing is Believing  
"But the key is that I had to see it first"

Account Custom Fields

Account Notes

Prospect Notes

Add a note about Scott Barker...

No results found

Add a note about Saleshacker...

No results found

# PREMISE PAIRING

But more importantly

01

Postbound  
Premise



Personalized  
Premise Summary

One line in specific

02

Personalized Premise  
Summary

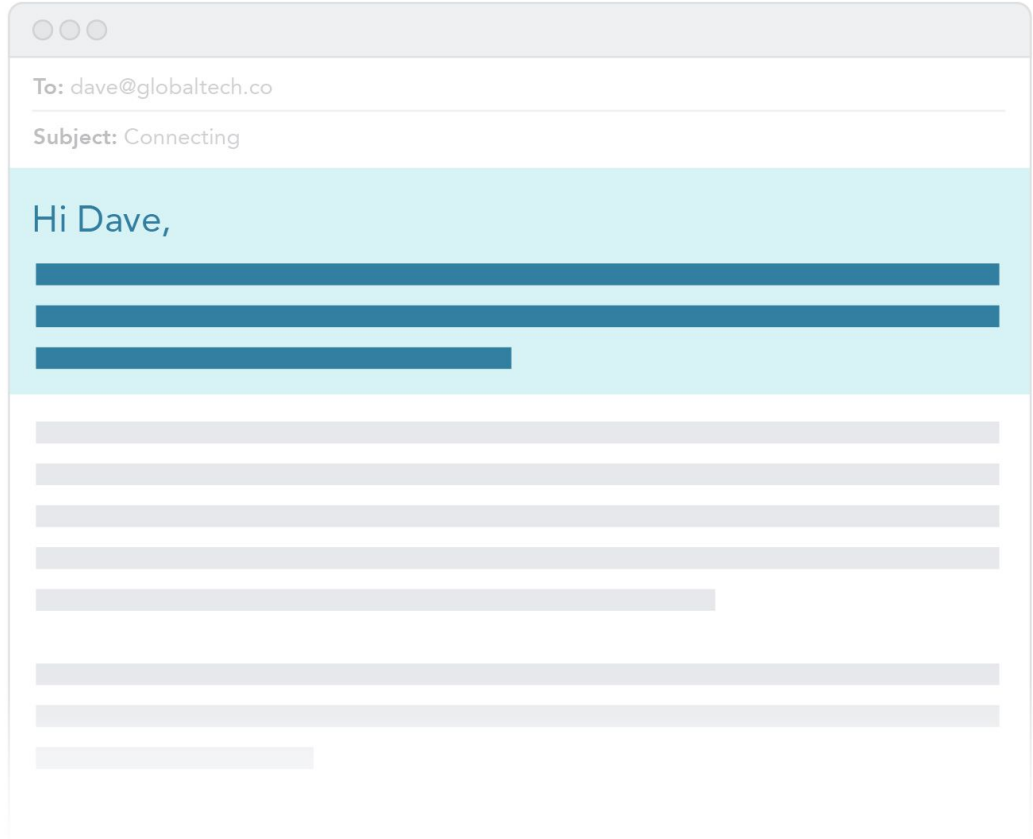


Personalized  
Premise Excerpt

# HOW TO STRUCTURE AN EMAIL

## Premise

What about the prospect or their company triggered your outreach? (The reason for my email is....)



# COLD-CALL STRUCTURE INTRODUCTION

1

This is (NAME)  
calling from  
(YOUR COMPANY) -  
How have you been?



2

Glad to hear  
that. The  
reason for  
my call is:

POSTBOUND  
PREMISE  
+  
OUTBOUND PREMISE  
SUMMARY

OUTBOUND PREMISE  
SUMMARY  
+  
OUTBOUND PREMISE  
EXCERPT

3

So, I was curious if  
you've come across  
(YOUR COMPANY)  
before?



02

---

## Structure of Emails

# RULES OF CHUCK JONES

## RULE: 1

The Road Runner cannot harm the Coyote except by going “Beep-Beep!”

## RULE: 2

No outside force can harm the Coyote—only his own ineptitude or the failure of the Acme products.

## RULE: 3

The Coyote could stop anytime—if he were not a fanatic (Repeat: “a fanatic is one who redoubles his effort when he has forgotten his aim.” —George Santayana)

## RULE: 4

No dialogue ever, except “Beep-Beep!”

## RULE: 5

The Road Runner must stay on the road—otherwise, logically he would not be called Road Runner.

## RULE: 6

All action must be confined to the natural environment of the characters—the Southwest American desert.

