

Ice Breaker

**What's the biggest deal you've
ever closed?**

Today's agenda

1. **Housekeeping** (Do these things first)

2. **Meet the speakers** Josh Garrison & Jamal Reimer

3. **Mega Deals - Secrets 1 & 2** Jamal Reimer

4. **Product Demo** Josh Garrison

5. **Mega Deals - Secret 3** Jamal Reimer

6. **Q&A**

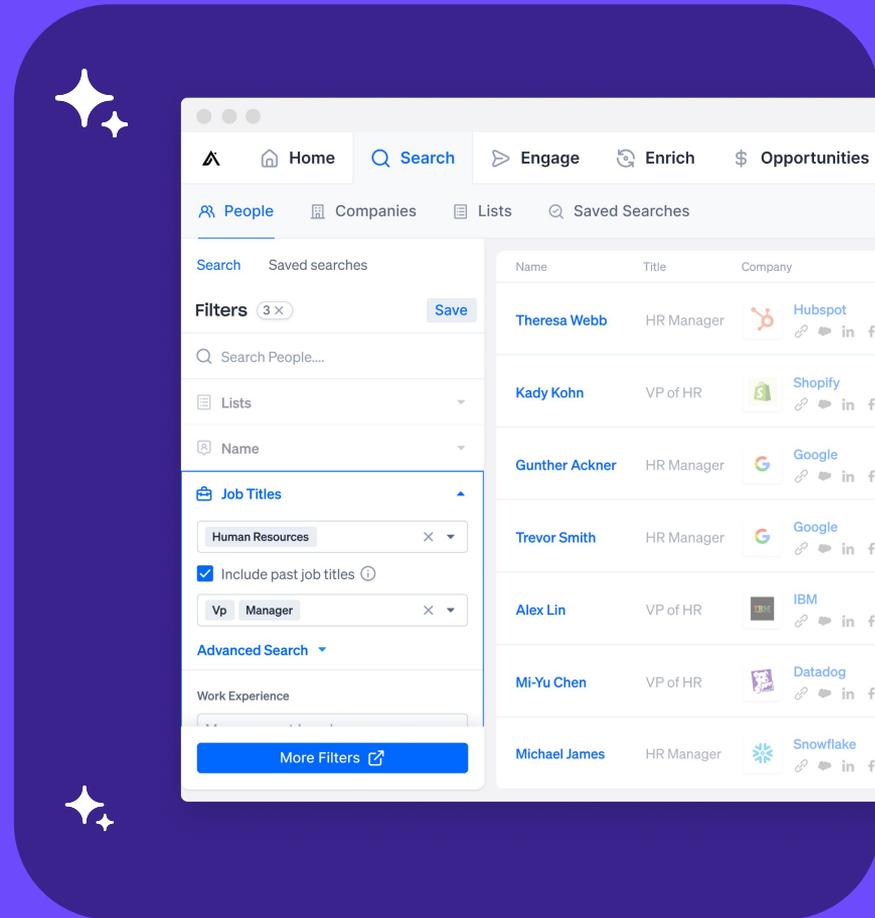
How to Close the Biggest Deals of Your Life



The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 **AUTODESK**  **stripe**  **DocuSign**  **RIPLING**



Quick Housekeeping

1

Get Your Recording

You'll get a recording of today's session. Check your email within 48h

2

No Questions in the Chat

Type your questions into the Q&A tab, and not the "Chat".

3

No Spam in Chat!!!

We will boot you and ban you from future webinars forever

Your host



Josh Garrison

Head of Content Marketing

(and recovering sales leader)

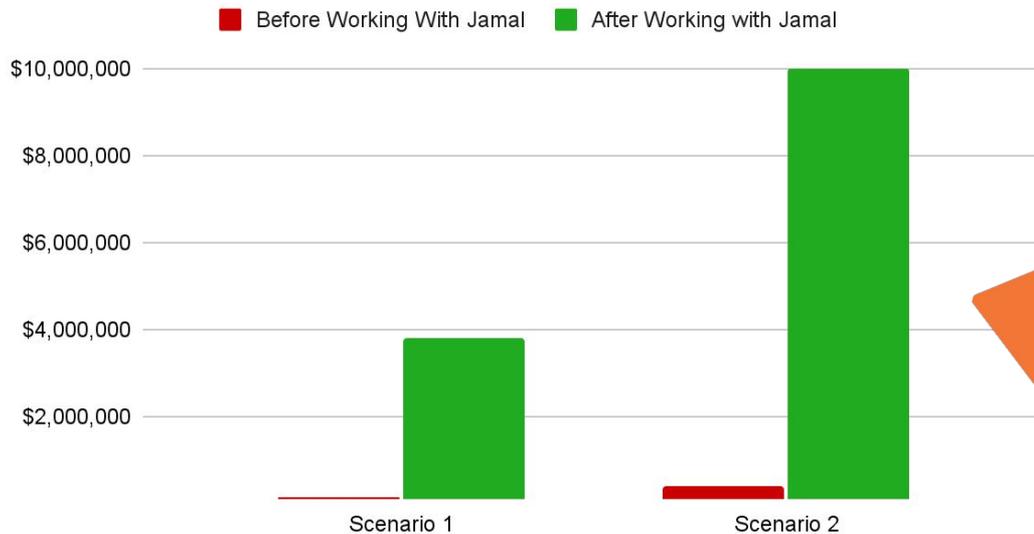
Guest Speaker



Jamal Reimer
Founder, Enterprise Sellers

How to Close the Biggest Deals of Your Life

The Mega Deal Distinction



**\$150K
TO
\$3.8M!**

**\$400K
TO
\$10M!**

Run Rate Seller

- Frenetic, high-volume activity
- Stuck with impotent, low-level stakeholders
- Small deals nobody talks about
- Disappointing commissions, financial stress

Elite Seller

- Calm, strategic activity
- Executive stakeholders who pull all the strings
- Huge deals that people remember for years
- Life-changing commissions, financial freedom

Everything you wanted when you started in sales
is on the other side of a single **INTENTIONAL**
Mega Deal

I know this because I've lived it.

