

BOOTSTRAPPEDGIANTS

B2B SALES ACCELERATOR

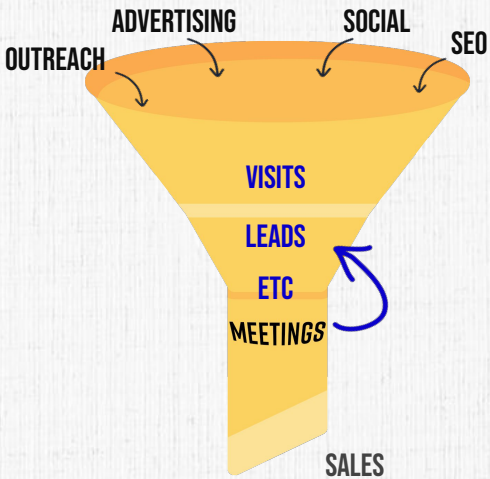
Module Four: Sales Meetings

B2B SALES ACCELERATOR

- **MODULE 0** LinkedIn Setup
- **MODULE 1** Full Sales Overview
- **MODULE 2** Mindset & Your ICP
- **MODULE 3** Your Offer
- **MODULE 4** Sales Meetings
- **MODULE 5** Tight Sales Process
- **MODULE 6** Delegation

WHAT DID WE
LEARN IN
MODULE 1?

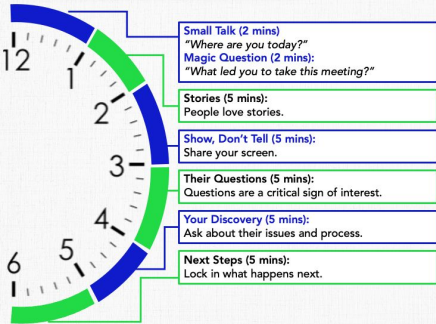
MMM:
Meetings are the only Metric that Matters



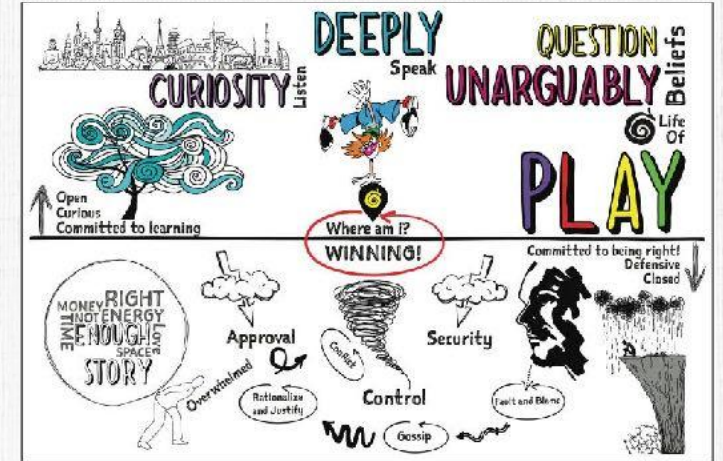
Mutual Introduction Playbook



Mastering the Narrative:
The 30-minute Zoom Meeting



Mindset:
Staying above the line



Finding Your Ideal Customer Profile



**WHAT DID WE
LEARN IN
MODULE 2?**

Defining your ICP

Your Perfect Customer											
Product & Service				Decision-Maker Profile							
What quality business processes does your product/service solve?				Who are the key decision makers within your market/sector?							
Our stakeholders all agree the value of	indirect indicators	to businesses is	turning an idea into a reality	The decision makers we target are typically	Working on a project	with roles such as	CEO or VP of Marketing				
Identifying Customer Characteristics				Pain Points and Challenges							
Which type of customer would benefit most from your product/service?				What challenges do these businesses face that your product/service addresses?							
I think our main customer base is		ENTER YOUR DEFINITION		They struggle with		They have a limited budget					
Feedback and Iteration				Buying Process							
How will you gather feedback to refine your ICP?				What does the buying process look like for your ideal business customer?							
We will collect feedback through		and adjust our approach as		The typical buying journey involves		Happens					
Firmographics				Next Steps							
What are the key demographic variables of your target market?				Perform an initial targeting study, then determine your final target market							
Industry	Size	Revenue	Business	LinkedIn Search Template							
Company Size	Ownership	Location	Market								

WHAT DID WE LEARN IN MODULE 3?

Defining Your Offer

Finding Your Price Point

Communicating Your Offer

SPECIFIC OFFER: BLURB



Would you be willing to refer GrowthAssistant to them and share your positive experience? This is the story that I included a blurb below and attached an overview deck if you forward this note on. If they are interested, you can just @mention them with @GrowthAssistant at @growthassistant.com.

Thanks for the support!

—

Blurb:

HUNDREDS of marketing teams use GrowthAssistant for staffing **high-quality offshore teams**. Clients include Code Academy, Dojo Daily, and you name it!

It's dead simple. For only \$199-\$350 per month, we'll hire, onboard, and manage a full-time, self-managing **Virtual Digital Business Marketers** who support **LinkedIn** teams with **job leads**. The resources we place are spending directly on our client (e.g., on their Slack, Zoom, and **Dojo** by **Beby** team). The most common roles are:

- GrowthAssistant helps support campaign managers on any digital channel including reporting, DA tracking, etc. for Meta, Google, Email, and other channels.
- GrowthAssistant can help source, create, manage, and monitor ads, etc. to make scaled creative.
- GrowthAssistant affords influence management (networks, support, etc.)

I've attached a 1-page 10-slide deck, too!

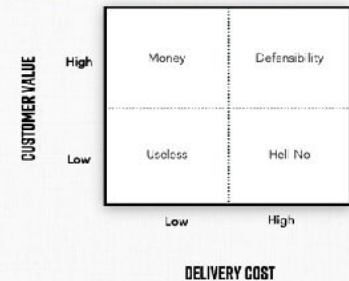
Appreciate you!

Growth Assistant
@growthassistant

10/10

WHY DOES IT WORK?
WE'LL BREAK IT DOWN

Where do you want to be?



SPECIFIC OFFER: SENTENCE STEMS

1. Market Trends	_____ (market trend) is a thing we both know is changing in the world.
2. Problem (pains)	That trend is creating _____ (problem) for _____ (ICP).
3. Solution (gains)	We decided to build a _____ (thing) that does _____ (value).
4. Product or Service (jobs)	That solution takes care of _____ (job 1), _____ (job 2), and _____ (job 3).
5. Authority (case study)	Here's an example where we helped _____ (ICP) accomplish _____ (number) results.
6. Customer Commitments & Price	In order to be successful, here's what we need from you: _____ (commitments) and _____ (price).
7. Call to Action	Here's the next immediate action to keep going down this path: _____ (action).



Big week despite the low volume of intro requests; **I officially quit my full-time job.**

I had been on paternity leave, so I've been working on the business full-time for months, but this was still an important moment for me. The boats are burned!

JOHN DRYDEN
Creationspace.ai

**WHAT INSIGHTS
HAVE YOU HAD?**



CHAT IT



**YOU CAN'T ALWAYS
BE PREPARED**

THE 30-MINUTE MEETING



Small Talk & Magic Question (2 mins & 2 mins):

Begin with a friendly 2-minute conversation about where they are located and their day. Ask a thoughtful question to understand what motivated them to take this meeting, such as *"What led you to take this meeting today?"*

Stories (5 mins):

Ask for "their story" in 1 minute (e.g., their role and focus), followed by a compelling 4-minute story about your experience, background, or relevant expertise.

Show, Don't Tell (5 mins):

Use screen sharing to visually demonstrate your capabilities, products, or solutions.

Their Questions (5 mins):

Allocate 5 minutes for them to ask questions, a sign of their interest and engagement.

Your Discovery (5 mins):

Ask them about their specific issues and processes to better understand their needs.

Next Steps (5 mins):

Conclude by locking in next steps, such as a follow-up call or proposal, to continue the conversation.

MODULE 4: SALES MEETING

Your Attitude	What you say, even when you're not speaking
Before Starting	Handling early issues
Running the Meeting	Mastering the key moments
Problem Solving	Overcoming common meeting problems

MODULE 4: SALES MEETING

Your Attitude

What you say, even when you're not speaking

Before Starting

Handling early issues

Running the Meeting

Mastering the key moments

Problem Solving

Overcoming common meeting problems

A blue-tinted photograph of a railway track curving through a wooded area. The track is made of metal rails on wooden sleepers, with gravel ballast. The track curves to the left in the distance. There are trees and foliage on both sides of the track. A signal post is visible on the right side of the track. The text "YOUR RAILS" is overlaid in white, bold, sans-serif font in the center of the image.

YOUR RAILS

CONFIDENCE MATRIX

SELF-CONFIDENCE

High

Low

Hungry Rookie

Pro

Not in the Game

Diamond in the Rough

Low

High

CONFIDENCE FROM EXPERIENCE



CONFIDENCE MATRIX

SELF-CONFIDENCE

High

Hungry Rookie

- Ready to Prove Themselves and Hungry for More
- Asks the Right Questions and Soaks Up Knowledge
- Learns by Doing, Not Afraid to Mess Up
- Brings Energy and Hustle Every Day

Pro

- Confident, Not Cocky
- Knows When to Say No and Focuses on What Matters
- The Trusted Voice in the Room
- Delivers Results Without the Drama

Low

Not in the Game

- Holds Back, Plays Small
- Avoids Risks and Stays in the Comfort Zone
- Presence is Minimal, Impact Even Less
- Struggles to Take Ownership or Make Things Happen

Diamond in the Rough

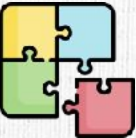
- Raw Talent with Big Upside
- Learns Fast and Doesn't Shy Away from Hard Work
- Shows Real Potential in Key Moments
- Has What It Takes, Just Needs Some Polishing

Low

High

CONFIDENCE FROM EXPERIENCE

NEXT-LEVEL MEETING TIPS

	Tell People <i>Why</i> Things Matter	Don't just tell them what to do—show them why it matters. When people get the “why,” they're all in.
	Sell a Partnership, Not a Product	You're offering more than a product. Frame this as a long-term partnership that delivers mutual value. It's about the journey together.
	Don't Sell Ice to an Eskimo	Know who you're talking to. Sell only what genuinely meets their needs, and skip the hard sell. Relevance is power.
	Be Clear Who You <i>Don't</i> Serve	Confidence means knowing who you're not for. It shows you're focused on the right clients, not just any client.
	Emphasize Fit	Align your solution to their needs—let them see you're here to help, not just to close.
	Seem Busy – Even When You're Not	Make it clear that you don't need the business – don't be desperate
	Stay Above the Line	When you're below the line, your goal is the sale. When you're above the line, your goal is building trust. Stay above the line.

