

101 Amazing Sales Tips I Learned on LinkedIn

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Welcome to "101 Amazing Sales Tips I Learned on LinkedIn." This guide is all about practical, real-world sales advice straight from the folks who know it best.

LinkedIn isn't just for networking - it's a goldmine of tips and tricks shared by salespeople who've been there, done that.

This eBook pulls together some of the top strategies I've picked up from these pros. Whether you're just starting out in sales or you've been at it for years, you'll find tips here to help you sell smarter.

Thanks for picking up this guide. Let's dive in and explore these actionable sales tips that you can start using today.

Haris

P.S. If you feel there's anything missing, please let me know by replying to one of the newsletter issues you receive. I'd love to hear your feedback.

Cold calling

Compelling reason for meeting

[Jason Bay](#)'s cold calling tip: Get past the first 60 seconds by hooking the prospect with a compelling reason to meet. Identify common problems cautiously and use question stacking (context + open-ended questions) to build credibility. For example: "Many ecomm leaders find chatbots ineffective. How does that compare to your experience?" Once the prospect shares a problem, ask for the meeting.

How to have more conversations

[Tyler Hickey](#) suggests that calling numbers in the order they appear on your task list is inefficient, especially if you've already called them before. To improve efficiency, document every call, noting the outcome and frequency of calls to each number. Label each number as Connect Validated, Validated, Questionable, or Invalid. Prioritize calls to Connect Validated numbers first, followed by Validated, then Questionable, and avoid Invalid numbers. This method ensures more conversations with prospects, leading to more meetings and sales.

"I'm not the decision maker."

If the prospect isn't the decision maker, use this script to create interest and build your pipeline. When the prospect says, "I'm not the decision maker," respond with: "Totally get it. Let me ask - if you found out about a product that could help you achieve positive business outcomes, prevent negative consequences, or avoid risks to the business, could you envision recommending it to your boss?" This approach works for [Avi Mesh](#) 60% of the time. Give it a try.

Lead with the pain

[Christian Allen](#)'s advice: Instead of spending hours planning, choose a persona, highlight the pain you solve for them, and prepare stories of others you've helped. This approach allows you to talk to more people while ensuring your message resonates. By leading with the pain points rather than product benefits, you make the conversation more relevant and compelling for your prospects.

Friday cold calling

[Jc Pollard](#) shares that he booked over 35% of his meetings via Friday cold calls while at Gong. Fridays are ideal because they are light meeting days with higher connect rates, people are in good moods leading to longer calls, and you can set meetings for the following week. Use this opener: "Hey [Name], this is J calling with Tropic. I'm sure your ideal Friday doesn't include taking a cold call haha... but could I briefly explain why I'm reaching out?" After they agree, give a well-researched reason and a concise pitch, then book the meeting and repeat.

"I'm in a meeting"

[Tanveer Mostafa](#) shares his best cold-call opener, designed to prevent the common "I'm in a meeting" objection. Instead of dismissing the objection, he acknowledges it upfront: "Hi Jane, it's Tanveer from Untap Your Sales Potential. I know you probably have a meeting to get to, do you have a quick minute to chat before then? I promise I'll be brief." This approach works as a strong pattern interrupt, showing respect for the prospect's time and making a low-stakes request.

Scoring system

[Chris Ritson](#) advises SDRs to stop measuring success by the number of dials made and instead use a "Cold Call Scoring System" to balance quantity and quality. Assign 1 point for pickups, as each conversation helps you learn. Award 3 points for "not right now" meetings, recognizing the effort in starting a conversation. Give 5 points for "yes, right now" meetings, rewarding effective targeting and conversion. Finally, assign 10 points for meetings involving 2+ stakeholders, as these significantly boost the chances of deal closure. This system helps both SDRs and AEs succeed, creating a win-win situation.

Tonality matters

[Scott Purves](#) advises that tonality in sales calls is crucial and often overlooked. He suggests focusing on tonality as much as your script, viewing words as the science and tonality as the art. Your self-image impacts how you sound; believe you are equal to the person you're calling to avoid sounding subservient. Avoid overdoing confidence, as it can come off as arrogant. Consistent practice, coaching, and feedback are key to developing a natural, authoritative tone. Maintain this tonality throughout the call to avoid seeming fake. Balancing assertiveness with confidence is essential for effective communication.

Keep it short

[Michael Alexander](#) suggests being direct in your cold outreach. He suggests role-playing to practice your opener, response to objections, hook, and call to action. Then, find ways to say it more concisely. Clarity and brevity help you quickly get to the point and listen for opportunities to add value. This approach works for cold calls, emails, and LinkedIn messages.

Double your connect rate

[Leslie Venetz](#)'s best tip to double your cold call connect rates is to make calls before 8 am and after 5 pm when targeting VP+ titles. Executives are more likely to be in the office early or late and less likely to be in meetings. You'll encounter fewer gatekeepers as their EAs are often not in the office during these times. If they don't answer, leave a voicemail, as VMs left after hours are more likely to be picked up first thing in the morning. Bonus tip: Use your voicemail to reference an email touchpoint instead of asking for a callback to increase same-day open rates.

Warm up cold calls to the C-suite

[Josh Braun](#) shares a strategy to warm up cold calls to C-suite executives, using his experience with GEICO as an example. Instead of directly calling the CMO, he first contacted a marketing director to gather relevant information. He then referenced this conversation in a voicemail to the CMO, creating curiosity and increasing the chances of a response. He followed up with a cold email, using the director's name in the subject line to further pique curiosity. This approach leverages indirect connections and curiosity to improve cold call success.