My story

- Top 1% of sales reps at Oracle
- Closed \$160,000,000 of SaaS revenue in eight years.
- Closed multiple deals > \$50,000,000
- Coach: I help reps and teams become mega dealers



3 Secrets

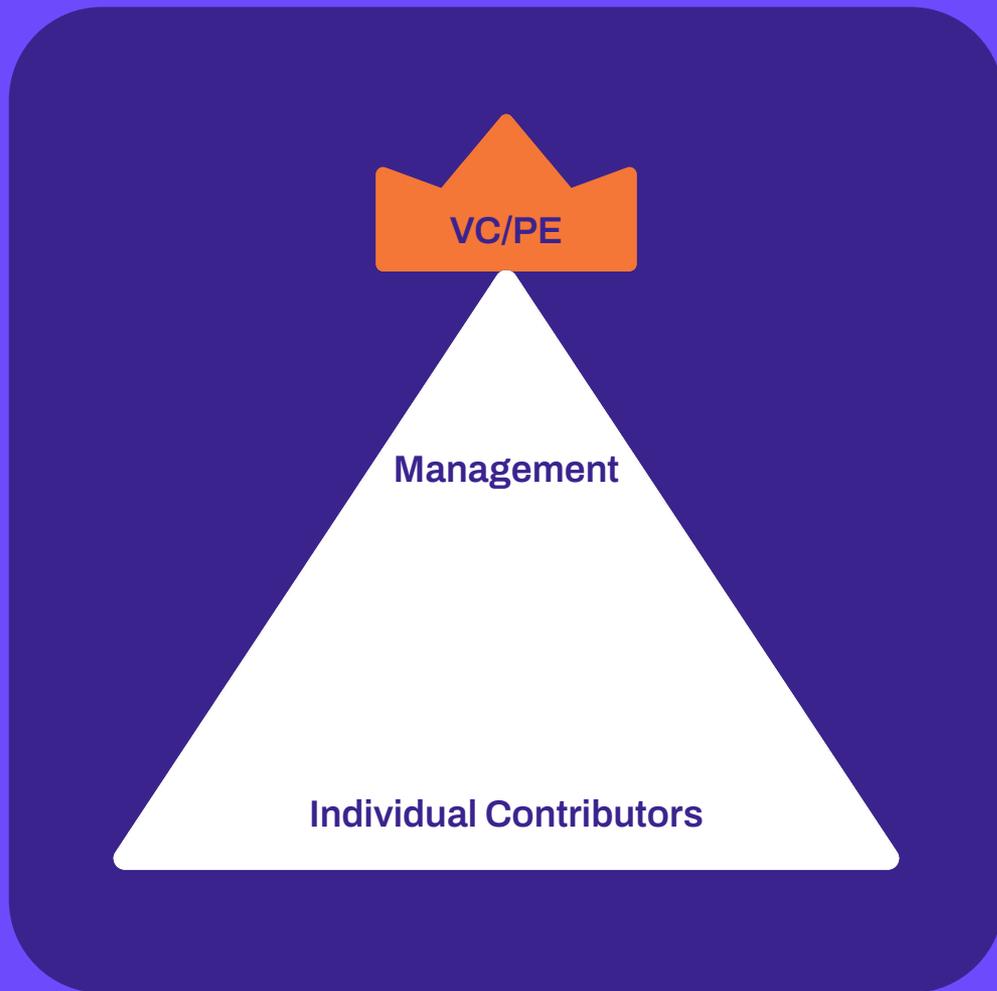
to **10X-ing** your deal size

Secret #1

Why you will never overachieve
by following the rules of the system



The matrix we live in



Hard Truth

ICs have the greatest chance of
success on paper ...

but the lowest chance of success
in practice.



Ryan Walsh

I help sales pros find the best companies to work for and ensure they're paid fairly | Founder and CE...

I was CRO of a public SaaS company and less than 50% of my team was hitting quota.



Ryan Walsh

I help sales pros find the best companies to work for and ensure they're paid fairly | Founder and CE...

But the reality was I didn't need to have that many of them hit for me to succeed.

If only 50% of them hit quota we were gonna hit the number.

It's just a spreadsheet exercise, funded by huge VC rounds. And now that the money is drying up the layoffs are here.

The plan is structured
so that owners can win
....even if you fail.

The system doesn't care
about you

Predictability
vs.
Overachievement

They Want Predictability

vs.