POWERFUL LANGUAGE

Scenario	Say This	Not That
Clarify the Product's Benefit	Our product will save you 30% on costs while improving speed by 20%	Our product has several advanced features that are best in the industry, built from cutting-edge technology that's optimized for current market standards
Direct Call to Action	Let's set up a follow-up meeting to discuss next steps and get started	If this sounds good to you and you feel it could help, maybe we could discuss the next steps if you're interested
Addressing Concerns with Facts	To address your concern about cost, here's how our product saves you money over time compared to your current solution	I understand that you're worried about cost, but this product really is worth it if you think about everything it includes
Opening a Meeting	Today's goal is to finalize the budget. I'll cover three main points, then open it up for questions	Thanks for joining today. I thought it would be helpful to go over a few things, some background and context, and then we can dive in
Summarizing Key Points	To recap: we decided on Option A for its cost-effectiveness, and the next step is for each team to confirm budgets by Friday	So, to recap, we discussed a few different options, each with its own pros and cons, and some ways we might move forward depending on what's feasible and realistic
Handling Questions or Interruptions	That's a great question. Let's address it in the Q&A section at the end to keep our timing on track	Yes, we can discuss that further, and I can go into more detail, but let's make sure we stay on track and don't get too off-topic
Ending with Actionable Next Steps	Our next step is for each team to submit an update by Wednesday, and we'll reconvene Thursday to review progress	Well, I think we've covered most of it, so maybe just keep working on your parts, and we'll circle back soon

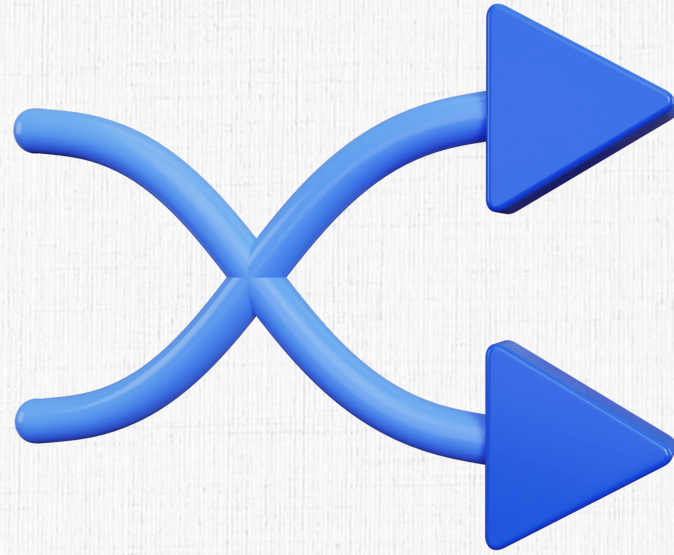
CLEAR LANGUAGE

- State your thoughts and requests clearly and confidently without apologizing or softening your message.
- Focus on being direct and treating the other person as an adult.
- Allow them to respond openly rather than trying to control their experience.
- Use directness, brevity and gratitude.
- Replace apologies with gratitude. If you're late, say, "Thank you for your patience," instead of. "Sorry for being late."

BREVITY BINGO

- **Acknowledgment:** Lets them know you've got it and you're tuned in.
- **Agreement:** Shows you're on the same page and aligned.
- **Action:** Signals that you're ready to roll or have a plan in place.
- **Reassurance:** Gives them confidence that it's covered and under control
- **Clarification:** Asks for more details to make sure everyone's clear.

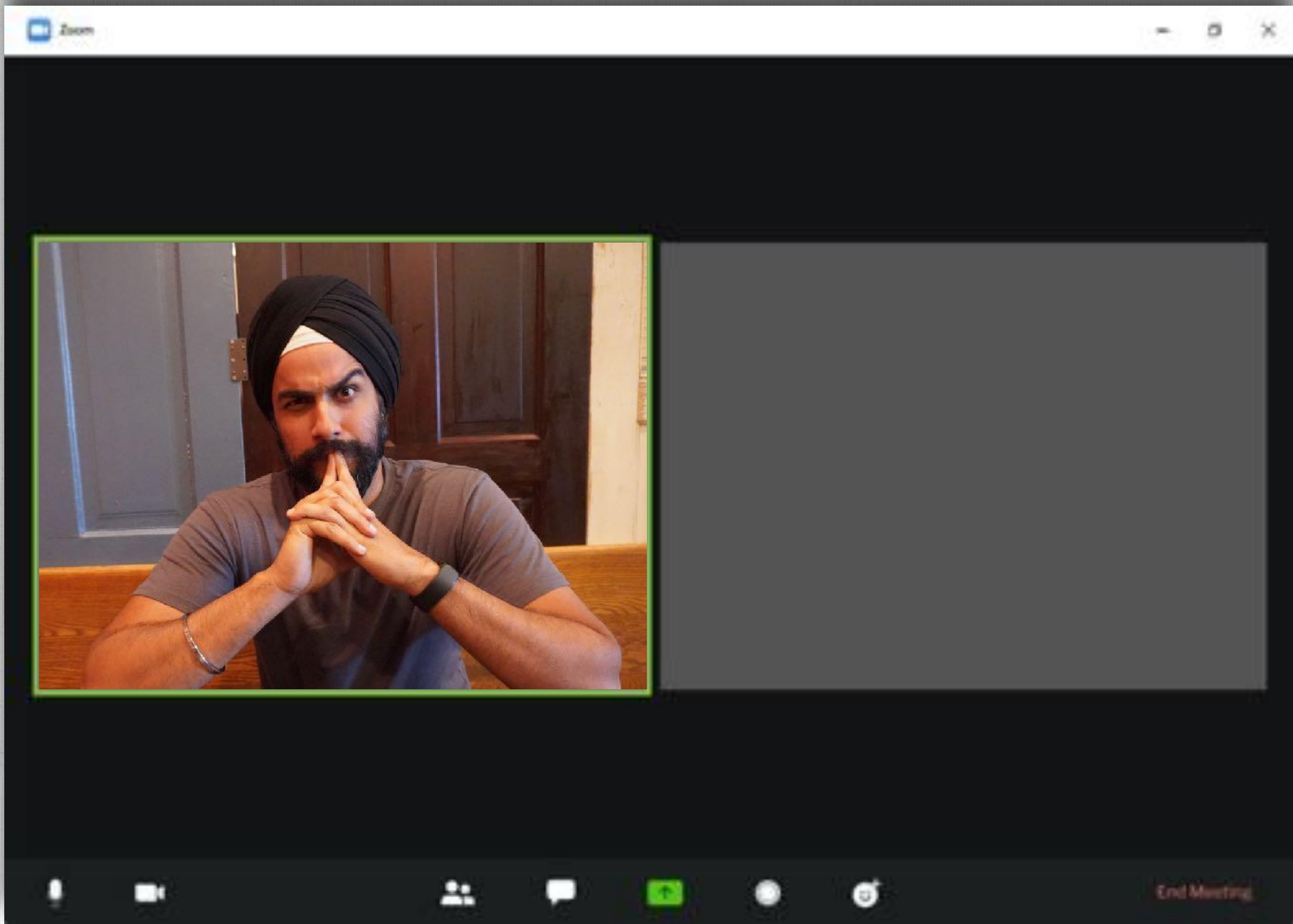
Acknowledgment	Agreement	Action	Reassurance	Clarification
Noted	Agreed	I'm on it	All set	Can you clarify?
Understood	Absolutely	Let's go	Sounds good	Just to confirm...
Makes sense	Good call	Will do	Got it covered	Could you elaborate?
Thanks for that	Count me in	On my way	Much appreciated	Could you give examples?
Let's discuss	Definitely	Send details	All good	Am I correct in thinking...?



