ROUTE›RUIN›MULTIPLY $$$$

I've used it successfully to make successful live-fire calls since 2007. The most massive pattern interrupt is to ask someone in charge of Mobile Strategy, "Who's in charge of mobile strategy?"This works on anyone. Go to their LinkedIn profile and figure out what they are in charge of - then ask them who's in charge of it. This works because you are challenging the dynamic that exists in any person-to-person interaction. You are asking them to defend their livelihood. This is like asking them for their name. It is part of their identity. When you call the Chief Risk Officer of a Fortune 500 company and ask "Who's in charge of the overall risk strategy for [company]?" -- the only possible answer is "I am."

You will not get hung up on (yet). This buys a precious moment. Skip the pleasantry and go right into this script. There's no "How are you doing?" "How've you been?" etc. There's no "I noticed your linkedin profile, we help blah blah blah" -There's no "Do you have 27 seconds?" these scripts place you as the beta in the interaction immediately because it tips off the prospect. They know you are there for your commission check and that you got the script somewhere. Execs are used to *swiping left* on salespeople every day. It makes them feel good. Below is a step by step guide for making phone calls to executives from a B2B perspective. We want to become the dominant force in the interaction - that is the main heuristic. The actual words you choose will be yours, I cannot talk for you or make the calls for you, but I promise this recipe will win more and more as you gain confidence.

One last thing - the entire approach is to saturate prospect touches across phone, email, and social media. They all work in concert with each other. The driving force is the <u>Triple</u> - Call/VM/Email in 90 seconds or less. They. Will. Respond. Hinging everything on the phone is necessary. Call first, follow up with an email and a social touch point. Bang the phone as much as you can and it will start to become silly how much more effective you are than everyone else. Trust.

OPENER

"Hey John, It's (my name) from Acme Corp."

>>> important to skip any pleasantry and bullrush into ROUTE

ROUTE

"Who's in charge of [domain] strategy?"

"I am" **>>> Proceed to RUIN**

or

"Fred is"

"Ok, can I tell Fred you referred me?"

>>> Hang up and call Fred, tell them John asked you to call and set up some time. This will convert immediately.

RUIN

"Oh, great - how are you handling that now?"

"We already use another supplier or do that internally."

"Oh, ok. How's that working out for you?"

(pause - dont. say. anything. This single question has made me millions of dollars over 20 years. They will either talk or say "we're all set")

Either way >>> proceed to MULTIPLY.

MULTIPLY

"I got it - John, why not plug us in as a multiplier, see if we can improve your results?" (pause)

Voicemail script:

Hey Sarah, James from Acme Corp 111.222.3333 (slower) – I'm calling because I was reading your profile and noticed you're [insert role detail]. I wanted to tell you about a product relevant to your work there. We have helped Beta Corp and Delta Corp drive a [quantifiable outcome] in under [time frame] by [simple explanation of how your product works -- keep this very short]. Again, Justin Michael from Acme Corp 111.222.3333 (slower), I'll follow up with a quick note.

This is another pattern interrupt. I know every sales guru in the land tells you to save your name and number for the end. Do the opposite. Theres 6 MILLION AEs and 600k SDRs in tech right now - they all do this - again you become the beta they feel good about swiping left on.

Avoid deference. Project confidence. Lead with the truth - you are selling them a product that could help them. Follow up with an email almost exactly the same.

Immediate Follow-up Email:

Hey Sarah - Per my voicemail, I have a product relevant to your work there. We have helped Beta Corp and Delta Corp drive a [quantifiable outcome] in under [time frame] by [simple explanation of how your product works -- keep this very short]. If it makes sense, when's a good time to talk?

Thanks, Justin

JM Spears:
Compacted emails as short as possible that only focus on the prospect's pain (fear), a solution, and relevance. The overall strategy is to pattern interrupt against the emails with 3 paragraphs.

Take any leading system on the market and compact it.