Overachievement

They Want Predictability
vs.
You Want Overachievement

Overachievement

100%

\$250k

200%

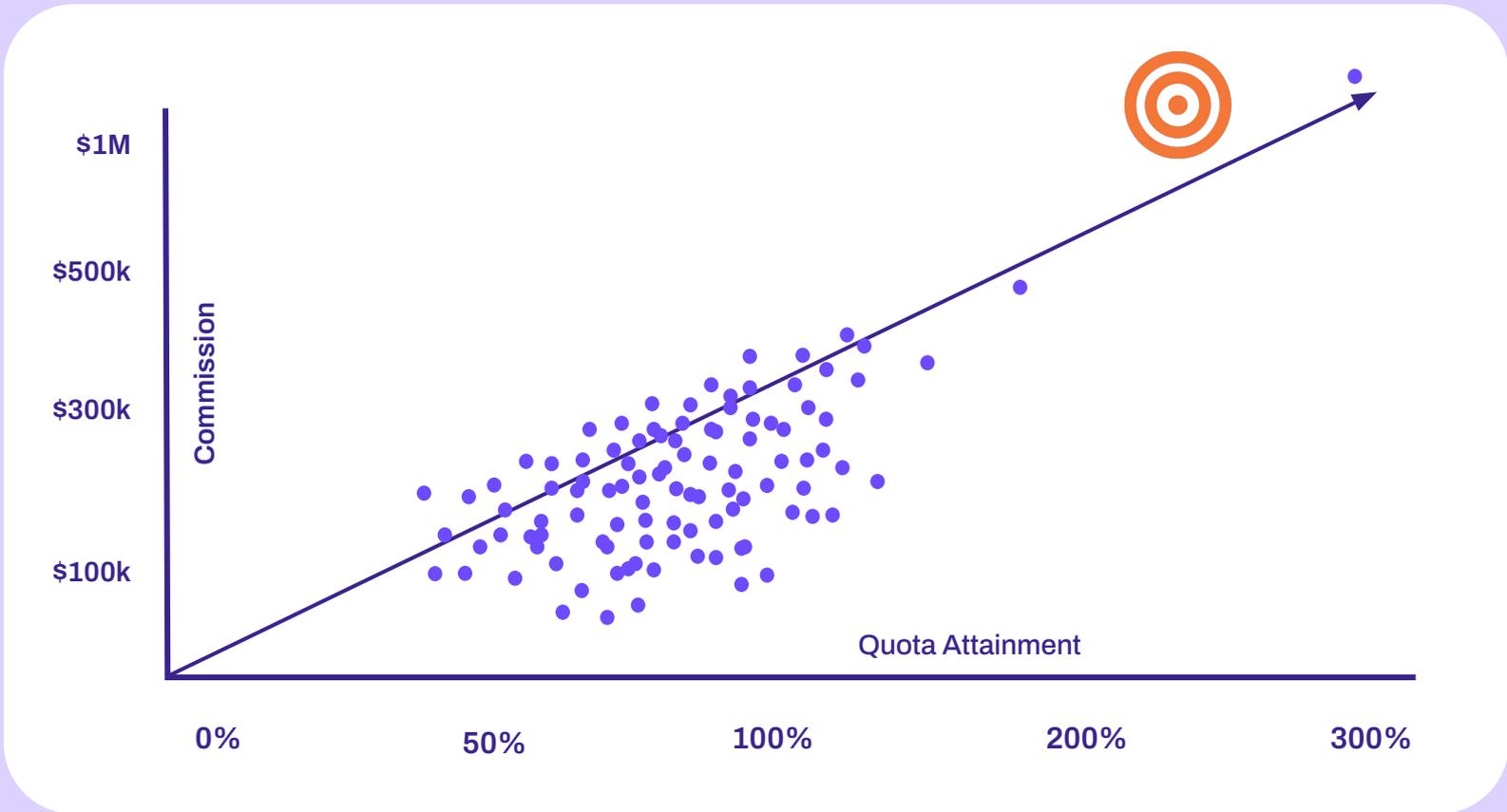
\$500k

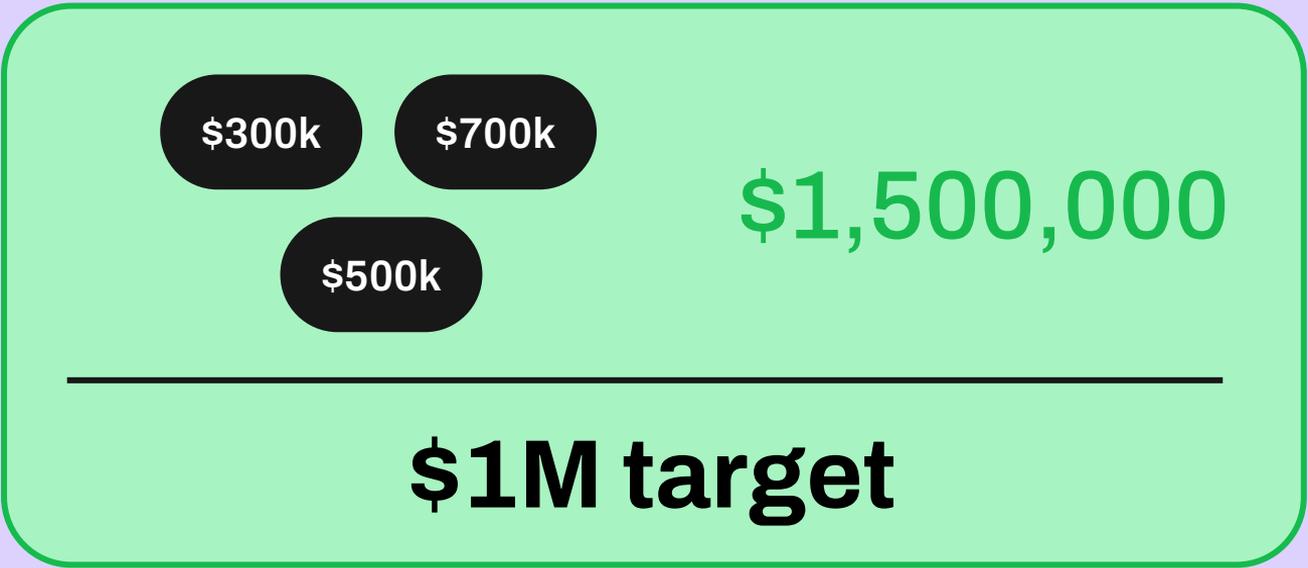
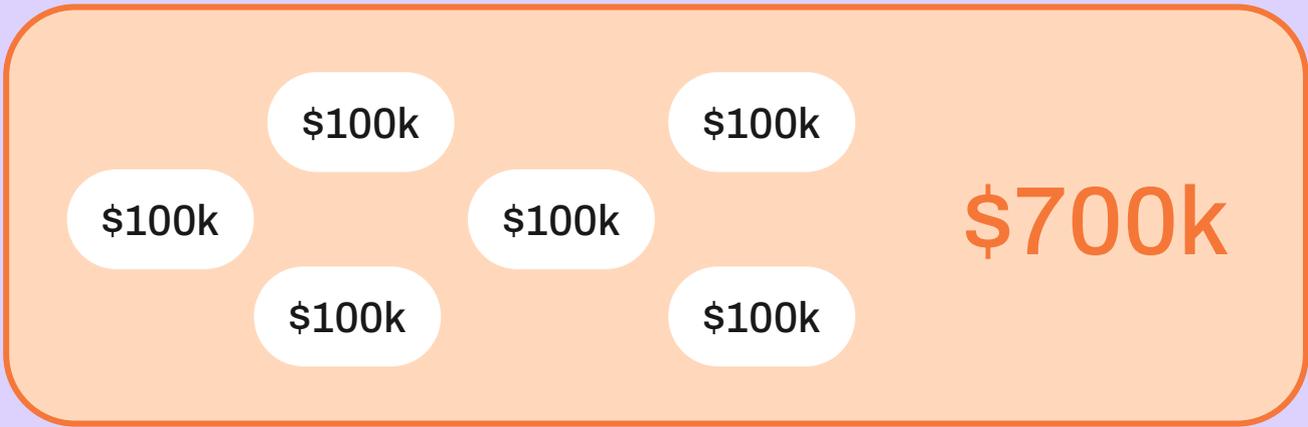
300%