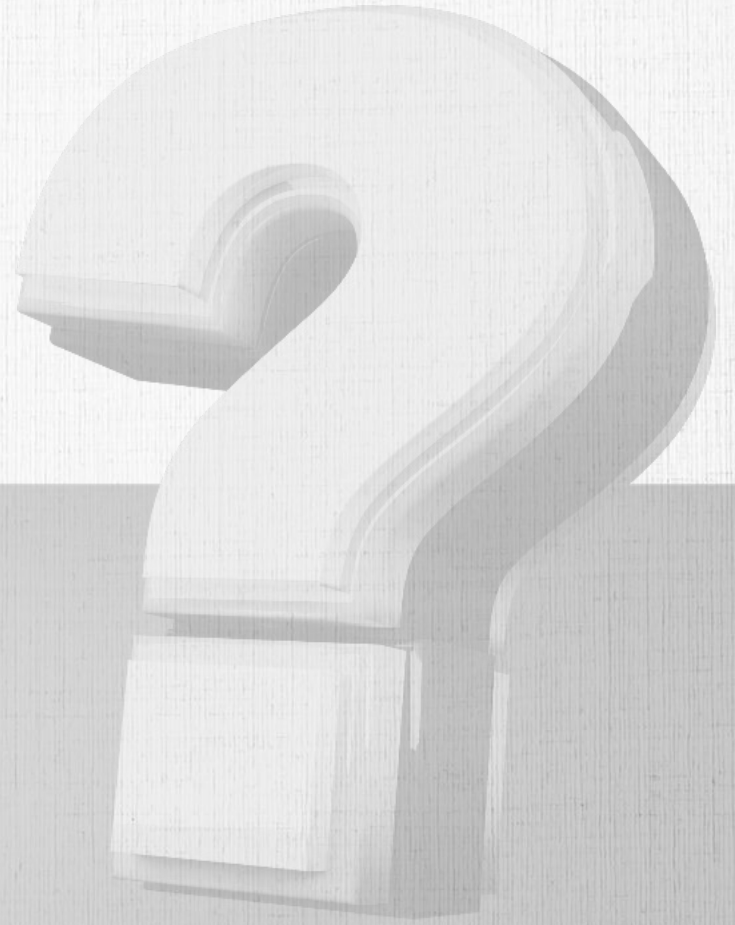
**THE BIGGEST CHANGE
YOU'LL MAKE.**

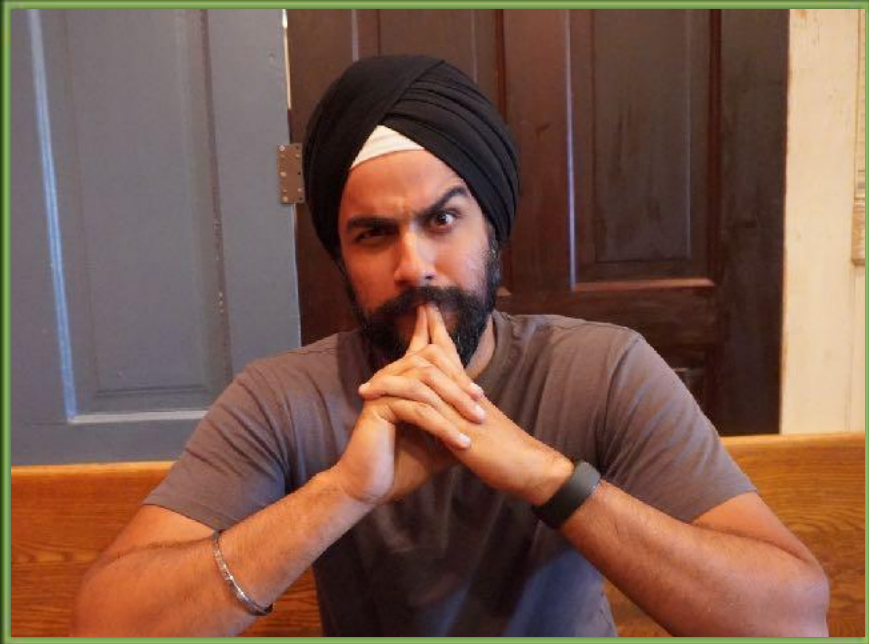
MODULE 4: SALES MEETING

Your Attitude	What you say, even when you're not speaking
Before Starting	Handling early issues
Running the Meeting	Mastering the key moments
Problem Solving	Overcoming common meeting problems



WHAT
WOULD YOU DO?





3-4 min: send email

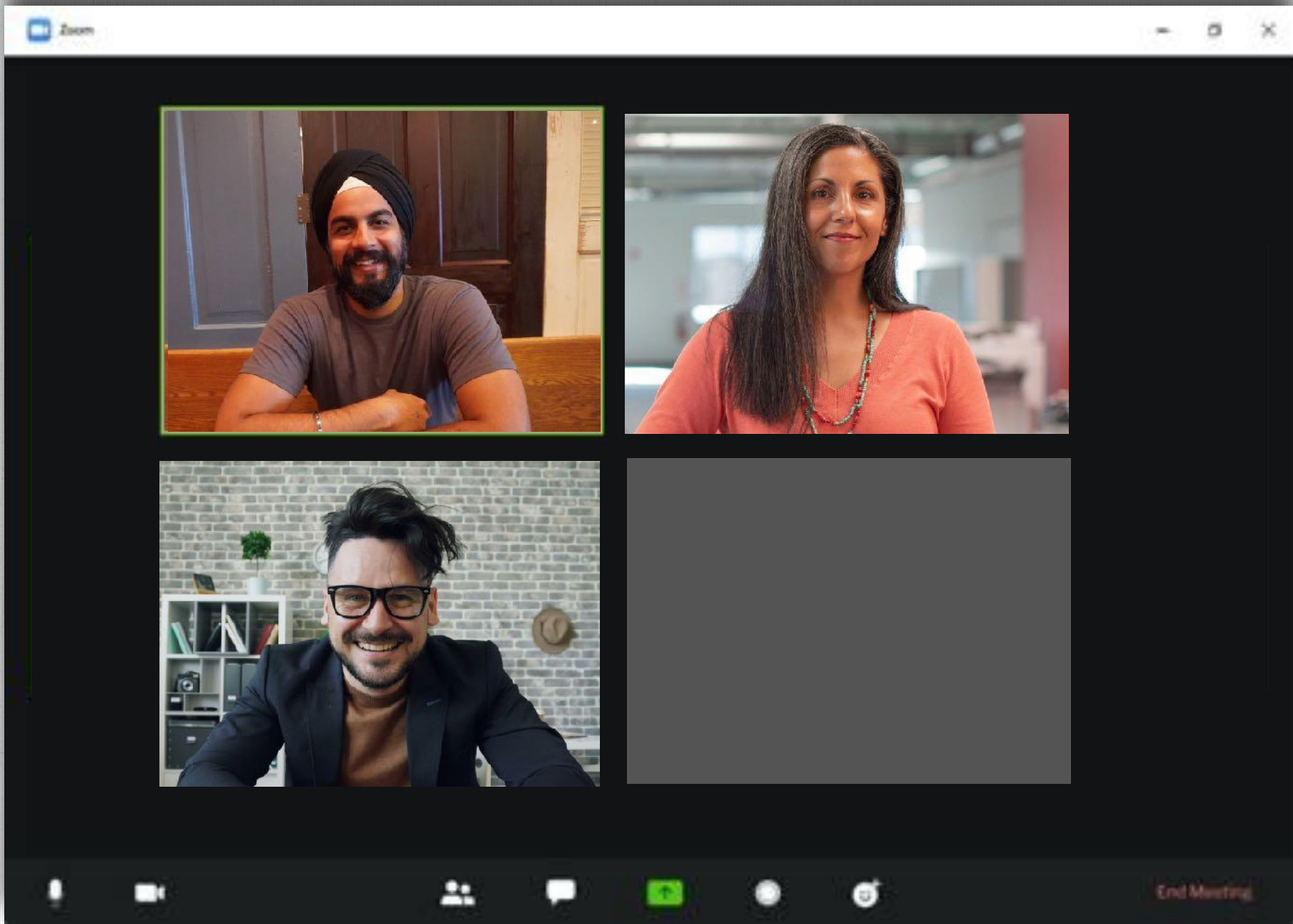
8 min: hop off & reschedule

Don't look desperate or stupid

Act like you don't need the sale



End Meeting



 Zoom





Prep waiting questions:
"How long have you worked there?"
Etc.

5 Min: Start leading

End Meeting

GROUND RULES FOR MEETINGS



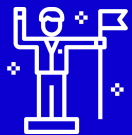
Be Human

- Authentic and earnest; lean into vulnerability
- Laugh
- No false expectations: if someone doesn't want to buy, then move on
- Meet resistance with curiosity



Keep Energy High

- Nobody will ever be higher energy than you
- Manage your:
 - ★ Schedule: know you're at your best
 - ★ Environment: remove noise and distractions; set background and lighting
 - ★ Energy: rest and use breathwork



Lead

- Somebody needs to be the leader - that's you
- Set expectations:
 - ★ "I'd love to hear what led you to take this meeting."
 - ★ "After, I'll share my story and what we're working on."
 - ★ "Then, we can go over questions and see if this could be a good fit."
 - ★ "Does that sound good to you?"

MODULE 4: SALES MEETING

Your Attitude	What you say, even when you're not speaking
Before Starting	Handling early issues
Running the Meeting	Mastering the key moments
Problem Solving	Overcoming common meeting problems

THE 30-MINUTE MEETING



Small Talk & Magic Question (2 mins & 2 mins):

Begin with a friendly 2-minute conversation about where they are located and their day. Ask a thoughtful question to understand what motivated them to take this meeting, such as *"What led you to take this meeting today?"*

Stories (5 mins):

Ask for "their story" in 1 minute (e.g., their role and focus), followed by a compelling 4-minute story about your experience, background, or relevant expertise.

Show, Don't Tell (5 mins):

Use screen sharing to visually demonstrate your capabilities, products, or solutions.

Their Questions (5 mins):

Allocate 5 minutes for them to ask questions, a sign of their interest and engagement.

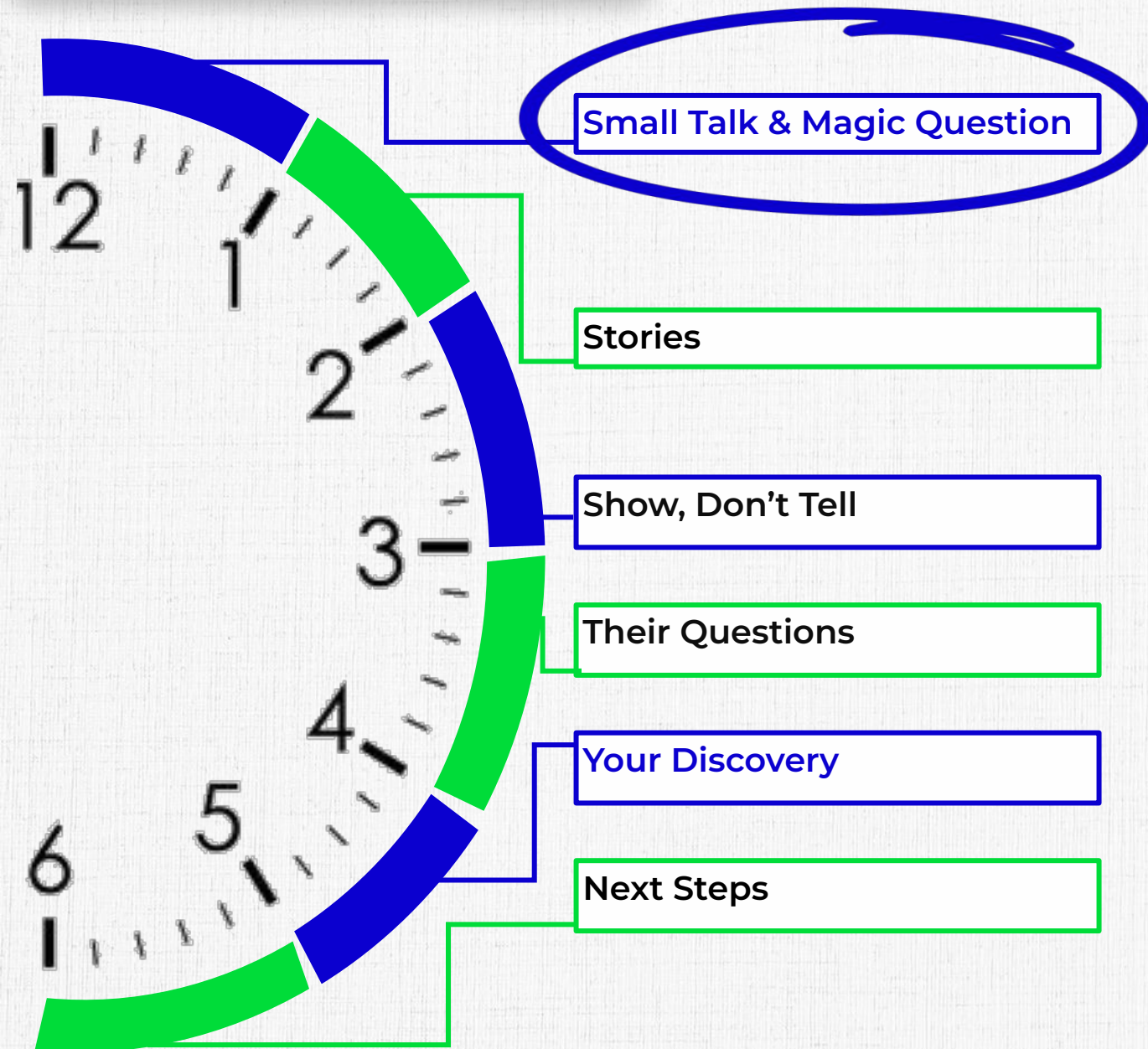
Your Discovery (5 mins):