## RULE: 7

All materials, tools, weapons, or mechanical conveniences must be obtained from the Acme corporation.

## RULE: 8

Whenever possible, make gravity the Coyote’s greatest enemy.

## RULE: 9

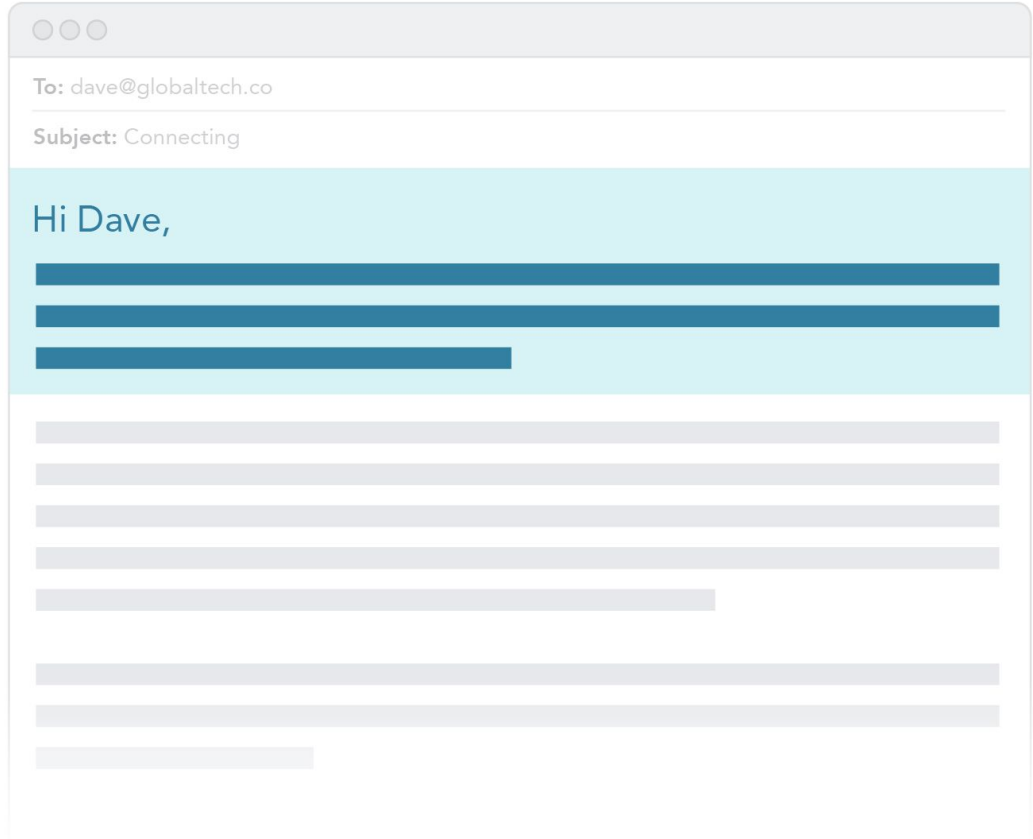
The Coyote is always more humiliated than harmed by his failures.



# HOW TO STRUCTURE AN EMAIL

## Premise

What about the prospect or their company triggered your outreach? (The reason for my email is....)