\$1,000,000



To them, we are a
cost of sales







102%

Mega Deal in 9 Months



Gunner Shock

Average deal size: \$40k

- 3 Months later: \$3.8M
- Improvement: **25X**
- Rookie of the Year Award



**You'll never win by working
inside the rules of the system.**

Secret #2

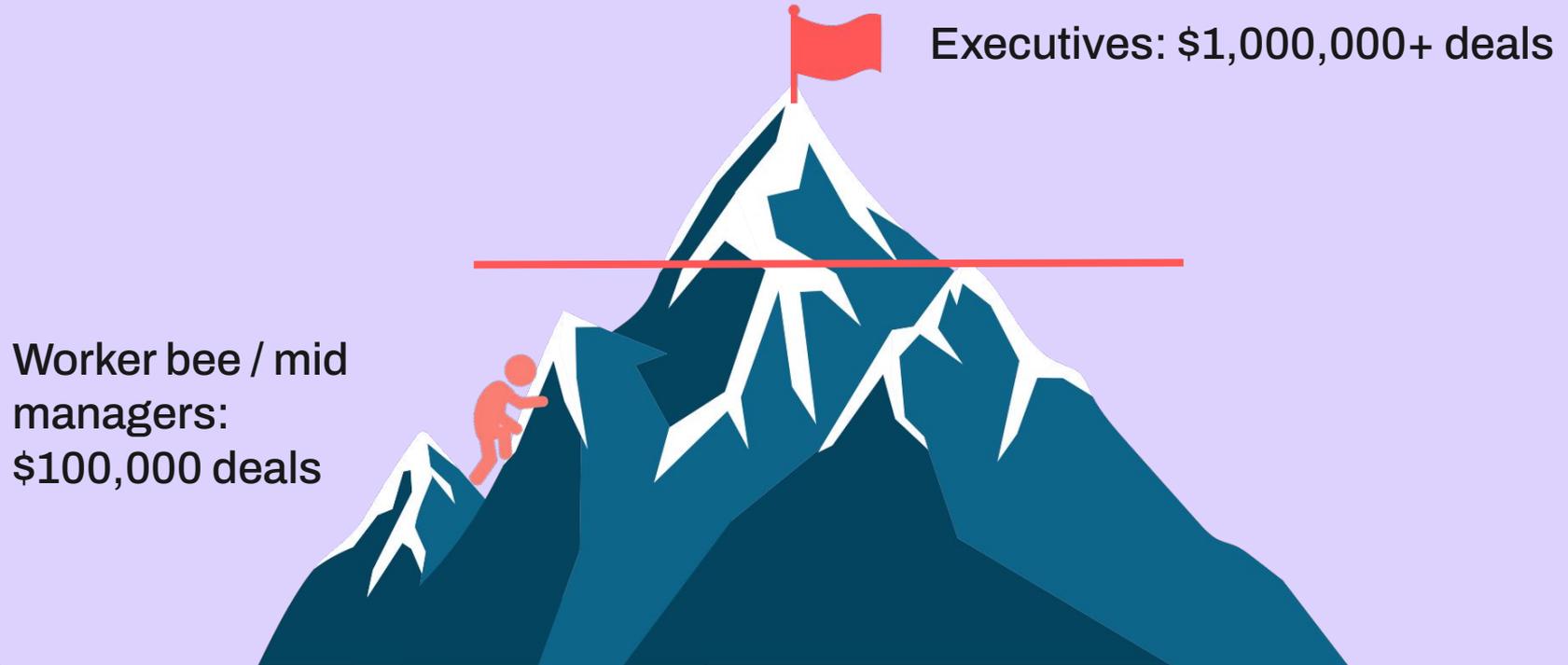
How to get executive meetings and
start mega deal cycles now

(even if you don't currently feel confident in front of executives)