Ask them about their specific issues and processes to better understand their needs.

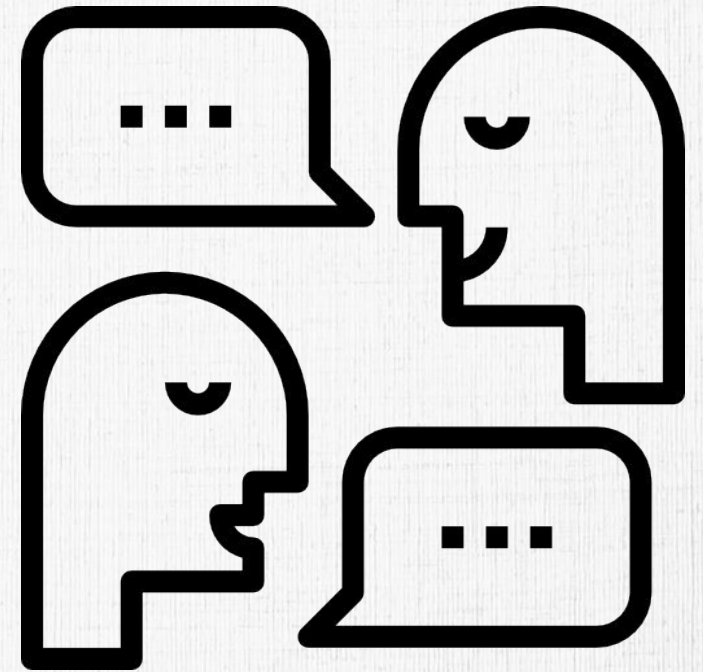
Next Steps (5 mins):

Conclude by locking in next steps, such as a follow-up call or proposal, to continue the conversation.

THE 30-MINUTE MEETING



COMMENT YOUR SMALL TALK TECHNIQUES

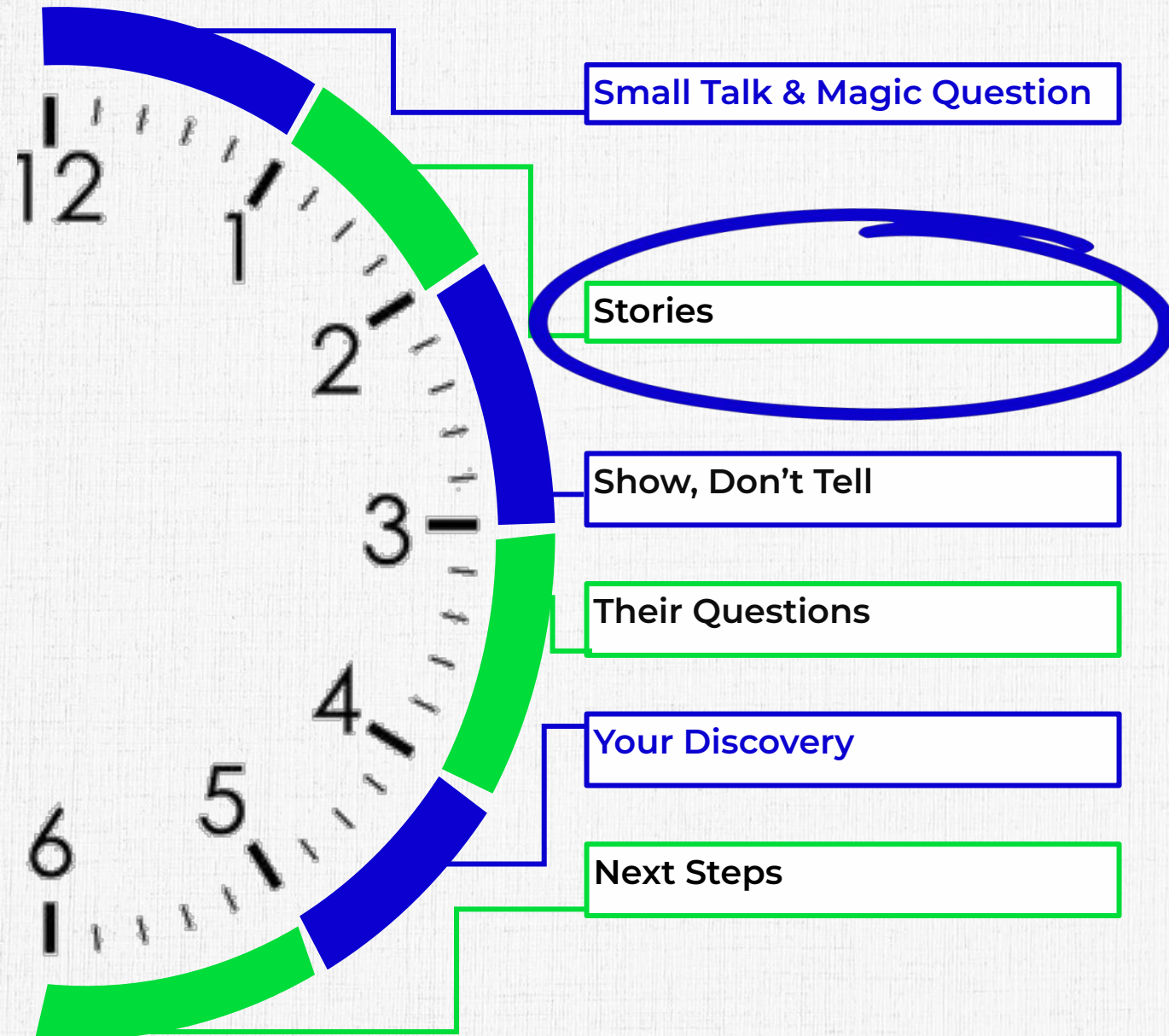




Magic Question:

**“WHAT LED YOU TO TAKE
THIS MEETING?”**

THE 30-MINUTE MEETING





STARBUCKS COFFEE



Download the app to customize
your drink, order ahead and
earn Rewards.

OUR STORE HOURS

Monday	6:00 AM - 9:00 PM
Tuesday	6:00 AM - 9:00 PM
Wednesday	6:00 AM - 9:00 PM
Thursday	6:00 AM - 9:00 PM
Friday	6:00 AM - 9:00 PM
Saturday	6:00 AM - 9:00 PM
Sunday	6:00 AM - 9:00 PM

We're happy to provide
lattes and lattes on wheels
at request.

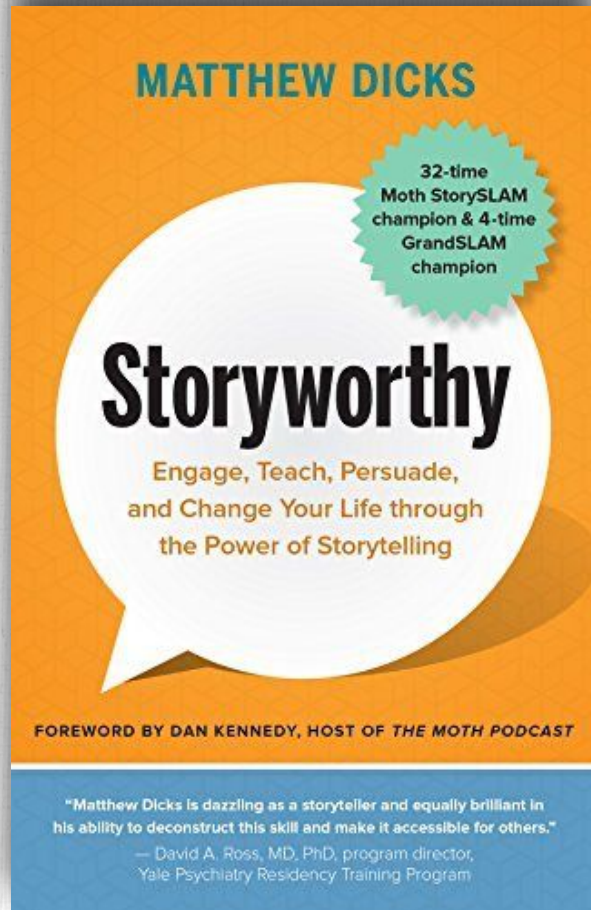
Alta Arizona location

WE'RE HIRING
We're looking for people who
love Starbucks and want to
grow with us.