"Send me an email"

[Jason Bay](#) shares a 3-step framework for handling this objection:

1. **Acknowledge the request:** Respond positively, like, "Sure thing, happy to." This disarms the prospect.
2. **Dig deeper:** Ask questions to anchor the reason for the meeting. For example, "Every contact center leader I talk to says they want to reduce cost to serve. How does that resonate with what you're seeing right now?"
3. **Propose the meeting again:** Use the gathered info to suggest the meeting: "I could send you an email that you might not read, or we could discuss how we've helped similar companies. Do you have your calendar handy?"

If they resist, suggest a brief follow-up meeting to discuss the email contents.

Don't call me back

[Avi Mesh](#) argues that voicemails are about increasing name recognition, not necessarily getting callbacks. Instead of expecting a return call, use a voicemail script to build familiarity and set up your next contact. For example: "Hi [prospect], calling to share how we helped [current client] achieve [positive outcome] and see if we could do the same for you. This is [name] with [company]. No need to call me back - sending you an email titled [subject] in a moment." Follow up with an automated case study email using tools like Outreach or Salesloft. This multi-channel approach increases the likelihood of a response and boosts email open rates.

3 strikes

[Mark Kosoglow](#)'s best cold calling tactic, "3 strikes," helps book over 30% of meetings by turning objections into opportunities. First, start with an intro that feels natural and matches your personality. Then, ask a provocative question to engage the prospect and move them out of the typical cold call mindset. Use their response, even if it's an objection, as the reason for your call (a technique he calls "green turkey"). Repeat this twice more, using objections to push for a meeting. After the third objection, consider it three strikes and end the call. This method builds a pipeline of future calls and deals effectively.

Welcome the nos

[Tanveer Mostafa](#) says many sales reps fear rejection, but if you invite rejection and seek more "nos," it reduces pressure and filters out unqualified opportunities. Most prospects aren't a good fit due to timing, fit, or priorities. Cold-calling helps determine if prospects are suitable, saving time for qualified leads. This mindset ensures that when the right prospect comes along, they can become a strong deal in your pipeline. So, pick up the phone and start dialing; it's not as scary as you think.

Pause

[Morgan J. Ingram](#) shares a key cold calling tip: pause for 1 to 1.5 seconds after your prospect finishes speaking and avoid interrupting them. This technique is crucial because it allows the prospect to fully express their thoughts without feeling rushed or cut off. Ingram explains that while there's an internal pressure to quickly make your point after many attempts to reach a prospect, pausing can lead to more valuable conversations. Interrupting prospects disrupts their train of thought and can lead to confusion and frustration.

Cold call reluctance

[Patrick Meenan](#) overcame cold calling reluctance by always having a specific reason for calling. Instead of pitching aimlessly, he aimed to identify problems his solution could address. His opener included "the reason for the call is," followed by observations like increased digital marketing spend or website visitors. He researched annual reports, news releases, company growth, and funding to create logical reasons for calling. This method helped him beat reluctance. Have you found other effective strategies?

Become a phone person

[Mark McInnes](#) recommends making outbound calls a daily habit to overcome call reluctance. He suggests integrating calls into everyday communication, such as calling clients, coworkers, your boss, family, and friends instead of texting or emailing. This builds confidence and reduces reluctance. Regularly using the phone in various scenarios helps establish routines and makes it easier to call new prospects. McInnes highlights that the phone is effective, especially at the C-level, and not using it means missing opportunities.

Objection handling

[Dom Odoguardi](#)'s "3x Objection Rule" helps SDRs improve cold calling by requiring them to stay on the call until they've faced at least three objections. This builds persistence and objection-handling skills. For example, if a prospect says, "I'm not interested," respond with, "I understand, Matthew. How are you currently addressing [insert pain point]?" If they say, "I'm not the decision maker," respond with, "Craig, many decisions involve a team. Is this a challenge your team faces?" For "We use a competitor," try, "Amy, many clients say the same. On a scale of 1-10, how would you rate your experience with them?" This approach fosters better habits and more productive conversations.

Prospecting

Prospect a little bit to a lot of people

Heard this the first time from [Ian Koniak](#). Focusing on fewer contacts with more interactions is more effective in prospecting. Instead of briefly touching base with many contacts across 50 prospects, choose your top 10 accounts and deeply engage with 5 key contacts in each. By applying the same total of 450 interactions more strategically - using emails, phone calls, and LinkedIn videos - you're more likely to secure meetings. Concentrate your efforts, as targeted, quality communications are more effective than numerous superficial ones.

Networking over prospecting

[Mike Fiascone](#) points out that you can't rely solely on your champion to sell for you. In today's environment, executive approval is crucial, and executives are flooded with sales emails. To succeed, prioritize networking over prospecting. Research executives' backgrounds and find common connections through previous companies, universities, or mutual acquaintances. Identify potential door openers like board members, investors, and partners, and reach out for warm introductions. Consistent networking and leveraging these connections can break through the noise, making human connections the most effective sales tool.

Become the CRO & AE

[Jacob Karp](#)'s approach to managing his territory involves adopting a dual mindset, acting as both the AE and the CRO of his region. As an AE, he focuses on engaging accounts, contacting high-level personas, sending inbound/outbound emails, completing meetings, and generating pipeline. As a CRO, he reviews data to understand discovery meetings, new business meetings, total meetings, opportunity stages, and pipeline coverage. Every Friday, he analyzes this data, aligns both roles, and plans the upcoming week. On Monday, he revisits the plan and executes it with the AE mindset. This method helps him maintain a comprehensive and strategic view of his territory.

Always include calls

[Ian Koniak](#) stresses the importance of making phone calls, which are harder to ignore than emails. Aim for a 1:1 ratio of phone calls to emails. The best time to call is Wednesday-Friday from 3-5pm. Sending 25 quality emails with follow-up calls per week can yield a 10% conversion rate, which is more efficient and effective than managing generic sequences. Selling is about talking to people, not just managing sequences.