Secret #2

Why executives are the key to Mega Deals



Executive Whispering

1. Connect
2. Engage
3. Maintain access
4. Champion-building



Secret Weapon

LEVERAGE YOUR EXECUTIVES

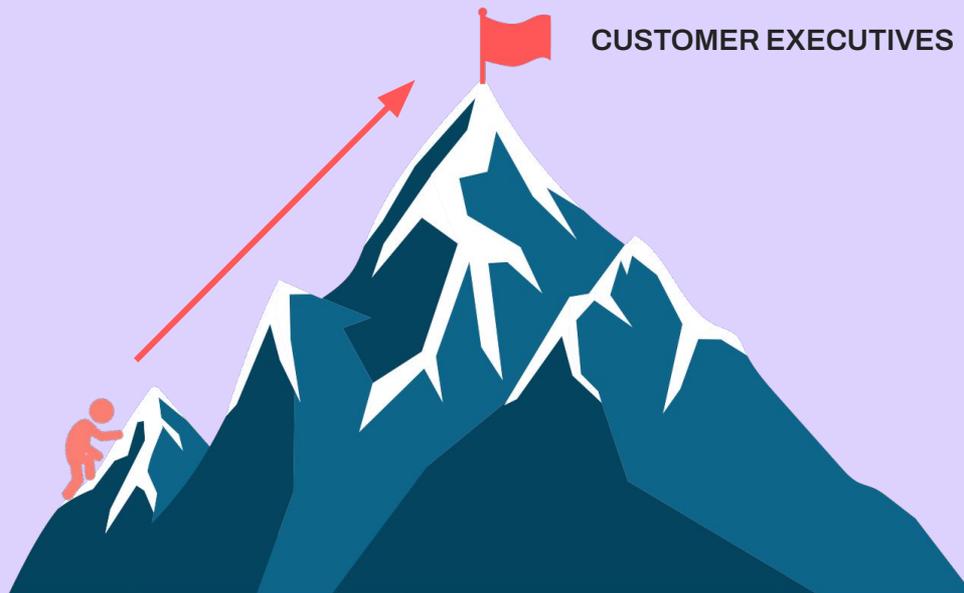
Leverage Your Executives



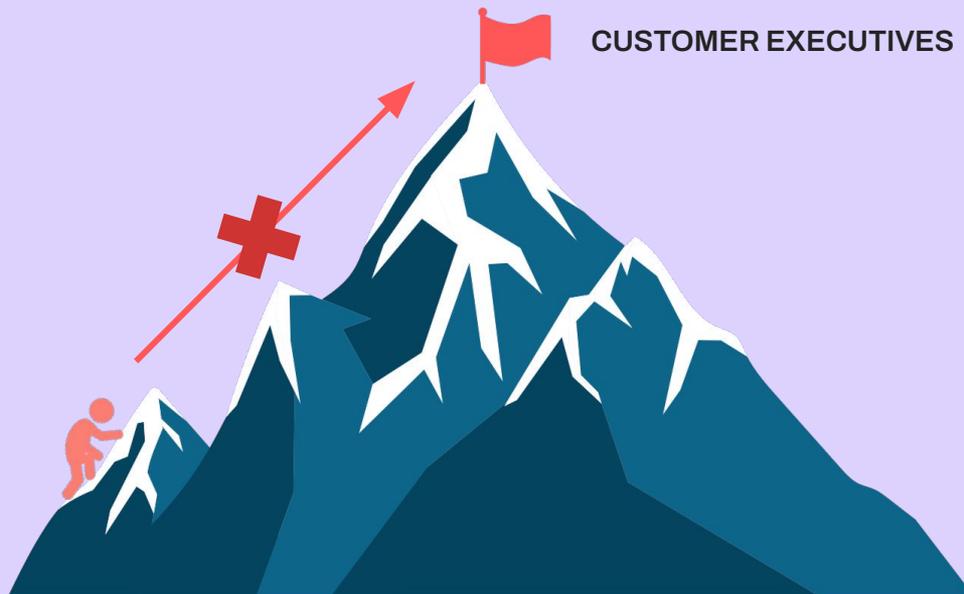
Leverage Your Executives



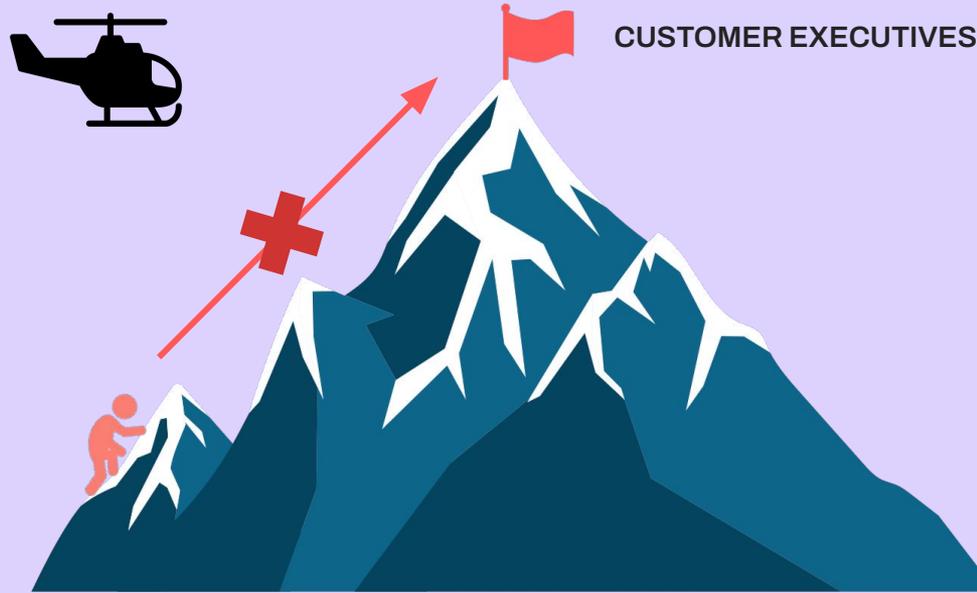
Leverage Your Executives