130

WHY STORYTELLING IS IMPORTANT



1. **Real Connection:** Stories make people feel something. That's how you turn a "pitch" into a relationship.
2. **Memorable:** Facts fade, but stories stick. A strong story means they'll remember you tomorrow—and next year.
3. **Builds Trust Fast:** Want people to believe in you? A good story breaks down walls. Suddenly, they're leaning in, ready to listen.
4. **Cuts Through Complexity:** Got a complicated message? Tell a story. People get it fast and don't forget it.
5. **Helps You Level Up:** Telling your story is also how you grow. You get perspective and turn challenges into power.
6. **Gets Attention:** People love stories. You want attention? Start with one.

MATTHEW DICKS

32-time
Moth StorySLAM
champion & 4-time
GrandSLAM
champion

Storyworthy

Engage, Teach, Persuade,
and Change Your Life through
the Power of Storytelling

FOREWORD BY DAN KENNEDY, HOST OF *THE MOTH PODCAST*

"Matthew Dicks is dazzling as a storyteller and equally brilliant in his ability to deconstruct this skill and make it accessible for others."

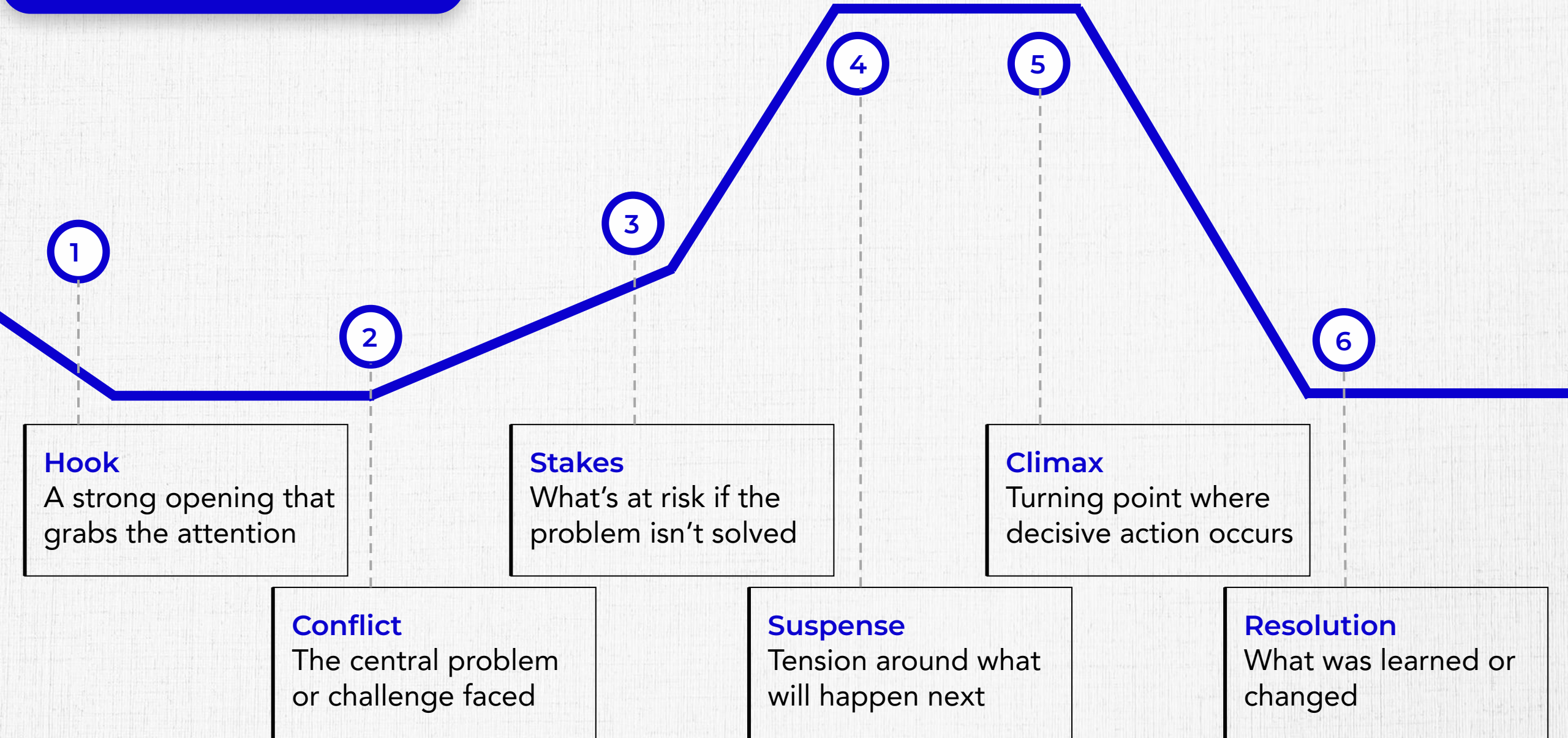
— David A. Ross, MD, PhD, program director,
Yale Psychiatry Residency Training Program





**EVEN A  BUTTON
CAN TELL A STORY**

HOW TO TELL YOUR STORY



YOUR INTRO

"Hey, I'm _____."

"I grew up in _____."

"My [family background]
_____,
so [briefly explain how it influences you]
_____."

"After [education or early career], I spent
a few years working in _____
[early career or job experience].
But I realized that wasn't the path I wanted—I
was passionate about _____."

"That's when I started _____, which has
[brief success or impact statement]
_____."

"More recently, I've focused on [venture], where
we're working to [mission purpose of company]
_____."

"Hey, I'm Jesse."

"I grew up in St. Louis."

"My mom was a teacher, and my dad was an
entrepreneur,
so I've always had this mix of education and
entrepreneurship in my life."

"After college, I spent a few years working in
management consulting and on Wall Street. I
realized those paths weren't for me, and I had
always wanted to build something of my own."

"That's when I started my first company,
Ampush, which we grew successfully over a
decade."

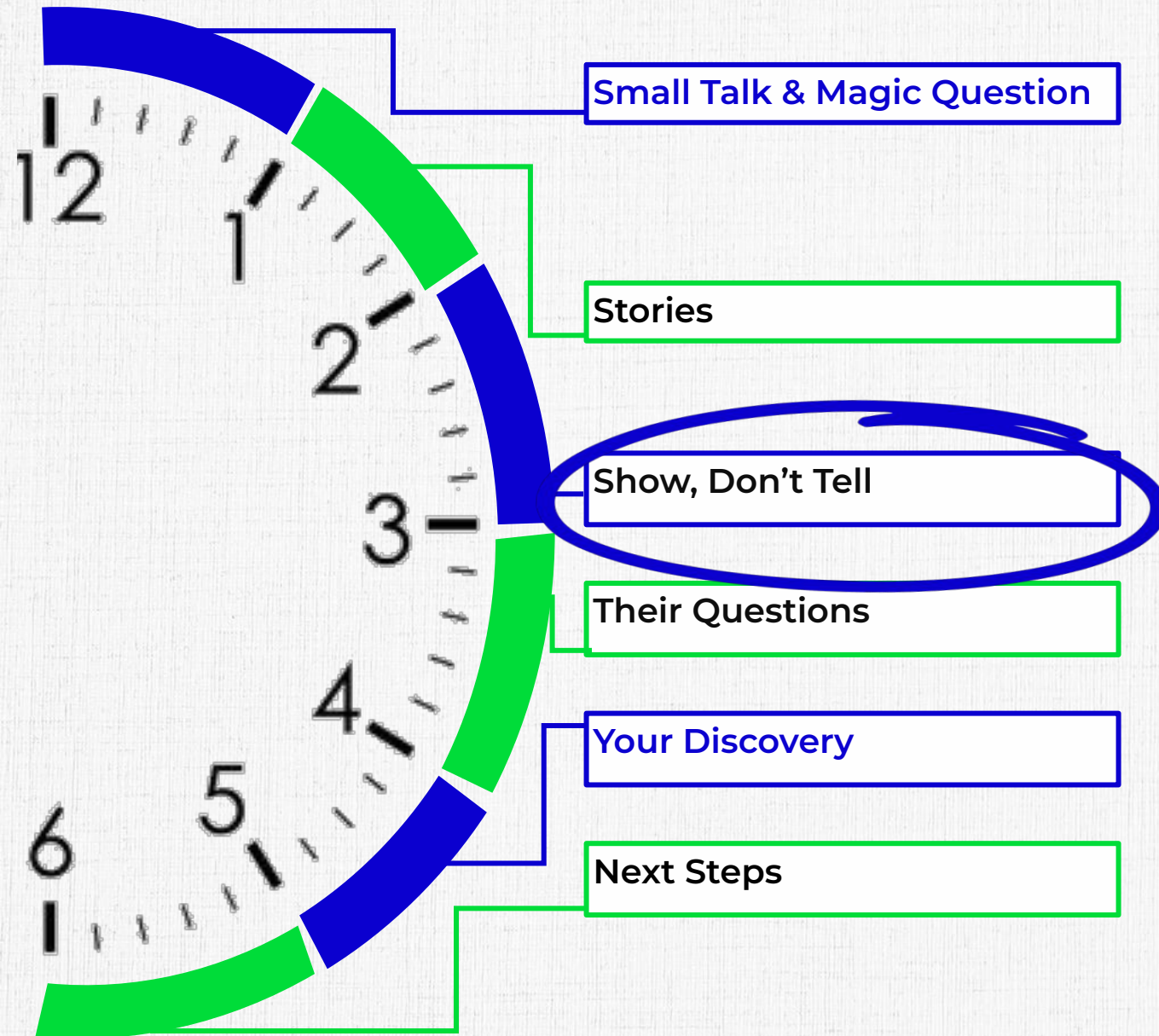
"More recently, I've been focused on [current
venture], where we're working to [explain the
mission or purpose of the current company]."

**15 MINUTE
BREAKOUT**

STORY STEMS FOR A CASE STUDY

Name of Case Study: _____		Industry/Niche: _____
1 Hook	A strong opening that grabs the attention	Choose one: I couldn't believe it when _____. I was thrilled to see _____. It felt like I'd hit rock bottom with _____. I was absolutely furious about _____."
2 Conflict	The central problem or challenge faced. It shows something not working.	Then [insert problem] happened
3 Stakes	What's at risk if the problem isn't solved	Then [quantify the stakes. Money? Time? Emotion? How Much?]
4 Suspense	Tension around what will happen next. How are they going to solve this?	Not knowing how it would turn out, we tried _____. Then _____ was suggested, and it felt like our last shot at _____.
5 Climax	Turning point where decisive action occurs	The relief was incredible when _____ finally happened. We thought it was over when _____, and then, out of nowhere, _____ came through.
6 Resolution	What was learned or changed	In the end, we realized _____. I'll never forget _____, and what we're proudest of is _____.