30 touches per day

[Chris Orlob](#)'s tip: Never go a day without making 30 touches. Consistently reach out to 30 new people each day. Over 30 days, this adds up to 900 people. This approach will drastically increase your pipeline, providing a steady flow of potential leads and opportunities. Consistency is key to maintaining a robust sales pipeline and achieving your sales goals.

How to handle replies

[Samatha McKenna](#) explains what to do when you receive replies to cold outbound emails like "no thanks," "not the right person," or "not the right time." Instead of saying nothing, always thank them for their reply. Use a polite response like, "Understood - appreciate the reply nonetheless!" Manners-driven replies are rare and can keep the door open for future opportunities.

Video for prospecting step-by-step

[Dominic Blank](#)'s guide on video for prospecting:

- Start by preparing your storyline, focusing on the reason for reaching out, naming the problem you solve, teasing your solution with a use case, and including a call to action.
- Keep the video natural and conversational without memorizing your script. Ensure good lighting, voice quality, a clean background, and a good video angle.
- Record for 30-60 seconds, using tools like Loom or Vidyard, and limit yourself to two takes to maintain authenticity.
- Rename the video with the prospect's first name and include the GIF thumbnail in your email or LinkedIn message, along with a CTA.
- Don't aim for perfection; instead, imagine you're having a conversation. Practice and get feedback if needed.

Most videos go unwatched

[Bethany Stachenfeld](#) thinks that video emails often go unwatched because of poor email body content. A common mistake is simply stating, "I made you a video." This approach fails to engage recipients because they don't know what the video is about or why they should watch it. Instead, give them a hook by explaining what's in it for them. Examples include: "I made you a video to show how we can help you achieve X result," "I made you a video to show how easy it is to get this set up," or "I made you a video of what we'll cover on our call today." Providing a teaser can significantly boost engagement.

Use a multi-touch approach

[Firat Berber](#) highlights the ripple effect of calling potential customers. Even if a call doesn't connect, it can significantly boost results in other channels. For example, his Triple Touch sequence, which includes calling as a step, boasts impressive metrics: a 58% open rate, 25.2% reply rate, 18.5% meeting rate, and an 8.6% opportunity rate - double the effectiveness of sequences without calls. Calling may be uncomfortable, but it's essential for balanced prospecting. Don't let insecurity hold you back; calls can be a game-changer.

Closed opportunities

[Sophie Ellis](#) emphasizes the importance of nurturing closed lost opportunities, especially those that fell through due to timing or other priorities. To tap into this potential revenue with minimal effort, she suggests adding these contacts to a nurturing cadence that includes

sharing specific stats, relevant success stories, and links to webinars or blogs every few weeks. Additionally, she advises continuing to engage with them on LinkedIn by starting conversations, commenting on their posts, and sharing useful content. Finally, send a monthly industry-specific update via videos or emails to position yourself as a thought leader and stay top of mind.

Create your playbook

If your organization lacks a solid playbook, [Ali Chrisp](#) suggests creating your own. Start with research: understand your Ideal Customer Profile (ICP), conduct competitor analysis, define your goals, and understand your tech stack and sales velocity metrics. Set targets for emails, calls, social selling, weekly call reviews, CRM hygiene, demo follow-up times, and multi-threading. Execute by blocking out your calendar, using timers, and turning off distractions. Refine and repeat by evaluating what works, improving messaging, win rates, sales cycles, and increasing call and email volume. Document everything to ensure the process is repeatable.

Ask this after each call

[Darren McKee](#) shares a simple yet crucial sales tip: always ask if the contact's previous company is worth prospecting into. Use the question, "I'd be a terrible salesperson if I didn't ask this question. Your last company, Hitachi. Do you think they are worth me prospecting into? Am I on the right track with reaching out to Samuel?" McKee highlights that asking this question can often lead to introductions and uncover multiple opportunities. Be confident and make the ask to stop missing out on potential leads right in front of you.

Understand their challenges

[Salman Mohiuddin](#) notes that sales reps often struggle with prospecting because they focus too much on product features instead of the prospect's challenges. Focus on:

1. Understand the persona: Know the target's roles and responsibilities.
2. Identify problems: Focus on the real issues the prospect faces, using their language.
3. Assess impacts: Recognize how these problems affect their role and team.
4. Align with metrics: Understand the KPIs that matter to them and how your solution addresses these.

With this approach, every outreach will resonate more with prospects, making prospecting easier and more enjoyable.

Bad lead sources

[Bethany Stachenfeld](#) stresses the importance of quickly eliminating bad lead sources. If a new channel isn't delivering quality leads, it's crucial to stop using it. Continuing with ineffective leads can create a negative mindset, leading to poor preparation and follow-up, making it less likely to close deals. Persisting with bad leads wastes time and can damage team morale and trust. There are numerous alternative methods for generating leads, such

as email outreach, video prospecting, social media, and content marketing. Recognize when to move on and explore new strategies.

Digital sales rooms

[Florin Tatulea](#) recommends using a digital sales room if your sales cycles are longer than four weeks. Here's why:

1. It indicates the buyer's seriousness. If they decline a collaborative workspace, they're likely not serious about an evaluation.
2. It simplifies the buying process by providing a single space for decks, proposals, and business cases, making it easier for busy buyers to stay organized.
3. It gives insight into what materials buyers are engaging with, helping you focus your efforts and spot potential issues.
4. Mutual Action Plans within the digital sales room keep evaluations on track and demonstrate your professionalism.