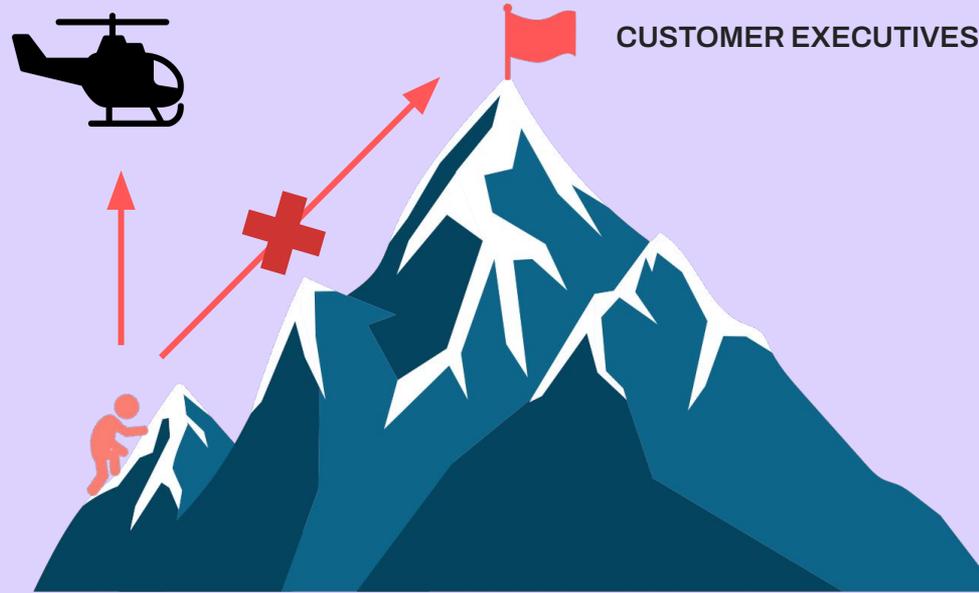
Leverage Your Executives



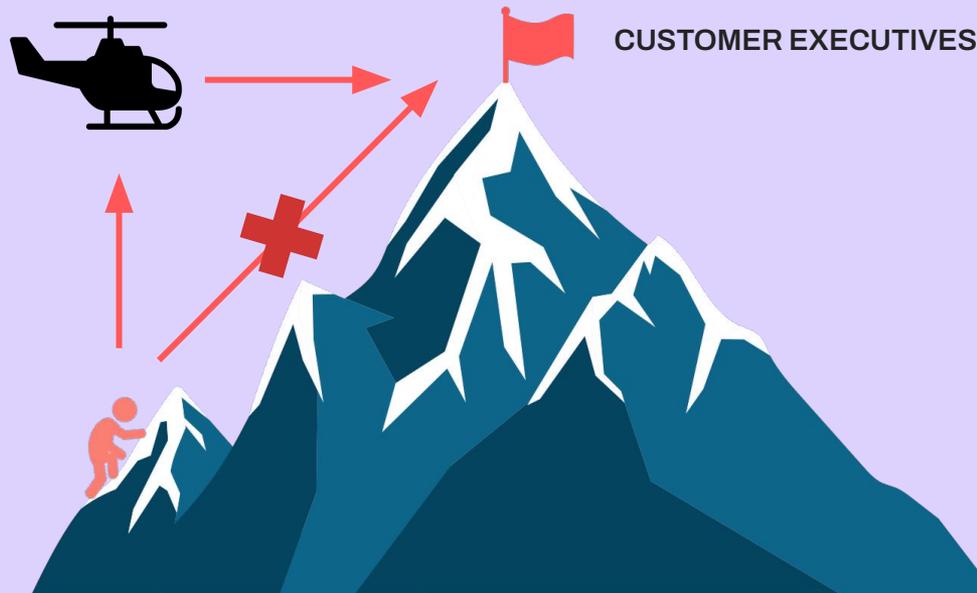
Leverage Your Executives



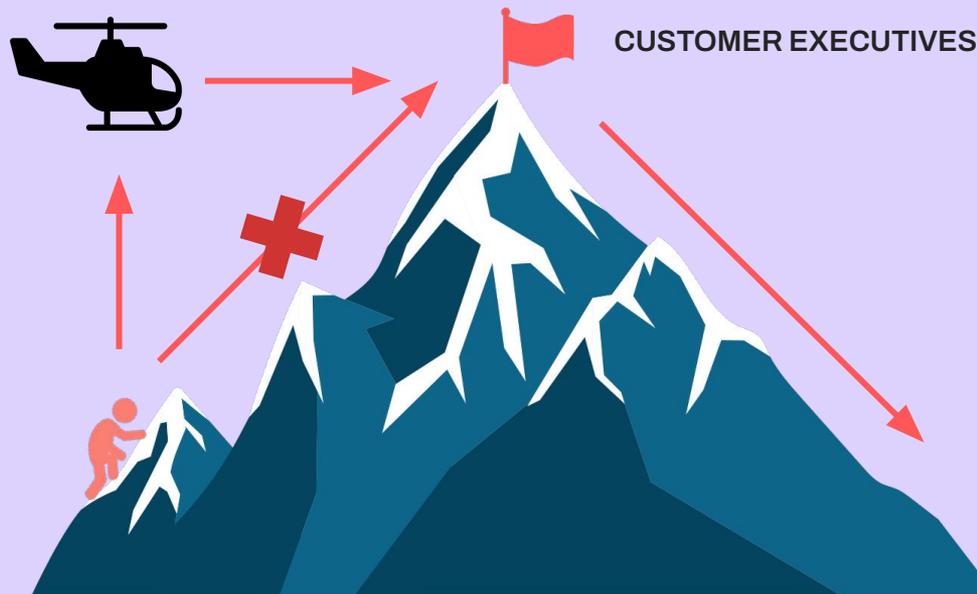
Leverage Your Executives



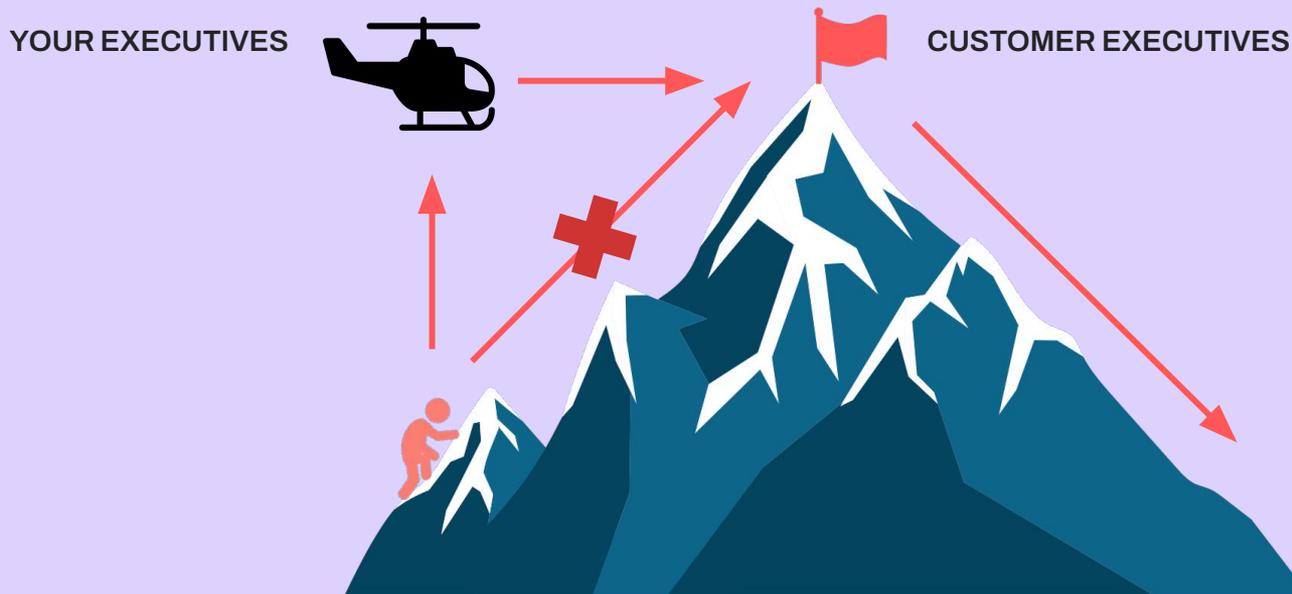
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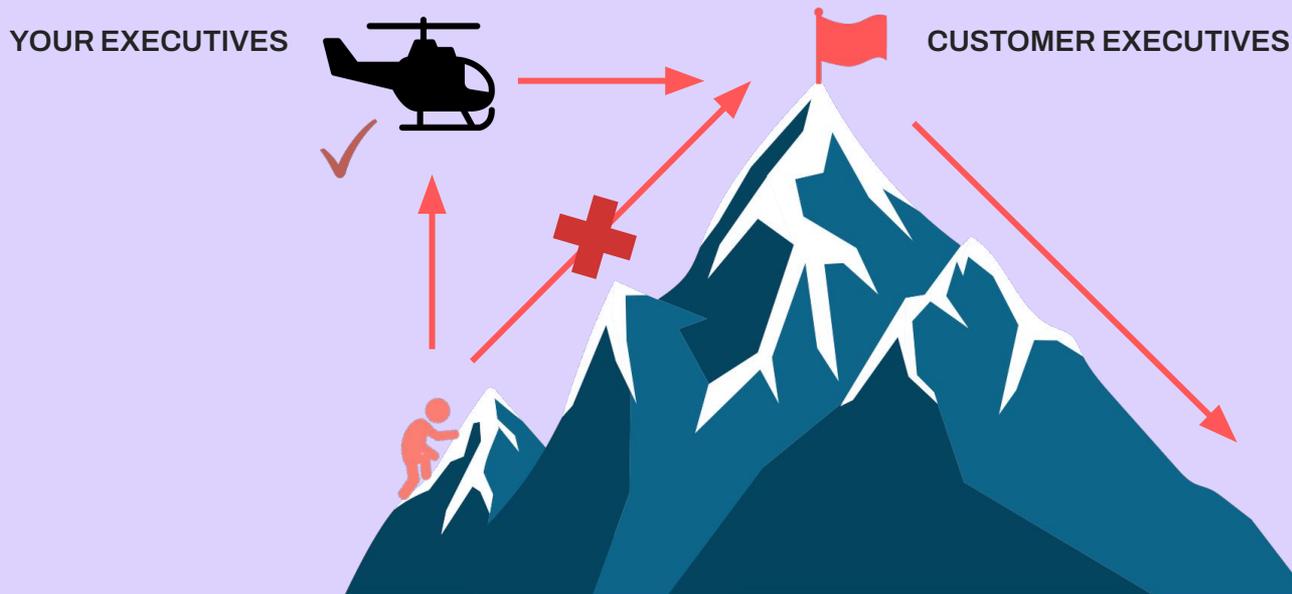
Leverage Your Executives



