Twitter Thread by SaaS Capo



SaaS Capo
@SaaSCapo

Sunday Sales Secrets

#1 - Pattern Interrupts

This one trick separates the amateurs from the pros

Command attention from the people that are conditioned to ignore you by leveraging advanced sales psychology

2k Likes & RTs & I'll do This Every Sunday

We live in a world where we are constantly being advertised to

As a result, we've become conditioned to ignore sales messaging

This is especially true for decision makers at businesses who are called, emailed, & messaged nonstop

When they realize they are being sold to, their attention goes to ZERO & their focus shifts on getting rid of you

As a seller, you need to utilize psychological tactics that disrupt this defense mechanism to have your pitch heard

These tactics are known as Pattern Interrupts

Pattern interrupts work by introducing an unexpected element to your outreach messaging

This causes confusion & breaks the typical thought process of "this is a spam call/email/message"

This confusion delays the action of ignoring you (hanging up, deleting email, etc)

This buys you a few seconds of their attention that you would not have otherwise had

If the pitch that follows is relevant & interesting, you'll have the conversion you're looking for

If you aren't using pattern interrupts, *you are being ignored/declined by people who actually NEED what you're selling*

You & the prospect both lose in this scenario

The problem isn't your offer, it's the lack of attention

Leverage PIs & get that attention you need

Examples for cold email/ linkedin:

1. Personalized 1st lines

The first sentence in your message is so personalized that it couldn't possibly be sent to someone else (compliment on new product launch, biz milestone, a podcast they were on, etc.)

2. Short messages (1-4 sentences) - they are used to receiving & ignoring 100 paragraph novels. Say as much as you can with few words & your message might actually get read!

3. Formatting - ugly formatting (no line breaks, atypical fonts, etc) does not automatically register as "cold email or advertisement" in the minds of your prospect

This is somewhat high risk/high reward, but have seen double digit reply rates with this one

4. Voice messages (LinkedIn) - this is a somewhat new feature that was silently rolled out

Most people are not yet aware of voice messages, so seeing one in their inbox will prompt them to open it out of curiosity

Personalize the VM to motivate them to listen to the whole thing

5. Video

Use LinkedIn video or Loom for email to create a personalized 30 second clip - very hard to ignore someone who goes through all of that effort!

Examples for Cold Calling:

1. Asking them who's in charge of X?

Example: you ask a lead project manager "who's in charge of project management?"

This challenges their ego.

They can't hang up

The only answer they can give is "Me!"

You've bought yourself a few seconds

2. Play dumb & lost

Play the role of a frustrated person just trying do their job.

You've tried & tried, but can't seem to find the person in the X department in charge of Y & Z.

A mildly disappointed & unenthusiastic tonality is key here

You drop their defense by appearing vulnerable

Works great with gatekeepers

3. Immediately tell them it's a sales call

Cold callers are never this straightforward

Tell them straight away and ask for 30 seconds of their time

They'll be shocked & impressed with your honesty & will likely give you that 30 seconds

"I'll be straight with you, this is a sales call, but I have something relevant to your work at {company}.

Will you give me 30 seconds to explain while I'm calling before deciding if you want to keep talking or kick me to the curb?"

4. The Referral

Your prospect is Bob

Ask Joe in a different department "who's in charge of X?"

"Bob is"

Call Bob & tell him you were talking with Joe & he asked you to call him

Name dropping works great in emails too ex: "Discussion with Joe"

Wrapping it up:

Pattern interrupts put a halt to prospects' anti-sales defense mechanisms & buy you the attention you need to have your pitch heard

You are missing out on deals if you don't use these in your outreach

Get creative & enjoy being a top performer

Shoutouts

If you like leveraging psychological tricks to improve your sales game, follow @ROGUEWEALTH if you aren't already! He's one of the best in the biz & I'm always learning new tricks from him

If you want to learn how to cold email from the very best in the game, follow @blackhatwizardd

If you want to learn more about psychology & people skills that will help you excel in your career, business, & life, follow @corporatemach & download the 55 essays for free at https://t.co/tHF3rvytZl

@Shawpreneur is simply the best in the LinkedIn sales game & is constantly dropping gems for free. You can't afford to not be following this guy!

@THETYFRANKEL builds 7 figure agencies in his sleep & is a master of omni channel. One of the best in the sales game & another must follow!

@sean0to10k is a very talented salesman & one of the best cold callers out there. Follow him if you want to learn how to cold call like a professional.

@NickAbraham12 is a master of automating omni channel sales outreach . His tricks will save you a lot of time aka MONEY. Another guy you can't afford to not follow!