Offer a 'value workshop'

[Patrick Trümpi](#) shares how introducing a "Value Workshop" step helped his team capture 40% of their target market of financial institutions with over 400 employees in 1.5 years. This workshop, suggested after a demo, helps prospects quickly identify and prioritize use cases, defining the impact and ROI in 3-4 hours instead of months. The workshop includes team leaders and users, resulting in a defined ROI, enthusiastic support, and enough information to make an offer, significantly shortening the sales cycle and gaining high acceptance from prospects.

Plan your week

[Teddy Frank](#) recommends planning your weekly schedule with clear goals and time blocks. Set your weekly targets, such as booking meetings or making calls. Organize your week with specific time blocks: Yellow for revenue-generating tasks (prospecting, cold calls), Red for non-revenue tasks (admin, updating trackers), Blue for internal meetings, Purple for personal activities (routines, meals), Orange for fitness (workouts, walks), and Pink for skill development. Aim to have more yellow blocks to boost productivity. Spend 30 minutes planning to ensure you accomplish your goals and avoid wasting time.

Better conversations

Avoid calling their baby ugly

[Caroline Malooney](#) advises against walking up to a stranger and criticizing their business, as it puts people on the defensive. Instead, use probing or pain hypothesizing. For example, say, "Caroline, I spoke with colleagues in your field who mentioned challenges around [issue]. Are you facing similar issues?" Or, "I often hear [issue] from [similar companies], and we recently helped [company] solve this problem. Would you like more information?" This approach avoids making assumptions. Remember, don't criticize directly.

Starting the sales conversation the right way

[Amy Hrehovcik](#) shares an effective strategy for improving buyer experiences in sales conversations. She emphasizes the importance of asking buyers directly about their objectives for the call.

Amy suggests asking, "My objective is to get you what you want out of this call, and since I haven't mastered mind reading yet... If we cover X in 15 or 30 minutes so that you consider this meeting a success, what would X be for you?" This method shapes the conversation to focus on the buyer's needs.

Write down potential stakeholders

[Charlotte Johnson](#) suggests that before important discovery calls, you should research and list the stakeholders involved, and create a hierarchy diagram for larger deals. This allows you to ask credible, precise questions like "Is Kelly the CFO who signs off on this?" rather than generic ones. Charlotte says this demonstrates your preparation, builds trust, and helps accelerate the sales cycle by getting the right people involved earlier. A little pre-call homework goes a long way.

Don't just answer your prospects' questions right away

[Stuart Taylor](#) suggests finding out why they're asking them. For example, when a prospect told Stuart, "This proposal doesn't work for us," instead of lowering the price, he asked, "What about the proposal doesn't work for you?" It turned out the problem was not the price but the payment terms and a three-year commitment. By asking more questions, Stuart discovered the real issue, which saved him from unnecessary negotiation. His advice is to always dig deeper instead of assuming you know what the prospect needs.

Need vs. want

[Mark Ackers](#) shares how he distinguishes between a prospect's wants and needs. He described a conversation where he questioned whether a prospect's desire for improved sales was a want or a need. The prospect clarified it was a need, prompting Mark to probe deeper. This led to uncovering significant business issues, such as declining sales and

investor concerns. Mark's approach emphasizes the importance of understanding the real urgency behind a prospect's words to effectively address their critical business pains.

Assume they're not a fit

[Will Aitken](#) shares a valuable lesson for conducting sales discovery calls effectively: Start by assuming the prospect isn't a fit and look for evidence to prove otherwise.

This involves two key questions:

- Does the prospect have a problem worth solving? If the issue isn't significantly impacting their business, other priorities will likely take precedence. Be upfront if you see no strong reason for them to invest in a solution.
- Can my solution effectively solve their problem? If there's a better solution available, inform them honestly. It's better they hear it from you than discover it later.

Avoiding the pricing conversation early?

[Salman Mohiuddin](#) advises against frustrating prospects by avoiding pricing discussions early on. Instead, he recommends being upfront and providing a transparent cost estimate right away.

For example: "Linda, based on our current information, you can expect a cost range of \$70,000 to \$110,000. We can determine the exact figure during our next conversation." Salman states that being transparent with pricing from the start builds trust with prospects and prevents deals from stalling.

'Let me circle back with the team and get back to you'.

[Stef Gerald](#) recommends setting the expectation upfront at the end of the discovery call. They'll either want to move forward or not based on what's covered. Then five minutes before the call ends, directly ask if it's worth exploring further. If yes, you can recommend next steps.

If no, you can understand their concerns. This prevents the dreaded "let me circle back" response and allows you to control the next stage of the sales process decisively.

Map out potential stakeholders early on

[Suraj Sharma](#) advises that booking discovery calls is tougher now, so you need to be strategic. He recommends mapping out potential stakeholders across departments early on. Then for the next call, suggest bringing in specific people you've identified, showing your research on their buying committee. Suraj states that this mapped stakeholder approach allows you to have warmer conversations uncovering needs and building relationships effectively during discovery calls, rather than a cold pitch. Proper stakeholder mapping sets you up for successful enabling conversations, not selling.

Sell the transformation

[Monica Stewart](#)'s tip: shifting your sales demo approach to close bigger deals faster with enterprise buyers. Instead of starting with a detailed walkthrough of your product, begin by showing the most valuable feature that directly addresses the prospect's needs. This allows them to see the immediate benefits.

Follow these steps:

1. Identify key benefit: Determine the most impactful feature for the prospect.
2. Start with impact: Open your demo by showcasing this feature and explaining its value.
3. Relate to their needs: Connect this feature to the prospect's specific challenges and goals.
4. Demonstrate workflow: After showing the benefit, guide them through the steps to achieve this result, keeping the focus on ease and efficiency.
5. Engage with use cases: Share real-life examples of similar companies achieving success with this feature.