Leverage Your Executives



Leverage Your Executives



Mega Deal in 8 Months



Andrew Holtorf

- Average deal size: \$40k
- Week 8 of masterclass: \$185k
- **Improvement: 5x**

CHEQ



“By the fourth week in the masterclass my eyes were open to how to engage customer executives.

By the eight week I closed the largest deal of my career.”

– Andrew Holtorf

 Contract signed! 🥂

10x our average deal, \$756K TCV / 3Y and finally breaking the belief barrier that the former top guy is the only one who can do huge deals

x14,000 seats

And your executive whispering tactic was key imo, I got my CTO on a 1:1 immediately with this CTO as soon as we engaged and with all the rollercoaster of the last 90 days I believe that was the ultimate key

DEMO: Breaking In to Mega Deals

with

The logo for Apollo.io, featuring a stylized white 'A' icon followed by the text 'pollo.io' in a bold, white, sans-serif font.

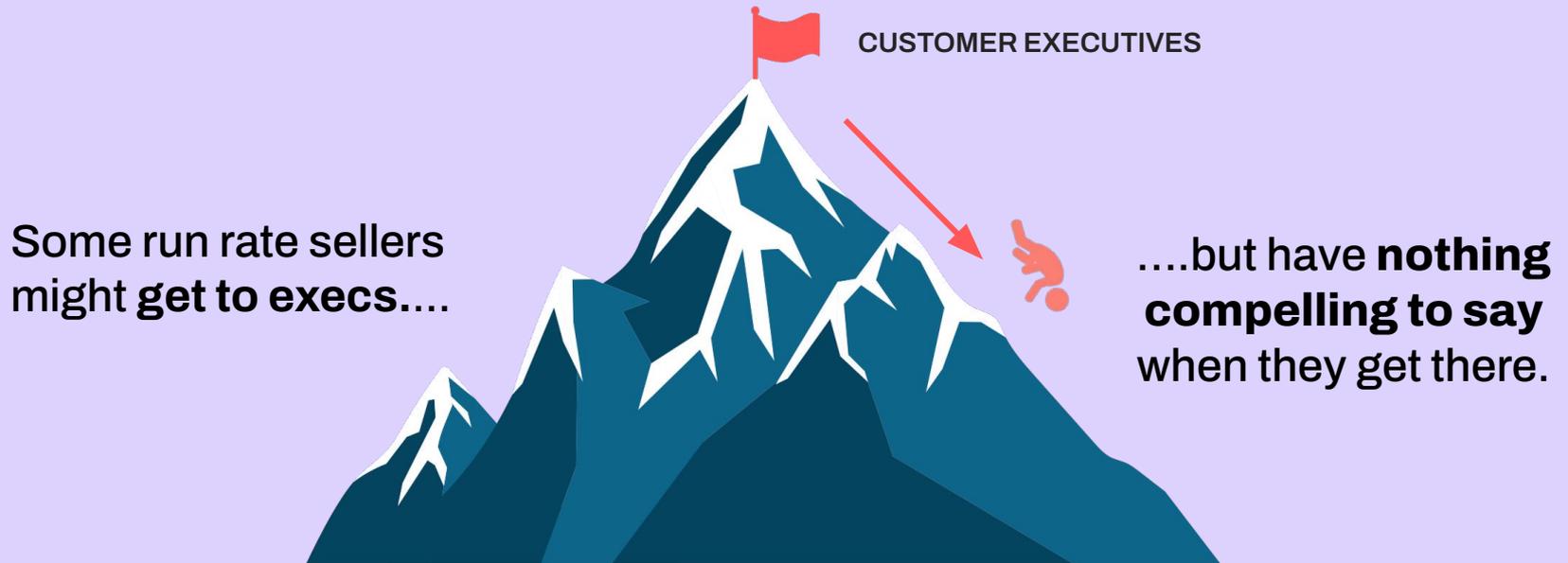


Secret #3

How to get customer executives
intellectually chasing you

(so you can get a mega deal in flight even if you don't have
the best book of accounts)

Secret #3 is critical because...