1-3 word subject line, and 3 sentences with a CTA.

Examples of hyper-short subject lines:

growth
growth + (Company name)
revenue hypergrowth
(prospect's previous company who is also current customer) + risk
(name of common connection) + lift
(Precise person)
32.1% lift + quote

Ideally, you will send a spear and two bumps. Bumps are just replies that happen at random times in the next two days. More pain = more conversion.

Strangely enough, spears should be imperfect. Try changing the line break pattern most everyone uses. Grammar mistakes have even positively A/B tested with better results. Here are some examples:

HEY RAY, YOUR QUOTE ABOUT KEYLESS ENTRY AND GEOLOCATION IN WIRED WAS SPOT ON. OUR TECH ENABLES THAT BUT GIVES MUCH MORE ACCURATE FENCES, SO YOU COULD TRIGGER THE APP LOYALTY PROGRAM FROM THE PARKING LOT AND DEEP LINK EACH USER INTO THE EXACT DOOR UNLOCK FUNCTION SEAMLESSLY. WOULD THAT WARRANT A QUICK ZOOM? THANKS, JUSTIN

HEY JIM - NOTICED YOUR TIME AT ACME, THEY'RE A CURRENT CUSTOMER USING US FOR (THING YOU DO) - WAS HOPING TO GO OVER SOME SIMILAR IDEAS WITH YOU. IF IT MAKES SENSE, WHEN IS GOOD TO JUMP ON A CALL? THANKS -JM

HEY JOHN, Q4 IS ALMOST HERE WITH SO MUCH GROWTH HAPPENING - CURIOUS IF YOU'RE OPEN TO DISCUSS BOLSTERING YOUR RISK MITIGATION STRATEGY RE: NEW CUSTOMERS? (PROSPECT'S COMPETITOR) IS HAPPY! THANKS-JUSTIN

Notice the grammar mistakes and variations. These emails were pulled from the sent box of someone who's mastered the JMM™. Multiple VPs at each of three different Fortune 100 companies in a one month period were on this person's calendar - they were able to multithread the biggest companies in the world in a very short time frame where everyone else had been stumped. One of the big 4 tech giants wants to talk with their company soon too - that news came in after a Triple. This is just one person's example. The method works on mid-market through enterprise. More accounts = more meetings - very simple. This can all be adapted to your particular situation. If you need help, just ask and we will crack anything. I used this example because of the difficulty associated with large companies - however - everyone I've trained has been able to advance within 6 months. This is real.

Reply bump strategy:

Bumps are just responses to an initial thread that "bump up" in Gmail or in Outlook. Rather than make every touch in a sequence an individual thread, do a thread and bump up a couple of times the next couple days. One JMM pro reported every meeting booked in a 6 month period using this system came from a positive response to 1 word reply bump: "Thoughts?" Here is where your creativity will shine with images, humor, radical changes in style, gifs, caricatures drawn via Fiverr.com, or anything else you can create.

Nudges:

No one has ever documented this idea in any book including my own. If you have a sequencer that is actively generating views and a specific sequence generates over 3 views, you do a nudge. It's literally like a Facebook poke: a manual reply from within Salesloft, Outreach, Groove, or XANT just saying, "Thoughts?" and then you leave the sequence running.

Overlaying COMBO over an existing sequence (like Agoge):

I can attest I had a pod of 5 running Agoge and they added Triples over the top. It went on to set 65 meetings in 30 days nearly immediately. This is not to say Agoge doesn't work but you need to custom fit the phone touches.