This approach helps prospects quickly understand the transformation your product offers, making them more likely to move forward.

Become a better listener

[Joe Fontana](#)'s main advice to salespeople is to listen first, talk later:

- Be present - Use your ears more than your mouth to realize when your product isn't a fit.
- Ask open-ended questions - Listening helps you see when you need to do more research.
- Paraphrase and summarize - Reflect on how you haven't learned about the prospect. Apologize and take time to improve.

Go "off script"

[Patrick Trümpi](#) suggests to go "off script" in discovery calls. For example, when a client mentions evaluating competitors' invoice processing tools, ask about their opinions on the competitors:

"What are the aspects you really liked from our competitors and what are the aspects you did not like at all?"

This helps you understand their preferences and position your solution to address competitors' weaknesses. Focus on decision criteria, not ROI. Add criteria you can fulfill but competitors can't, by asking about your strong features. Position your solution to win deals against competitors by focusing on what matters most to the client.

Ask "lean in" questions

[Mike Gallardo](#) suggests asking "lean in" questions that build on what the buyer says, instead of pre-planned discovery questions. He provides 4 examples in his post:

1. If they mention hiring, ask what's driving the headcount growth.
2. If they mention hearing about you, ask what specifically stood out to them.
3. If they mention being new, ask about the top initiatives they were asked to execute.
4. If they mention a challenge, ask them to walk through the process step-by-step.

The idea is to first understand their business better by leaning into what they bring up. After that, you can ask your pre-planned discovery questions.

Asking for warm intros

[Katrine Reddin](#) explains that asking for warm intros is an art and science. Warm intros have the best results because they leverage network trust. However, overusing this "trust currency" can deplete it.

To request warm intros effectively she recommends:

1. Research to ensure the intro is worthwhile.
2. Be transparent about your intentions and relevance.
3. Show manners and understand timing may not be right.
4. Do all the work - provide blurbs, context, use tools, pick specific people.

This only works if you also actively introduce your network. It's about give and take.

The easiest way to kick off a discovery call

[Laura Nelson](#) suggests starting discovery calls with two questions:

1. How did things go for the business last year?
2. Based on those results/learnings, what are you focused on now?

This gives you a quick understanding of their path to the current state and future goals, before diving into how your product can help. Asking about past performance lets prospects explain what they cared about, how they attacked problems, and what worked or didn't. Then asking about current focus brings you into both the current state (what they're doing now) and future state (their goals).

Great conversations are not full of questions

[Danilo Vuk Capric](#) argues the best sales conversations are not just constant questioning, but a back-and-forth sharing of ideas, points of view, revenue-generating ideas, and discussions of industry challenges and innovations.

He suggests ditching the checklist of discovery questions and instead focus on:

- Sharing your own ideas and points of view
- Sharing revenue-generating ideas
- Discussing industry challenges and innovations

Make the conversation more of a dialogue where both parties actively exchange thoughts and insights. A little give-and-take makes it more natural and valuable for the prospect.

Use 'how' instead of 'can'

[Ian Barker](#) suggests a simple but effective change to improve discovery calls: replace "can" with "how" in your questions. He recommends instead of asking "Can you determine your average monthly sales by product?" to use "How do you determine your average monthly sales by product?"

This small adjustment transforms the call from feeling like an interrogation into a deeper, more meaningful conversation. It encourages prospects to explain their processes and reasoning, leading to a richer dialogue.

Improve your introductory pitches

[Bruce Brotine](#) offers key tips for refining sales pitches:

- Interest origins: Understand why they agreed to meet. What caught their attention from your outreach?
- Priority check: Ensure your solution is a priority for them. If not, it might be time to move on.
- Explain simply: Clearly describe how your solution helps and relate it to their situation.
- Encourage dialogue: Let them share their thoughts on your solutions.
- Next steps: Set up a follow-up meeting or decide if it's time to stop.

Email outreach

Spend more time personalizing

Sending 100 emails in a sequence is simple these days, which is why many are prioritizing quality over quantity. The goal should be to break through the noise, not add to it. Most emails and LinkedIn messages don't include personalized touches like voice notes, videos, or tailored content. This means the bar to stand out is quite low. Instead of using a spray and pray approach, taking extra time to personalize your communications can make a significant difference. [Rory Sadler](#) is talking about this regularly like in this posts.

Use this instead of "Congrats on new role"

[Jen Allen-Knuth](#) offers advice for booking meetings with new-in-seat prospects by making your cold emails stand out. Instead of the usual "congrats on your new role," differentiate yourself with deeper research:

1. Look at their last role. Identify new or different responsibilities.
2. Compare their last company. Note size, funding stage, and ownership model.
3. Analyze their sales type. Identify differences in buyer function and deal size.
4. Check for connections with current leadership or past customer advocacy roles.

Example: "Noticed you and Jeff (CEO) worked together at Acme. Seems like you'll be marketing to the CIO now. Helpful for me to share a list of events that draw in enterprise CIOs?"

This approach shows thoughtfulness and makes a stronger first impression.

Keep you in the loop template

[Jacob Karp](#) shares an effective email template to keep executives in the loop and build trust. He used this strategy with a customer account by regularly updating an executive with the following template after significant meetings or project kickoffs:

Subject: Keeping you in the loop, no ask

Carl-

Met with the Cloud Engineering team today, including [names].

Wanted to make sure I kept you in the loop with our work and progress, no need to reply.

We covered:

- Initiative 1
- Initiative 2
- Initiative 3

We're building out a joint phased approach and timeline and I'll keep you posted on next steps.

Any questions let me know.