# HOW TO STRUCTURE AN EMAIL

## Body

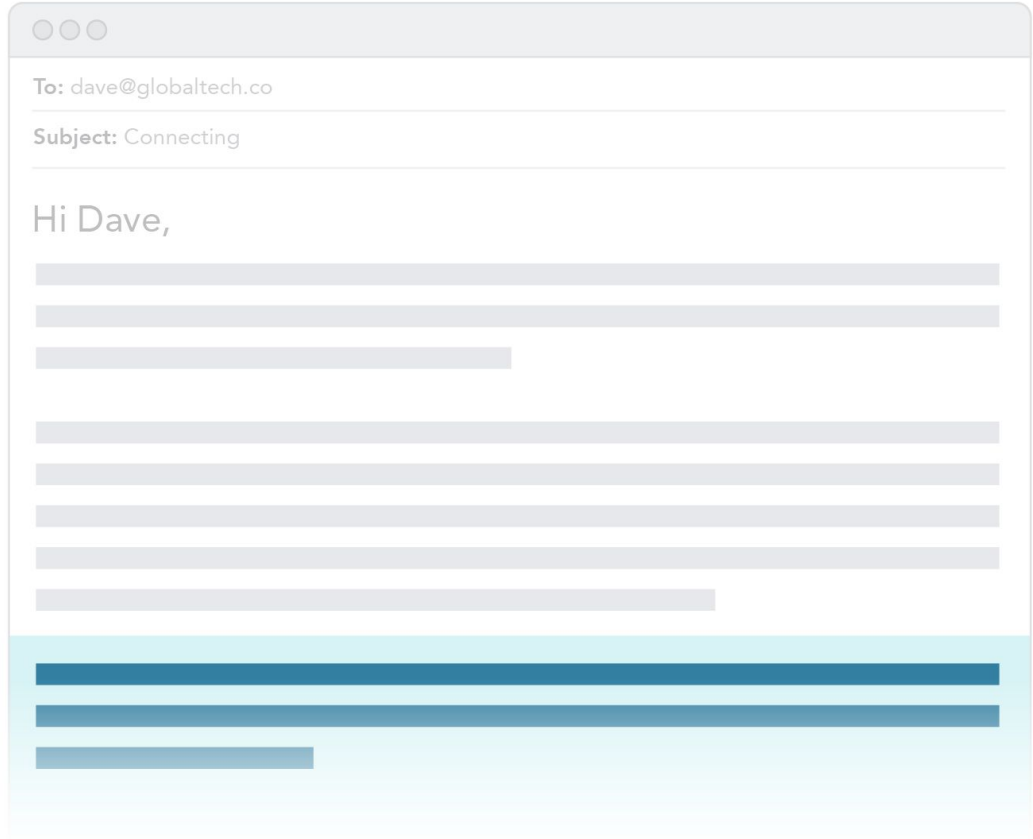
Mapping your company's  
value prop to the premise  
of your outreach



# HOW TO STRUCTURE AN EMAIL

## CTA

Request ONE time to  
unpack the content  
mapped out in the premise

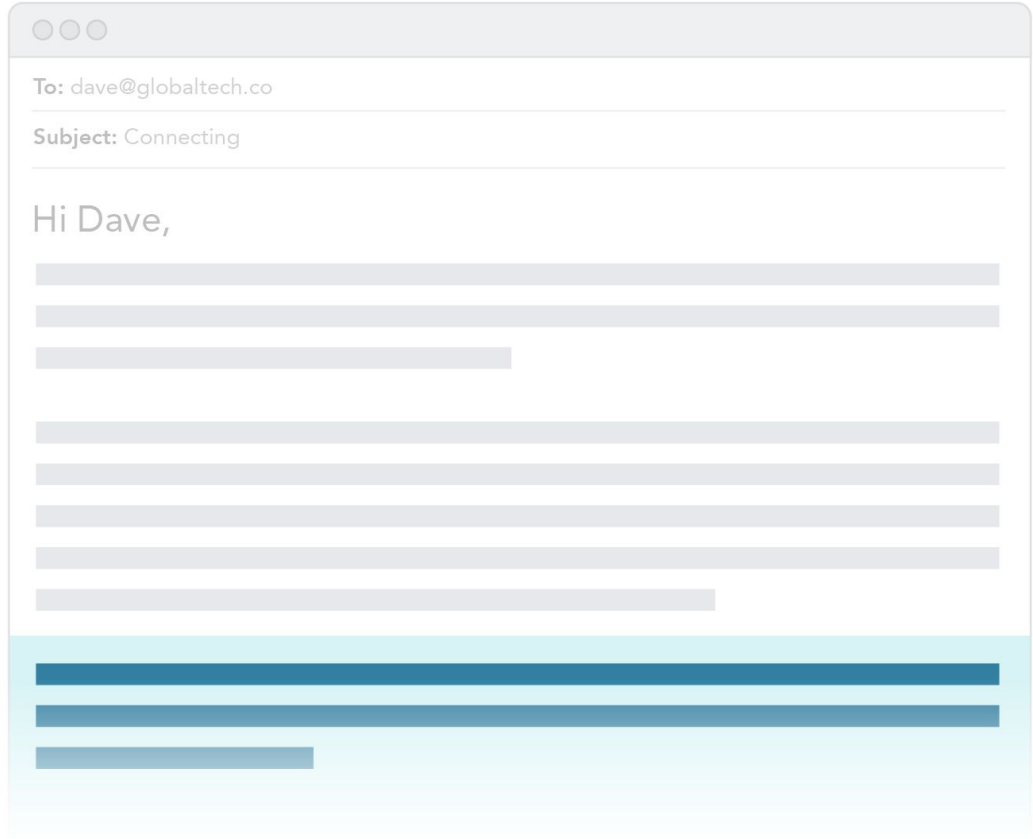


# HOW TO STRUCTURE AN EMAIL

## Push - Pull Technique

---

Either way...



# THE 7 PILLARS OF ATTRACTIVE MESSAGING

1

## Prospect-Centric

---

Only discuss  
your prospect, not  
(YOUR COMPANY).