Enter: The Mega Deal Premise



Mega Deal Premise

Core Imperative

What the C-suite needs to achieve this fiscal year

Distinctive Value Proposition

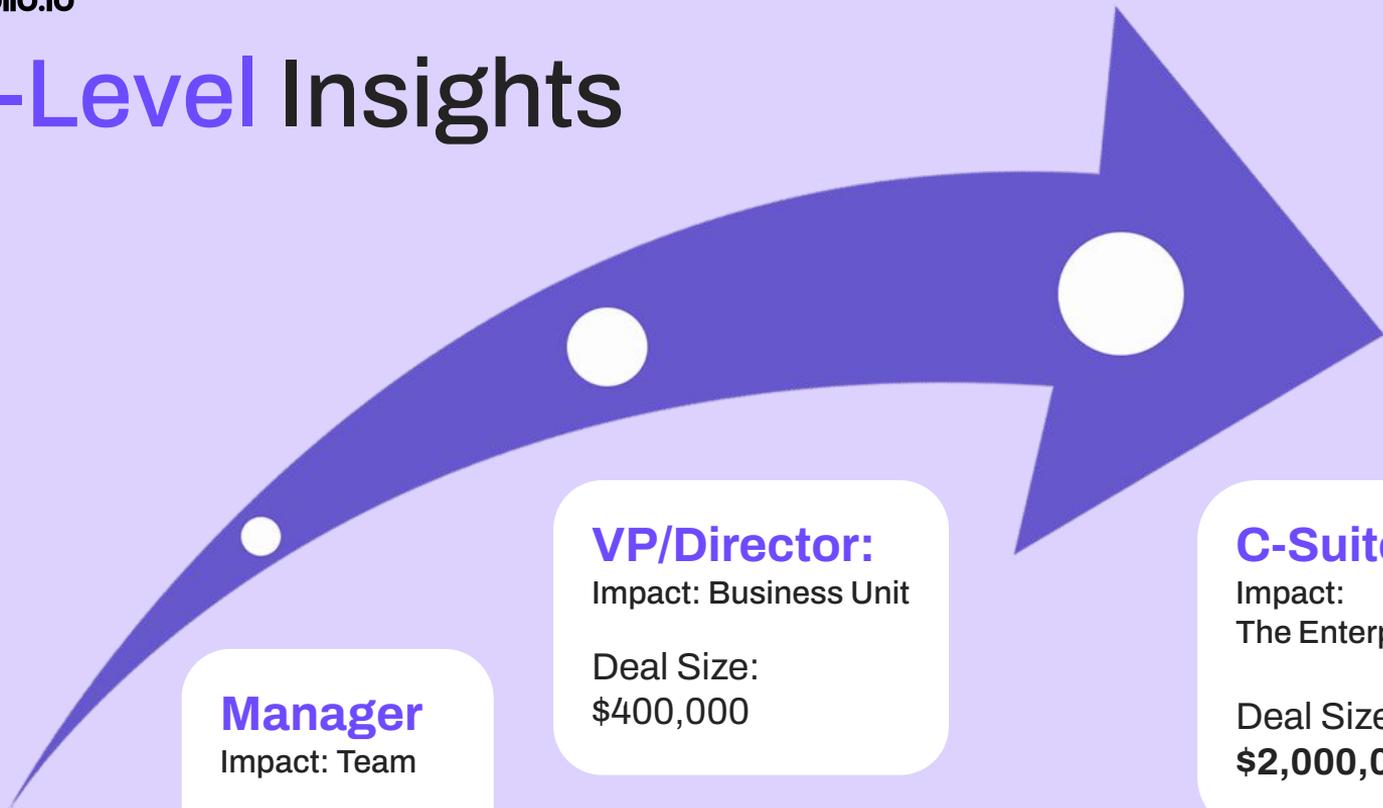
Your secret sauce

C-Level Insight

An undiscovered / underappreciated reality about their business



C-Level Insights



Manager

Impact: Team

Deal Size:
\$20,000

VP/Director:

Impact: Business Unit

Deal Size:
\$400,000

C-Suite

Impact:
The Enterprise

Deal Size:
\$2,000,000 +

C-Level Insights

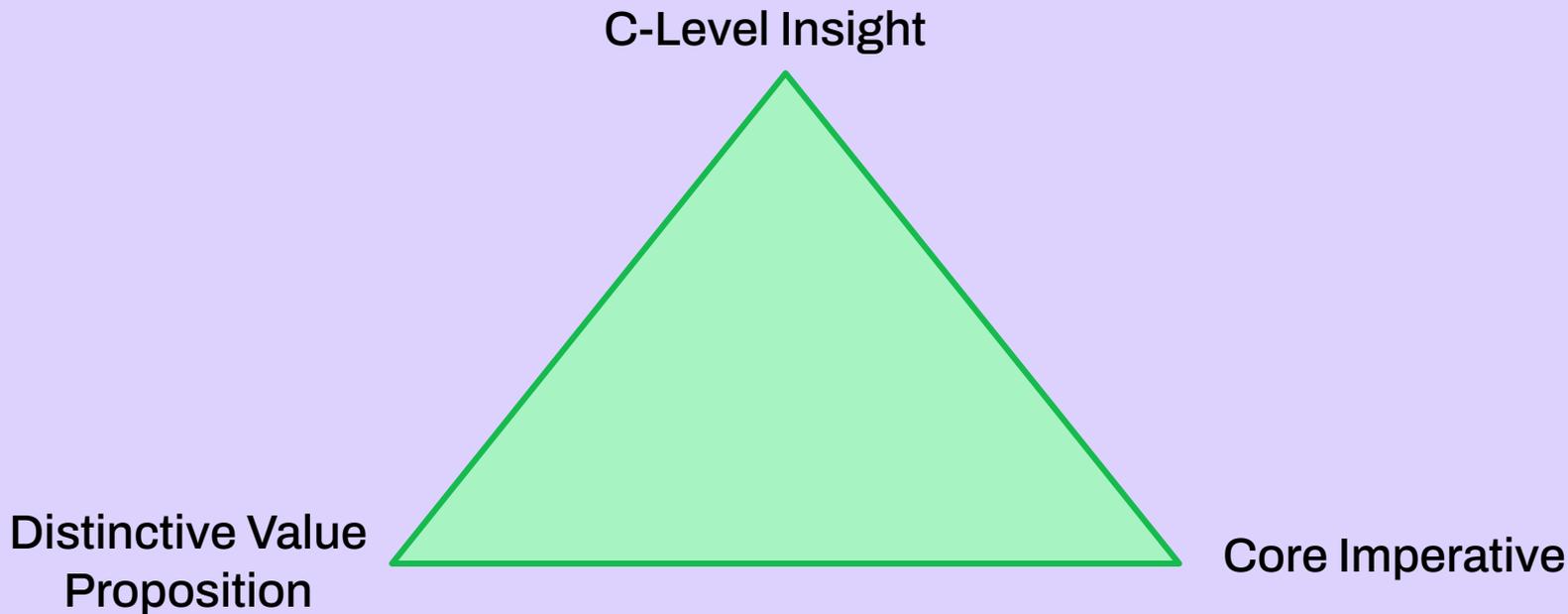
C-Level Insight

Distinctive Value
Proposition



Core Imperative

C-Level Insights



The C-Level Insight
is the moneymaker because it is
compelling, **measurable**,
proven, and has a
significant impact.

Mega Deal Formula

Executive
Whispering

+

Mega Deal
Premise

=

Mega Deals

Q&A

Thank you

We'd love to hear your feedback!

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