Five elements of outbound emails

[Anthony Natoli](#) suggests that every effective cold outbound email should include these five elements: a relevant reason for reaching out, context explaining why it matters, a problem statement linking the two, proof points showing how you've solved similar issues, and a CTA to gauge interest. This ensures the message focuses on the prospect, not you.

Example for Gong:

Hey NAME,

Saw Intrado had a few recent leadership shifts and recently released the 911 PSAP Video. Typically, new leadership and a product release emphasize scaling service delivery and support. It's hard to scale those efforts without insight into team interactions with customers. Gong recently helped Genesys and ServiceTitan achieve X outcome.

Is this something you're running into?

Use the 3 C's

[Tyler Lessard](#) suggests the best email subject lines are Curious, Challenging, or Camouflaged. Curious lines create an open loop, compelling recipients to open the email, like "Pickled onions and HR." Challenging lines question current beliefs, prompting curiosity, such as "Your employee engagement is suffering." Camouflaged lines mimic internal emails, making them seem important, like "Engagement scores are down." Try these concepts in your emails and see the results. Any other examples that have worked well for you?

Address objections in emails

[Jed Mahrle](#) advises that if you can book meetings on the phone but struggle with email, the key is addressing hidden objections. First, confirm you're targeting the right people and have good open rates. If emails are opened but not replied to, think about common objections from your cold calls and address them upfront. For example, acknowledge if they likely use a competitor or if the issue isn't a priority. Translate your phone success to email by directly addressing these concerns.

Relevance > personalization

[Matthew Klingner](#) notes that relevance is more critical than personalization in prospecting. Tailored emails should focus on the recipient's fears, focus, challenges, and opportunities. For instance, reference their CEO's supply chain worries, shareholders' innovation risks, or an SVP's growth plans. Your messaging should directly address these specific issues to appeal to prospects seeking solutions, risk reduction, and opportunities. It's not about where they went to school or that you have something in common.

Higher open rates

[Alan Ruchtein](#) shares his strategy for achieving over 60% open rates in emails, emphasizing the importance of subject lines. The sole purpose of a subject line is to entice the recipient to open the email. Instead of typical salesy phrases, use subject lines that sound internal, are about the recipient, spark curiosity, and consist of 1-4 lowercase words. Examples for a VP of sales could be "missing quota," "2024 SKO," or "forecast." Focus on getting your emails opened first before worrying about the body content. For higher reply rates without spending hours on a single email, refine your subject lines to be short and intriguing.

Next board meeting

[Danilo Vuk Capric](#) suggests using "Board Based Messaging" to get your cold emails opened by CEOs since every CEO has to answer to a Board of Directors. Start with a subject line like "Next Board Meeting" and a first line such as "Hi [Name], how often is the board asking about [topic]?" where "topic" refers to what you sell or the outcome you produce. Add context in the body, mentioning problems others face, like "not knowing where to start." End with a line that provides potential value, such as sharing how other companies are approaching the topic, instead of a typical call-to-action. This approach leverages the CEO's accountability to their board, making your message relevant and insightful.

Reach out to salespeople

[Nick Cegelski](#)'s top source for outbound booked meetings has been through salespeople at target accounts. He connects with salespeople using blank connection requests, then messages them respectfully to ask for advice about the company. For example, "Hey [Name], I know this is out of the blue, but could you give me some advice about Acme?" Most salespeople are willing to help if you act normally. Once they respond positively, he explains his target account without spamming the whole team. If they confirm his hunch, he asks if they can introduce him to the marketing leader or share his email.

Book group meetings with C-level

[Jen Allen-Knuth](#) shares a simple strategy to book group meetings with C-level teams when multiple stakeholders are involved. Here's how it works:

1. Align with a Mobilizer on the cost of inaction.
2. Write the email but have the Mobilizer send it to the buying group and BCC you.
3. Focus on identifying misalignment on the problem, not on the solution.

The goal of the first meeting is to surface differing views on the problem before discussing solutions. Here's the email template:

Team,

I asked Jen Allen-Knuth to spend 30 mins with us next week.

I met with Jen today to share context on the roadblocks we're up against re: [OBJECTIVE].

She had some unique perspective on [PROBLEM], based on X & Y.

Any concerns spending 30 mins on this together?

Boost your reply rates

[Andy Laws](#) offers five actionable writing tips to boost your reply rates:

1. Write as if you are talking.
2. Don't try to sound clever.
3. Read your writing out loud to ensure it's engaging.
4. Tailor your message for a single reader.
5. Use whitespace effectively in your emails.

LinkedIn & Sales Navigator

Competitor reps

[Florin Tatulea](#) shares this LinkedIn tip: Add competitor sales reps as connections. Once connected, create a saved search of accounts and key personas in your territory. Filter the list to include “Connections of {COMPETITOR AE}” and get alerts when your competition connects with key prospects, indicating they are likely evaluating.

Events

[Jed Mahrle](#) shares a LinkedIn tip: In the search bar, filter by “Events” and type a keyword relevant to your platform (e.g., “Compensation”). Find LinkedIn events related to that keyword. Click on the event, then go to “Attending” and the “Networking” tab. This gives you a list of all the prospects attending these events, allowing you to target them with a relevant sequence.

Conversational approach

[Will Aitken](#) suggests treating LinkedIn messages like texts: short, simple, and casual, without selling, greetings, sign-offs, or formatting. Instead of an email, use a conversational approach. For example, say "Looks like you're managing over a dozen reps, Saad. Are you using anything to help them with cold emails?" If there's no response, follow up with a friendly voice note or video, providing more context without pushing too hard on the first touch.