2

## Pain-Centric

---

What pains you  
alleviate, not what  
pleasure you add

3

## Pride Adverse

---

Make the prospect  
the hero/authority

- Passive Submission – Prospect Fandom
- Proactive Humility – Accountability & Falling on Sword

# THE 7 PILLARS OF **ATTRACTIVE** MESSAGING

4

## Fluidity

---

Connecting  
Premise, Body  
& CTA

5

## Relevance

---

Predicated on  
Their Buyer  
Persona

6

## Brevity

---

Never Use 7  
Words When  
4 Will Do

7

## Noticeability

---

Getting an  
Open with  
Subject Line,  
**without** Bait  
& Switch

# 7 DEADLY **SINS** OF MESSAGING

NO-NO  
#1

## PRINCIPLE

Being Too  
Casual or Silly

## EXAMPLES

1. GIFs
2. “Hey Scott”
3. The “List”

NO-NO  
#2

## PRINCIPLE

Wasted Text

## EXAMPLES

1. “I know you’re busy, but...”
2. “Just want to follow up”
3. “Just want to circle back”
4. “I’d love to...”

NO-NO  
#3

## PRINCIPLE

Being the Authority  
Over the Prospect

## EXAMPLES

1. “Let me know...”
2. “Scott,”
3. “I’d be happy to”

# 7 DEADLY **SINS** OF MESSAGING

NO-NO  
#4

PRINCIPLE  
**Questioning prospect's authority**

EXAMPLES

1. "Are you the DM?"
2. "I guess you're not the right person"

NO-NO  
#5

PRINCIPLE  
**Making your prospect feel, "Not-OK"**

EXAMPLES

1. "I've emailed you 7 times, but you haven't responded..."
2. Mudslinging against competitors your prospects use

NO-NO  
#6

PRINCIPLE  
**Glorifying Yourself**

EXAMPLES

1. "We are the ..."
2. "We are the #1..."
3. Social proof where YOU'RE the hero

NO-NO  
#7

PRINCIPLE  
**Making your prospect feel stupid**

EXAMPLES

"Do you know what we do?"  
"Does that make sense?"





03

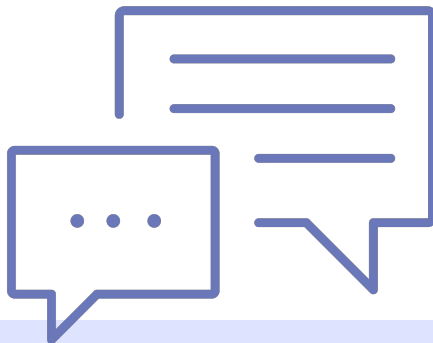
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**Structuring a Cold Call**

# COLD-CALL STRUCTURE INTRODUCTION

1

This is (NAME)  
calling from  
(YOUR COMPANY) -  
How have you been?



2

Glad to hear  
that. The  
reason for  
my call is:

POSTBOUND  
PREMISE  
+  
OUTBOUND PREMISE  
SUMMARY

OUTBOUND PREMISE  
SUMMARY  
+  
OUTBOUND PREMISE  
EXCERPT

3

So, I was curious if  
you've come across  
(YOUR COMPANY)  
before?

# PROSPECT PACT - ELEVATOR PITCH (OPTION #1)

**1**

## **COMMITMENT**

---

**You give me  
the next 20  
seconds...**

**2**

## **AGENDA**

---

...to give you my best  
dog & pony show on  
who (COMPANY NAME) is,  
and why I thought we  
**MIGHT** be a good fit for you  
and your team over at  
(THEIR COMPANY) ...

**3**

## **OUTCOME**

---

..at the end of that 20  
seconds, YOU tell ME  
whether it makes sense  
to continue the  
conversation from  
there..

**4**

## **CONSENT**

---

**Deal?**

# PROSPECT PACT - 2 QUESTION FAIL SAFE (OPTION #2)

1

Commitment

---

Let  
me...

2

Agenda

---

ask you two  
questions...

3

Outcome

---

And after those questions  
if I'm **STILL** not relevant to  
you and your team, I  
promise my next call  
won't be unannounced...

4

Consent

---

Sound  
Good?

## FOLLOW UP SESSIONS:

**01** For Follow Up Emails: Go Season 1, Episode 3:  
How to Not Eff Up Your F -Ups

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**02** For Rest of Cold Call: Go to Core Session 4:  
Cold Calls

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**IN SUMMARY...**



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[linkedin.com/company/flip-the-script](https://linkedin.com/company/flip-the-script)