Take any existing sequence and add TRIPLEs every 24 hours
Call on Signals which means:
If you get a profile view, triple (call, vmail, email under 90 seconds)
If you get over 3 opens, triple. – set a ruleset to 3 in Outreach/SalesLoft custom settings
If someone interacts with your social posts - triple

Angelic Sales Touch Pattern

[CLUSTER I]

Day 1 - email 1 -------> first cluster one narrative ex: social proof

Day 2 - bump

Day 3 bump

***Wait 48 hours**

[CLUSTER II]

Day 5 email 2 > second cluster second narrative: case study/testimonial

Day 6 - bump – cascade the quotes

Day 7 bump – cascade the results

***Wait 48 hours**

[CLUSTER III]

Day 9 - email 3------> narrative three, consider a Venn diagram

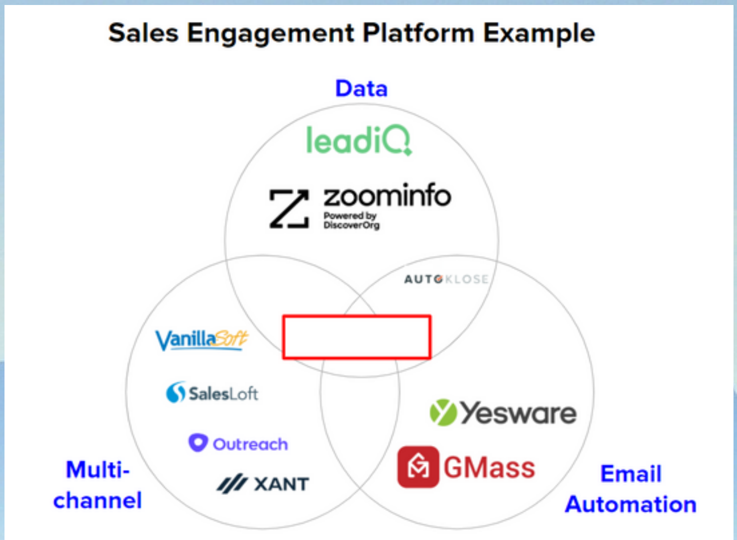
Day 10 - bump

Day 11 - bump

Sophisticated Outreach Strategy

Visuals connote 60,000 words. Instead of waiting until cluster 3 to send the Venn diagram, why not send it as the 2nd reply bump to your first email?

"None of the popular methodologies came from experience in B2B like this has, they seem to be based on helping the person pushing them rather than the seller. Mentioning the prospects alma mater doesn't really work. If you have to dig that deep, 1) you're spending too much time and 2) nobody cares about anything except, 'will this make me money'" -anon



This will likely gain attention from the 3-5 C-level/VP/Directors you've sent it to - they will talk to each other. Pay attention to the opens with pixel tracking software like Outreach or Yesware. You will notice that people keep going back to the Venn because it is interesting and unique, they have never seen anything like it before. When the Venn is getting attention, you can break away from the sequence outlined in the base-level guide above. Now, instead of waiting for 2 days for the sake of the sequence, continue to bump the Venn thread to the prospect who is opening it.

Now you have an opportunity to get creative. You can decide to omit the 48-hour waiting period between clusters and change the format of the spear entirely. At this point you have someone on the hook. If an executive opened your email and didn't delete it, then went back to it the next day or later on in the afternoon - this is a major signal that you've hit on something that can help them. There is no other reason an executive at any company from mid-market all the way through Top 5 companies worldwide would spend any extra time looking at a Venn diagram that wasn't going to make them money.

One concept leveraged recently was using this opportunity to employ assertiveness in the approach. Say you're running JM-spears, bumps, and Venn diagrams on 5 executives and notice they are paying attention to it. Keep bumping the email thread with the Venn, no more than 5 days in a row - then pivot and send a 1 line email to the same executive: "Hey name, who's in charge of your overall (blank) strategy? Thanks, Justin." This exact strategy was used at a Fortune 50 company recently by an early adopter of the Justin Michael Method™ (JMM). The executives talked to each other and collectively raised the white flag, sending a senior director inbound to the salespersons company to book a call. The senior director mentioned our early adopter. Notice a reply was never obtained - the JMM system flashed so much insight in so few words at a frequency never before seen by the team, they were influenced to take a look at the software.