THE 30-MINUTE MEETING



SENTENCE STEMS TO HELP YOU NAIL THE DEMO

	"The vision for this / The problem we wanted to solve is..."
	"What you see here is..."
	"How this works is..."
	"The backend / tech / systems / processes driving this are..."
	"An example / story where this (feature / capability) was used is..."
	"What makes this unique / different / special is..."
	"Why this is important is... / Why this matters is..." (e.g., impact, \$, results)
	"Something we are working on for the future that excites me is..."



Kahani Demo with Stems

"The problem I saw" was that ecommerce websites had not kept up with the look and feel of social apps like TikTok/IG.

So I built Kahani.

"What you see here" is Kahani implemented on the top of Alleyoop's website. It's the header with the "stories" feature. You can tap on them and get that familiar experience.

"How this works is" you drop 2 lines of code in your Shopify console and we have a CMS where you can upload content and it renders right on your site. You can customize it on any page on your site.

One cool part about this is it easily syncs with your Instagram, Shopify inventory data so you can easily pull in content you already have into the stories format.

"Story" - We were really surprised by Alleyoop! Most previous customers had used Kahani more like a merchandising tool but they used their social content on their homepage and PDP and they've been our best performing customer so far.

"What makes Kahani different/special is" we measure the performance and engagement of each piece of content so can prove the lift out plus get you tons of data on what content is working.

"Something we are working on next is" building a variety of "modals" for Kahani... not just the circles/stories features but we will have horizontal video carousels, vertical video carousels and other formats!

BUILD YOUR DEMO

How will you know what to say?

[This link is for you to access the Build the Best Damn Demo App](#)

Build the Best Damn Demo

CLOSE

RESET WIZARD

The vision for this/The problem we wanted to solve is...



Start with a story about how/why you built this product/capability. Keep it brief (~1 min) but make sure the listener gets the inspiration for why this thing exists.

Example: The vision for this product came from a need to solve a big problem in the sales industry...

The vision for this/The problem we wanted to solve is...

BACK

NEXT

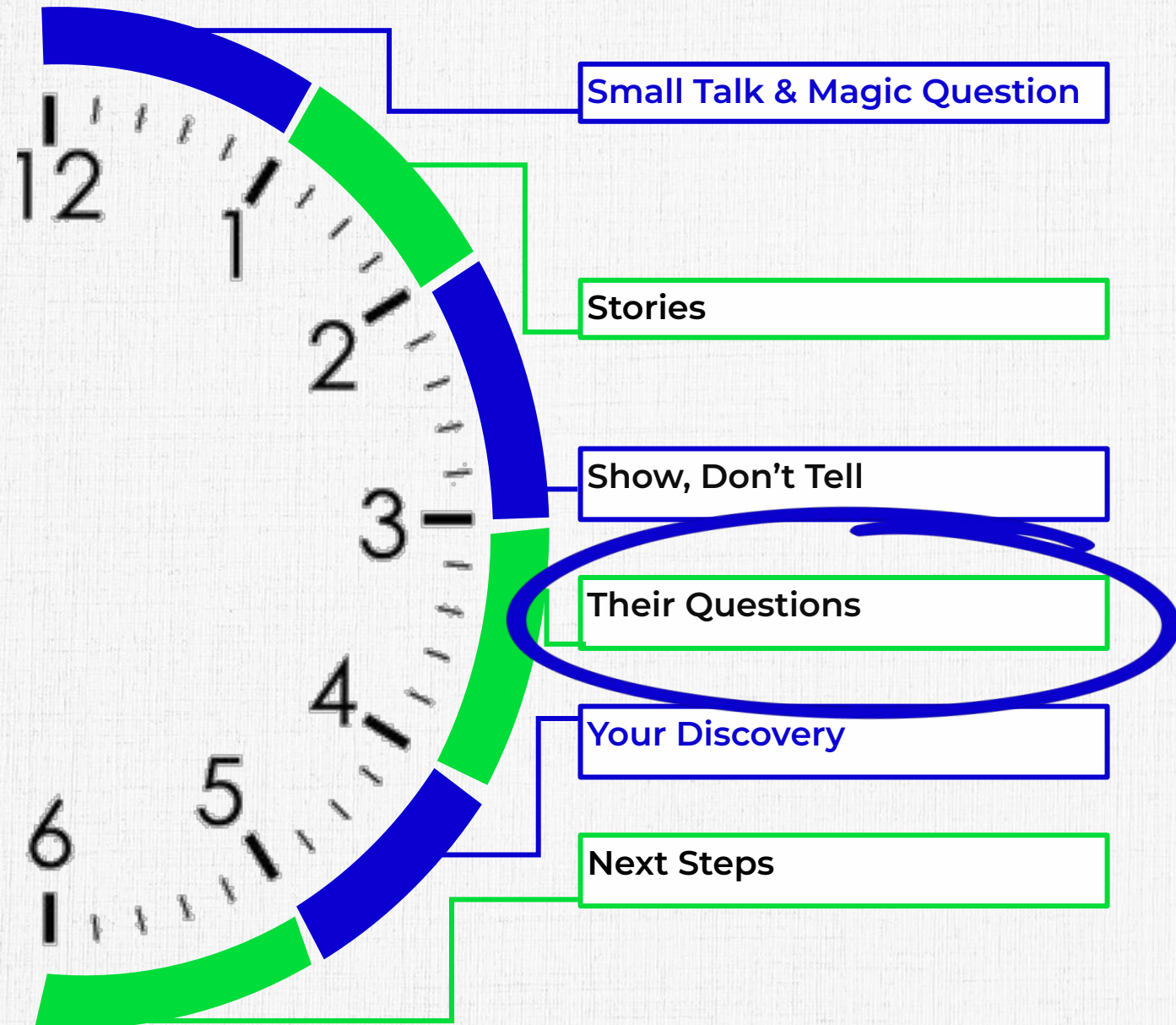
- ☐ The vision for this/The problem we wanted to solve is...
- ☐ What you see here is...
- ☐ How this works is...
- ☐ Some backend tech/systems/processes driving this are...
- ☐ An example/story where this (feature/capability) was used is...
- ☐ What makes this unique/different/special is...
- ☐ Why this is important is... / Why this matters is... (impact/\$/results)
- ☐ Something we are working on that excites me is...

VIEW OUTPUT

5 MINUTE BREAK



THE 30-MINUTE MEETING





Give a clear YES or NO



Give reasons



Give evidence

THE MCKINSEY WAY: GROWTH ASSISTANT

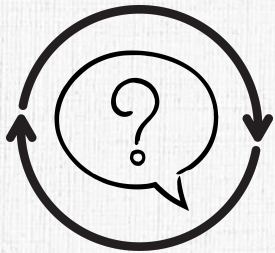
Client: "Do you also have a personal assistant I could hire?"

Jesse: "No. We chose to focus on marketing. That's our differentiated offering. We do have people who help marketing teams with administrative tasks. Here's an example..."

OTHER APPROACHES

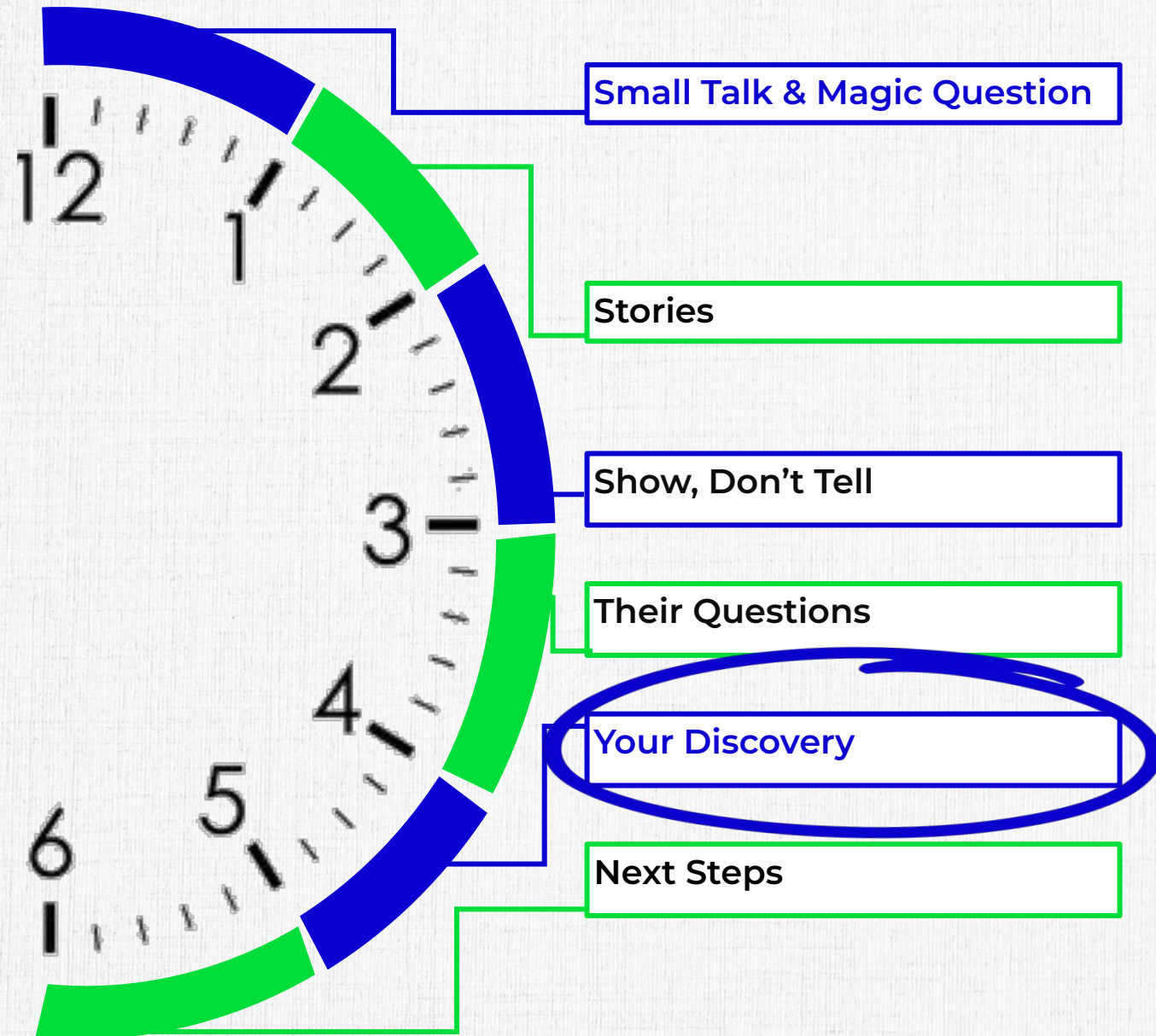


Ask a clarifying question



Repeat the question

THE 30-MINUTE MEETING



POSSIBLE QUESTIONS

"How do you buy this?"