Past company

[Tom Alaimo](#) shares a LinkedIn Sales Navigator hack that was a top pipeline driver at Gong. Here's his step-by-step process:

1. Open LinkedIn Sales Navigator.
2. Go to Saved Searches.
3. In "Past Company," enter a list of companies that are great customers (case studies, testimonials, etc.). For a large list, use a CSV file.
4. In "Current Company," input your territory or filter by company size.
5. Use the generated list to reach out via email and LinkedIn with a message like:

"Hey [Name], congrats on moving from [Old Company] to [New Company]! We've helped [Old Company] achieve [specific goals] and would love to see if we can replicate those results for you at [New Company]. Open to a conversation?"

[Jason Bay](#) is using this example: "Hi [first name], noticed you were [title] at [old company, current client of yours] back in [year]. They recently used our help to [achieve results or overcome problems]. Thought their learnings could help with the work you're doing at [current company]. Mind if I share more? [first name] P.S. [personalization]"

Recent updates

[Anthony Natoli](#)'s LinkedIn Sales Navigator tip: Upload your list of accounts, go to 'leads,' and filter by 'recent updates.' This helps uncover contacts at accounts who have posted on LinkedIn recently, changed jobs, or were mentioned in the news. Use these signals to make a relevant observation in your outreach.

Spotlight tab

[Morgan J. Ingram](#) shares a simple LinkedIn Sales Navigator tip: When searching for leads, expand the Spotlight tab on the bottom left to see the "Leads that follow my company page" option. This helps you easily add key personas to your lists for future outreach, referrals, and building a professional network. As a seller, he scheduled many meetings using this tactic. Mention someone on your team who would find this helpful.

Video prospecting

[Darren McKee](#) sends videos to C-Suite prospects on LinkedIn. He follows a structured approach. Start with a smile and use hand gestures. Mention something unique about the prospect. Recognize their hard work. Clearly state it's a pitch. Explain why you reached out. Reference their past experiences. Mention how you can help. Close by asking for a meeting. Offer an easy way out. Follow up with a quick DM. This method works consistently.

Profile views

[Patrick William Joyce](#) shares a prospecting hack that helped him book 3 meetings in a week using Sales Navigator and voice notes for instant personalization.

Here's his process:

1. Go to Sales Navigator, apply Lead Filters, and turn on "viewed my profile recently" for 1st-degree connections.
2. Open the LinkedIn mobile app and leave a voice note with context for reaching out to everyone who's viewed your profile in the last 90 days.
3. Follow up with a personalized video when the prospect responds to your voice note.

Work with many lists

[Ricky Pearl](#) advises using LinkedIn's new Sales Navigator feature to filter your news feed to specific lists, enabling reps to focus only on prospects likely to convert. Create lists like "In Opportunity," "Existing Customers," "Weekly Engagement," "Daily Social," and "In Sequence." If your reps aren't using this feature, it shows your organization is falling behind on tech updates. Use SalesNav to create a list of those keeping you informed. Staying current is crucial in the fast-moving tech landscape.

Content that leads to new connections

[Michael Goncalves](#) shares two ways he uses LinkedIn to generate connections, opportunities, and sales. First, he posts industry research, data, and stats to establish himself as an expert. Second, he shares personal stories about his thoughts, beliefs, wins, losses, and experiences to show his human side.

He points out that people do business with those they know, like, and trust. Posting personal stories helps build these connections virtually. He often hears from prospects that they feel like they already know him, which proves the effectiveness of this approach. He encourages others to try sharing personal stories on LinkedIn to build relationships.

Away message

[Leslie Venetz](#)'s top LinkedIn hack is to always have an away message on. This helps manage the chaotic LinkedIn inbox, which lacks a folder system and other organizational tools. Instead of stressing over messages, an away message lets people know you don't check that inbox regularly, freeing you from the obligation to reply.

Additionally, use the away message to direct people to your preferred communication channels. Most messages, often spam or unsolicited requests, don't need more than an auto-reply. To set this up, go to your messaging tab, click on the three dots next to "Messaging," and select "set away message." This saves time and helps prioritize important conversations.

Approaching new connections

[Anthony Natoli](#) shares a simple LinkedIn message to send after a prospect accepts your connection request: "Hey [Name], can I ask you a quick question?" This often gets a positive response. Once they agree, highlight the problem you solve with a question. Combine your observation with the problem, like, "Thanks, [Name]. I saw you were hiring BDRs for outbound. How quickly do they book their first OB meeting?"

Avoid asking for a meeting right away. Instead, find out if they have a problem you can help with by framing it as a question. This straightforward approach has been effective for Natoli.

Smart links

[Will Aitken](#) suggests using the most underused feature in Sales Navigator: Smart links. They allow you to send multiple videos, photos, PDFs, links, and slide decks in one reliable link. The best part? You can track what the recipient viewed and for how long if they're logged into LinkedIn. This is incredibly useful for sharing value resources when prospecting, sending materials throughout the sales cycle, and sharing proposals and business cases within an organization.

Account IQ

[Florin Tatulea](#) believes most users aren't leveraging LinkedIn and Sales Navigator to their full potential. He offers five ways to elevate your prospecting game, starting with Account IQ in

Sales Navigator. If you're targeting accounts with 500+ employees, you can get an AI-generated summary with one click, saving you research time.

This feature provides insights such as how the account makes money, top three strategic priorities, top three business challenges, competitive landscape, and key personas.

Better relationships

[Perry van Beek](#) suggests building better relationships on LinkedIn by spending time getting to know your prospects before discussing business. When a prospect accepts your connection request, look for common interests. The more you have in common, the more you like each other, making it easier to do business together. So, read their profile thoroughly, ask about recent posts, and find shared interests. This approach creates a positive foundation for future business conversations.