"What's an example where you think you'd need this?"

"Is this a thing you need?"

"Is this something you do?"

Referring to the magic question:

"Earlier you said.... Can you tell me more about that?"

POSSIBLE QUESTIONS



example: Have you ever used consultants for marketing?

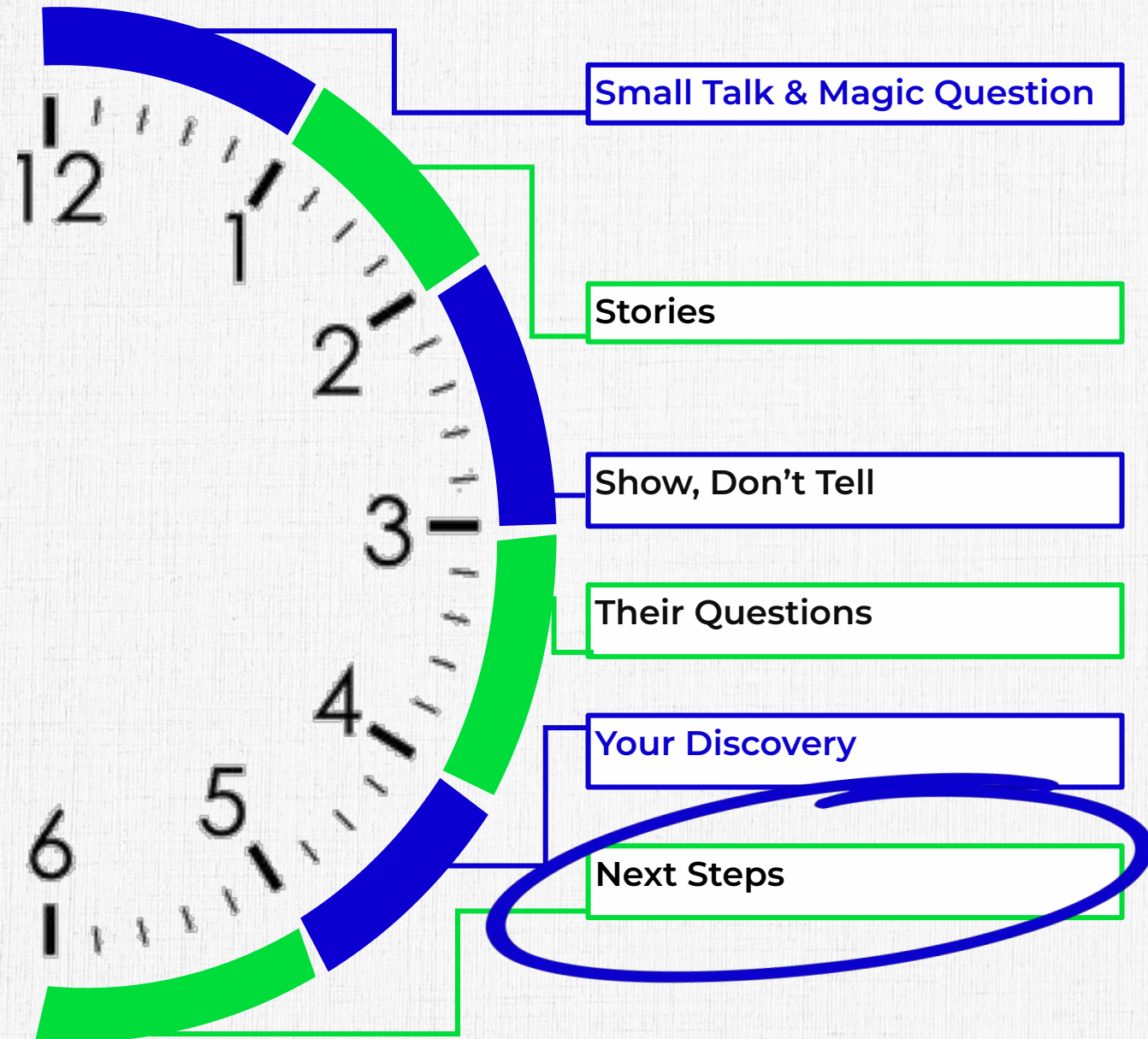


example: When and how do you use consultants?



example: Do you use global talent?

THE 30-MINUTE MEETING

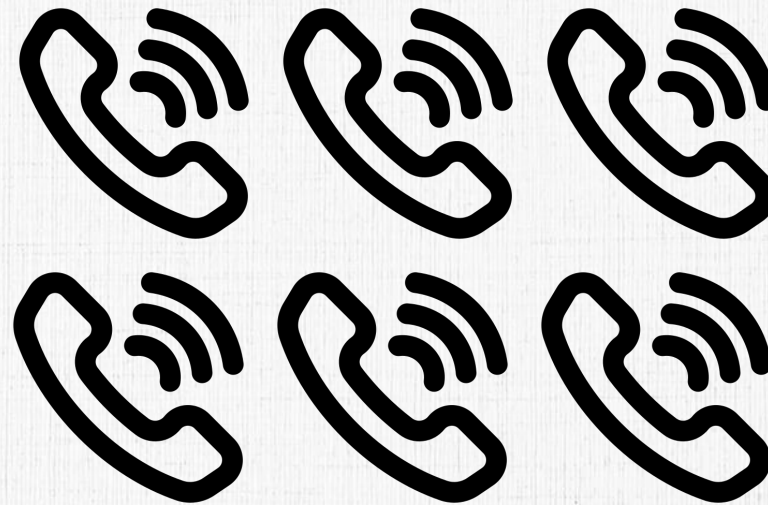


WHICH CLOSE IS IT?

One call?



Multiple calls?



1-CALL: TRANSITION TO THE CLOSE

"Based on what you told me,
here's what I would do."

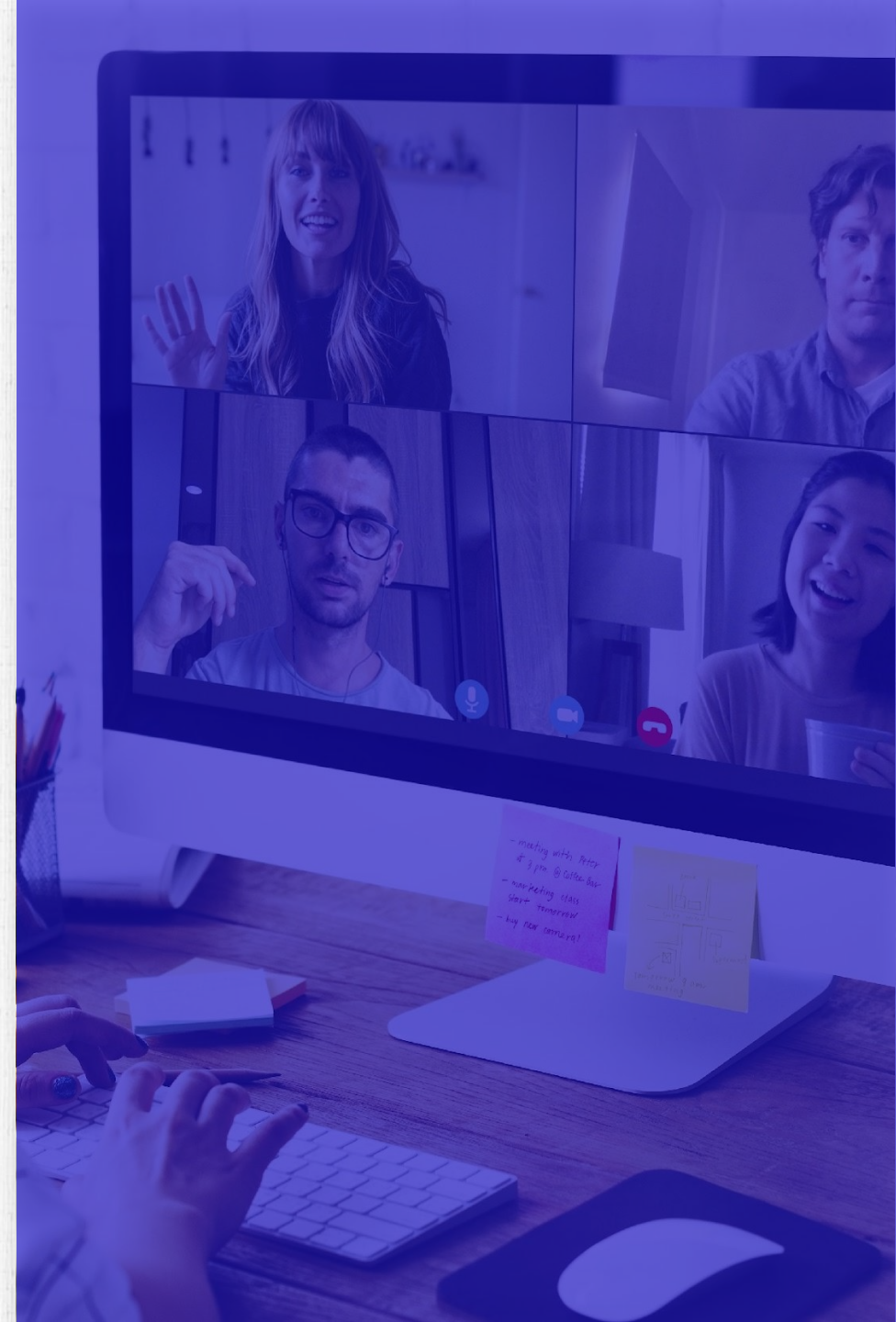
Make your offer

"How does that sound?"