Discovery Calls

Embrace the no

[Kyle Asay](#) advises empowering the buyer to say "no" to reduce tension in discovery calls. Instead of pushing for a follow-up meeting, frame the conversation to respect their priorities. For example, say, "Based on our conversation, we might help you improve [outcome] by addressing [use case]. If this is a priority, should we discuss it further?" This approach shows respect for their time and priorities, making them more comfortable and open to continuing the conversation if it aligns with their needs.

Use humility

[Charles Muhlbauer](#) suggests using "Humbling Disclaimers" to ask tough discovery questions without awkwardness. The problem isn't the questions themselves, but how they are presented. By using humility, you can soften the impact of tough questions and make the prospect more comfortable.

Examples of humbling disclaimers include: "I'm not sure how to ask this, but...", "At the risk of being direct, I'm curious what...", "I don't want to ask the wrong thing, but...", and "Without being too forward, I was wondering what...". These phrases can make your prospect more willing to answer honestly and help you uncover the real truth in your conversations.

True discovery = curiosity

[Ashley Coghill](#) says that discovery isn't a chore or a mere checkbox before moving to the demo or closing stages. It's not a sales stage but rather targeted curiosity and learning from people who might need what you sell, at any point in the process, not just the beginning. If

you're struggling with discovery, start by shifting your mindset to one of genuine curiosity. Approach it like a detective solving a mystery.

Golden phrase

[David Lindner](#) suggests a golden phrase for deeper discovery: "Seems like you've got a reason for saying/doing that." This phrase is non-confrontational and disarming, making it easy for prospects to open up. It's universally applicable, whether the prospect says something positive or negative, allowing you to dig one level deeper. It removes any presuppositions about their motivations and lets them explain their reasons clearly.

Keep it conversational

[Jason Bay](#) suggests vision matching as an antidote to making discovery feel like an interrogation. Instead of asking endless questions, collaborate on the agenda, volley between questions and insights, and share stories to keep the prospect engaged.

For example, if a prospect says, "It's been annoying finding influencers for our business," respond with, "I know! Many clients say finding good influencers is tough and managing them is a lot of work. How do you find influencers right now?" This method keeps the conversation natural and helps you uncover deeper insights.

Why questions

[Alexander Stefansson](#) shares a strategy to make "Why" questions less accusatory and more effective in discovery. Instead of directly asking "Why" questions, which can feel confrontational due to negative childhood associations, he suggests blending them into natural language.

For example, instead of asking "Why is this happening?" you might say, "You mentioned earlier that you've been struggling with [pain]. Out of curiosity, why do you think that is happening?" Alternatively, use labels and clarifying questions like "It seems like + can you elaborate?" This approach helps uncover the root cause of issues, ensuring you solve the right problem and add more value to your solution.

Dig deep

[Sebastian Borchi](#) points out that most sales reps only scratch the surface in discovery, especially regarding the decision process and buying center. It's crucial to delve deeper early on to distinguish true champions from mere fans, accurately forecast timelines, and assess if the champion has recent experience with software purchases.

His technique is straightforward: persistently ask clarifying questions like "What does that mean exactly?" or "What does this mean for our process?" This approach helps in thoroughly understanding the processes, people, past experiences, and potential roadblocks. Reps should continue asking until they fully grasp the situation.

Storytelling

[Ricky Pearl](#) compares great discovery calls to a well-curated movie journey, emphasizing that they should build a plot, create tension, and keep the prospect engaged. He relates this to Winning By Design's SPICED framework (Situation, Pain, Impact, Critical Event, Decision Criteria), viewing it as a storytelling tool. Just as movies develop characters and build tension before dramatic scenes, discovery calls should build a narrative.

Start with the prospect's situation, move through their pain and the impact, and use customer stories to create social proof. Reflect these impacts back onto the prospect, making them the hero and using critical events to create urgency. The goal is to leave the prospect feeling like they need to know what happens next, creating excitement and commitment to the solution.

Other topics

POC

[Mike Fiascone](#) recommends treating a POC (Proof of Concept) as a Proof of Closing. When you reach the POC stage, treat it professionally and formally. Draft a POC agreement signed by executive sponsors from both sides, resembling a 2-page Statement of Work (SOW), even if it's \$0. Include goals, mutual expectations, actions, timeline, success criteria, deliverables, and key stakeholders.

Ensure no resources are assigned until exec sponsors connect. This approach helps you get higher in the account, structure the sales cycle, and accurately forecast the deal, reducing risk and avoiding low-level tire kickers.

MAPs

[Ali Chrisp](#)'s tips for effective mutual action plans (MAPs):

1. Guide the buyer: Include common next steps from your experience and personalize them to where the buyer is in their journey.
2. Collaborate: Include tasks for both parties, showing collaboration ("I'll do X, you'll do Y, and we'll achieve Z") instead of just giving homework.
3. Post-signature steps: Outline onboarding and implementation steps to demonstrate ease of getting started and achieving quick ROI.

Next steps

[Brian LaManna](#) suggests improving the traditional approach of locking down next steps by booking multiple meetings at once. For group demos, he recommends scheduling a follow-up meeting with your champion immediately after to discuss feedback and next steps. This avoids the hassle of scheduling during a busy group call. For pilots or trials, he advises

scheduling all necessary sessions upfront to maintain leverage and avoid future scheduling issues. This approach not only makes it easier for true champions but also reveals if someone isn't fully on board.

Taking control

[Kyle Asay](#) emphasizes maintaining control when prospects say, "Let me talk internally and get back to you," as this is where many AEs lose deals. Instead of merely scheduling a follow-up, he suggests conducting additional discovery to identify new stakeholders and their concerns, revising the business case to appeal to these new evaluators, and scheduling a "pre-internal sync meeting" with your champion to coach them on delivering the revised business case. Mastering this moment can significantly improve deal outcomes.