MULTI-CALL

- Give them clear next steps
- Book your next meeting



CLOSING & NEXT STEPS



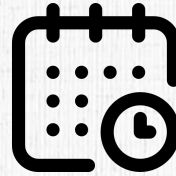
Ask for
feedback

Start by asking, "So what do you think?" to gauge the prospect's interest and get their immediate reaction.



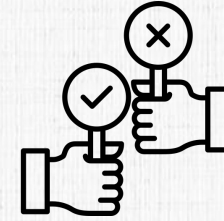
Propose a
next action

Suggest a specific next step, such as "Typically, the next step is [action, such as 'giving us two companies to analyze' or 'setting up a deeper dive next week']."



Lock in a
time & date

Have your calendar pulled up and propose a specific time or date for the next action, such as "Does the same time next week work for you?"



Clarify
decision-makers

If they need to consult with others, offer to set up a call with their team by asking, "Do you need anything from me to help move this forward with your team?"



Recap & send
a follow-up

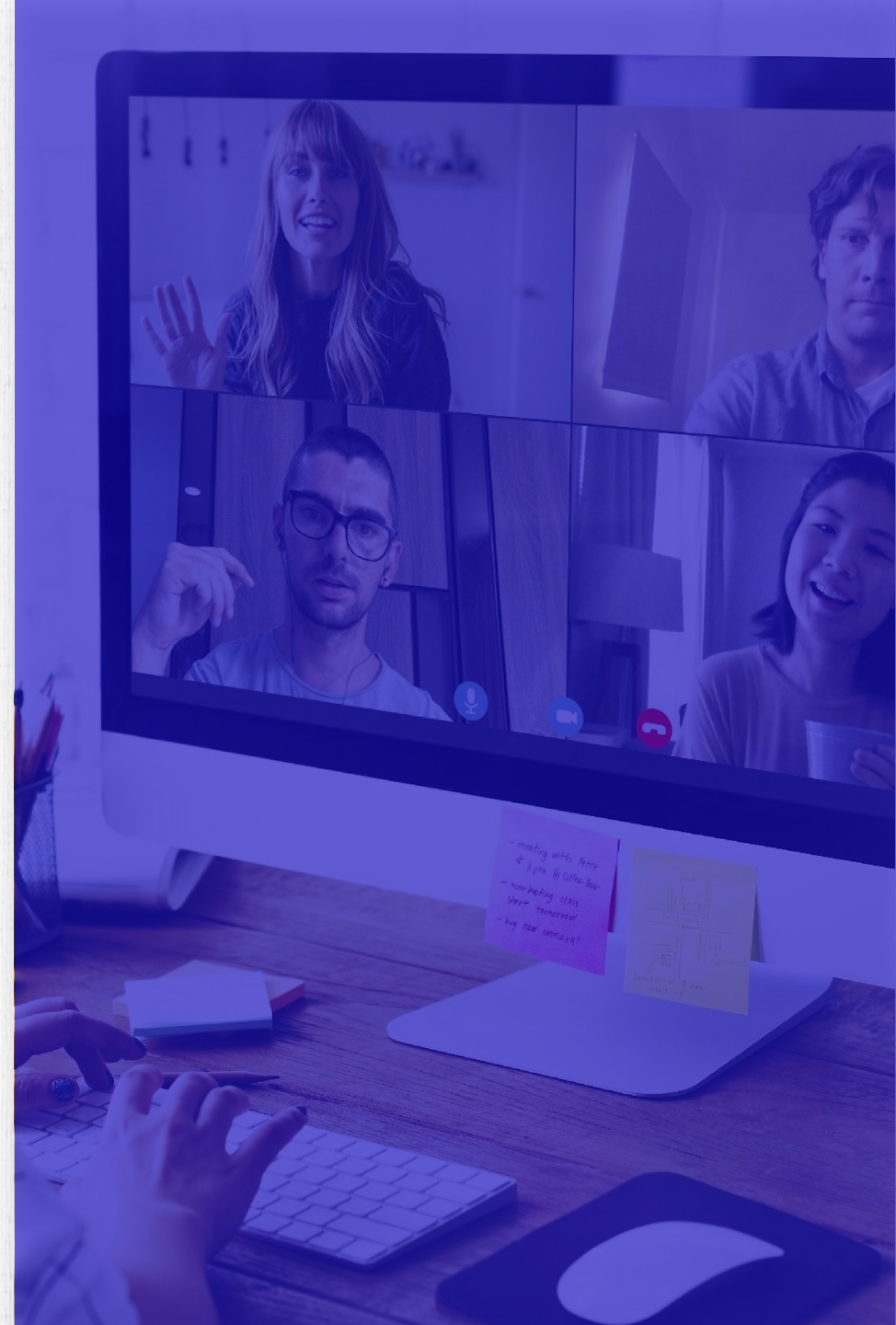
Summarize the discussion, agreed next steps, and any required resources.

MODULE 4: SALES MEETING

Your Attitude	What you say, even when you're not speaking
Before Starting	Handling early issues
Running the Meeting	Mastering the key moments
Problem Solving	Overcoming common meeting problems

KEEP READING YOUR PROSPECT

- Are they engaged or checking email?
- How does their body language respond?
- Are they listening to your story?



WHEN THINGS GO SOUTH

Ask a Question

"Do you have marketing challenges?"

Acknowledge the Tension

"It feels like this isn't resonating – am I missing something?"



Pivot

"Let's talk about that other challenge you mentioned."

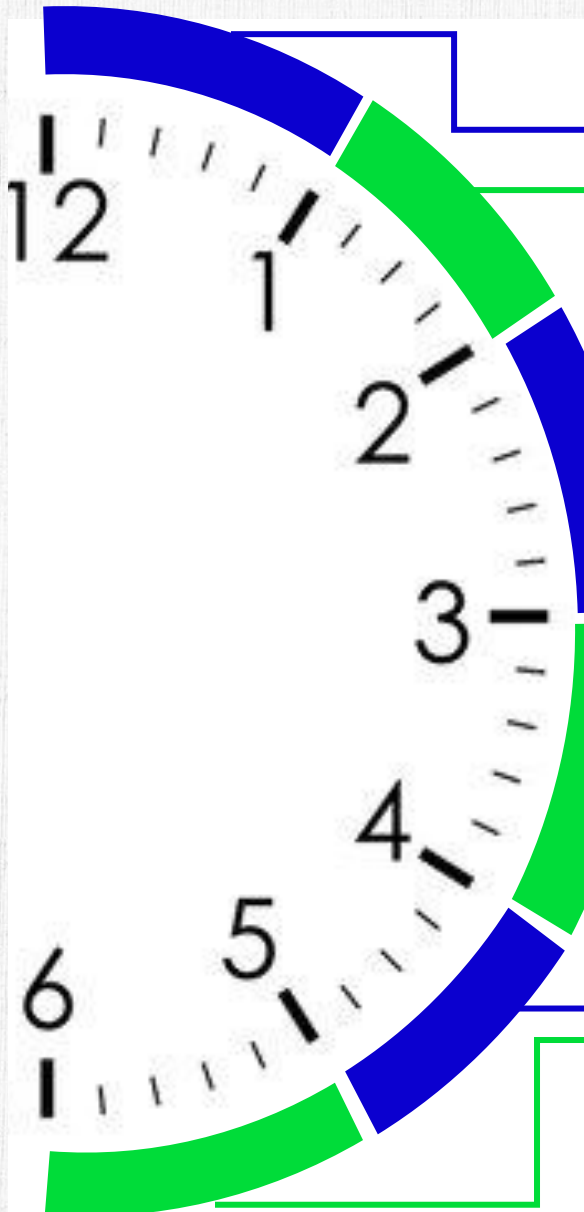
Do *Anything* but Freeze

"What would you like to talk about?"

A low-angle photograph of a modern skyscraper with a glass and steel facade. The building is partially obscured by bare tree branches in the foreground. A large, dark rectangular sign with the word "Blackstone" in white serif font is mounted on the lower part of the building. The sky is overcast and grey.

Blackstone

RECAP: YOU SHOULD CONSISTENTLY CLOSE IN 30-MINUTE ZOOM MEETINGS



Small Talk (2 mins)

"Where are you today?"

Magic Question (2 mins):

"What led you to take this meeting?"

Stories (5 mins):

People love stories.

Show, Don't Tell (5 mins):

Share your screen.

Their Questions (5 mins):

Questions are a critical sign of interest.

Your Discovery (5 mins):

Ask about their issues and process.

Next Steps (5 mins):

Lock in what happens next.

1st

Try asking the magic question

2nd

Next, switch your story

3rd

Then, tweak your mini-demo

4th

Finally, vary your next steps

RECORD YOUR CALLS



- Catch Missed Opportunities
- Save Effective Phrases
- Refine Your Pitch
- Identify and Overcome Objections
- Hold Yourself Accountable
- Build Self-Awareness for Rapid Improvement

SUMMARY OF NEXT STEPS

Sales Meetings

If you only can do one thing..... Create a case study using the storytelling techniques

If you have more time

Record a sales meeting. Play it back and analyze where you can improve.

STORY STEMS FOR A CASE STUDY

Name of Case Study: _____		Industry/Niche: _____
1 Hook	A strong opening that grabs the attention	Choose one: I couldn't believe it when _____. I was thrilled to see _____. It felt like I'd hit rock bottom with _____. I was absolutely furious about _____."
2 Conflict	The central problem or challenge faced. It shows something not working.	Then [insert problem] happened
3 Stakes	What's at risk if the problem isn't solved	Then [quantify the stakes. Money? Time? Emotion? How Much?]
4 Suspense	Tension around what will happen next. How are they going to solve this?	Not knowing how it would turn out, we tried _____. Then _____ was suggested, and it felt like our last shot at _____.
5 Climax	Turning point where decisive action occurs	The relief was incredible when _____ finally happened. We thought it was over when _____, and then, out of nowhere, _____ came through.
6 Resolution	What was learned or changed	In the end, we realized _____. I'll never forget _____, and what we're proudest of is _____.

QUESTIONS?

