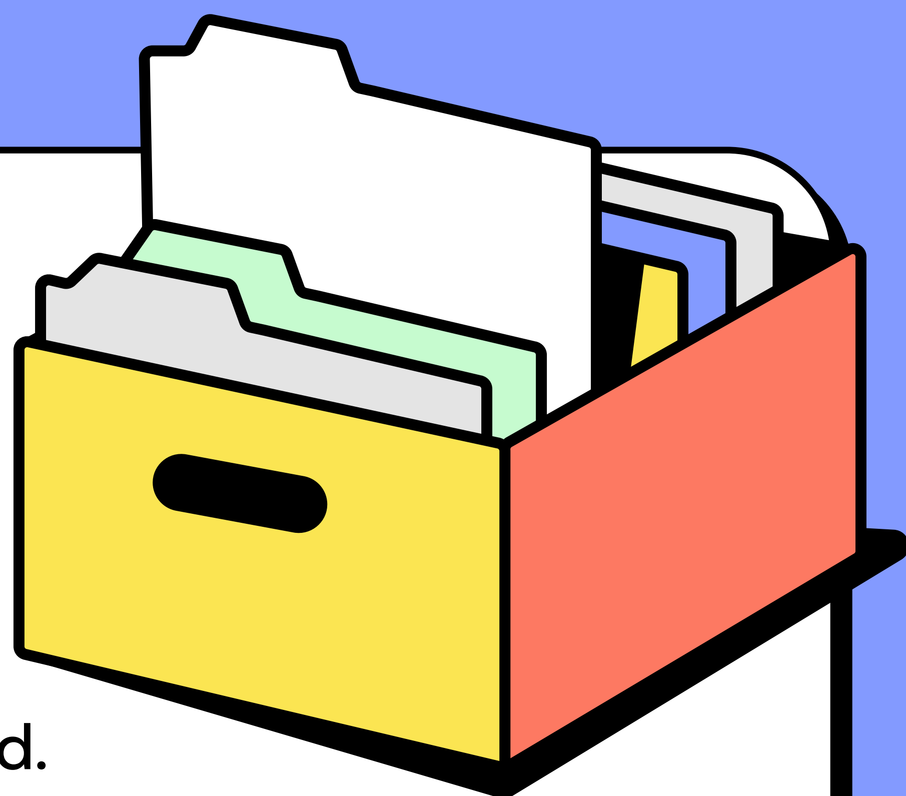
THE ULTIMATE MULTI-THREADING AND SELLING TO THE C-SUITE DATA REPORT

In partnership with Gong, 30 Minutes to President's Club, and Jen Allen-Knuth from DemandJen



We analyzed **1M+ Executive Level Sales** Cycles in partnership with Gong to understand what actually works when selling to executives in 2026.

Some sellers opt to start at power, then default to generic discovery and feature pitches, and get ghosted.

Others try to multithread up to executives, but get nowhere because their champion can't actually influence decisions or get consensus across a buying group.

But here's the reality: Executive buy-in increases close rates on 6–7 figure deals by **44%.**

30M PC

DEMAND (JEN)

GONG

So we partnered with Gong to analyze **1M+ Executive Level Sales Cycles** and uncover what actually wins executive buy-in.

And we brought in a seller who's spent their career navigating executive deals:

JEN ALLEN KNUTH

Hi there, I'm Jen. A former Enterprise seller who carried an individual quota at Corporate Executive Board and The Challenger Sale Company for 18 years, closing 6 and 7-figure deals with Fortune 500 brands.

Now, I run DemandJen, a sales-training firm trusted by GE, G2, IBM, Bloomberg Industry Group, Instructure, Sprout Social, Autodesk and more.

This report is a sneak peek into our course where we'll break down multithreading and selling to C-Suite Executives:

01 | Why does multithreading even matter?

02 | How do you get executives to take meetings?

03 | How do you run discovery and demos for executives?

04 | How do you win executive deals as a team?

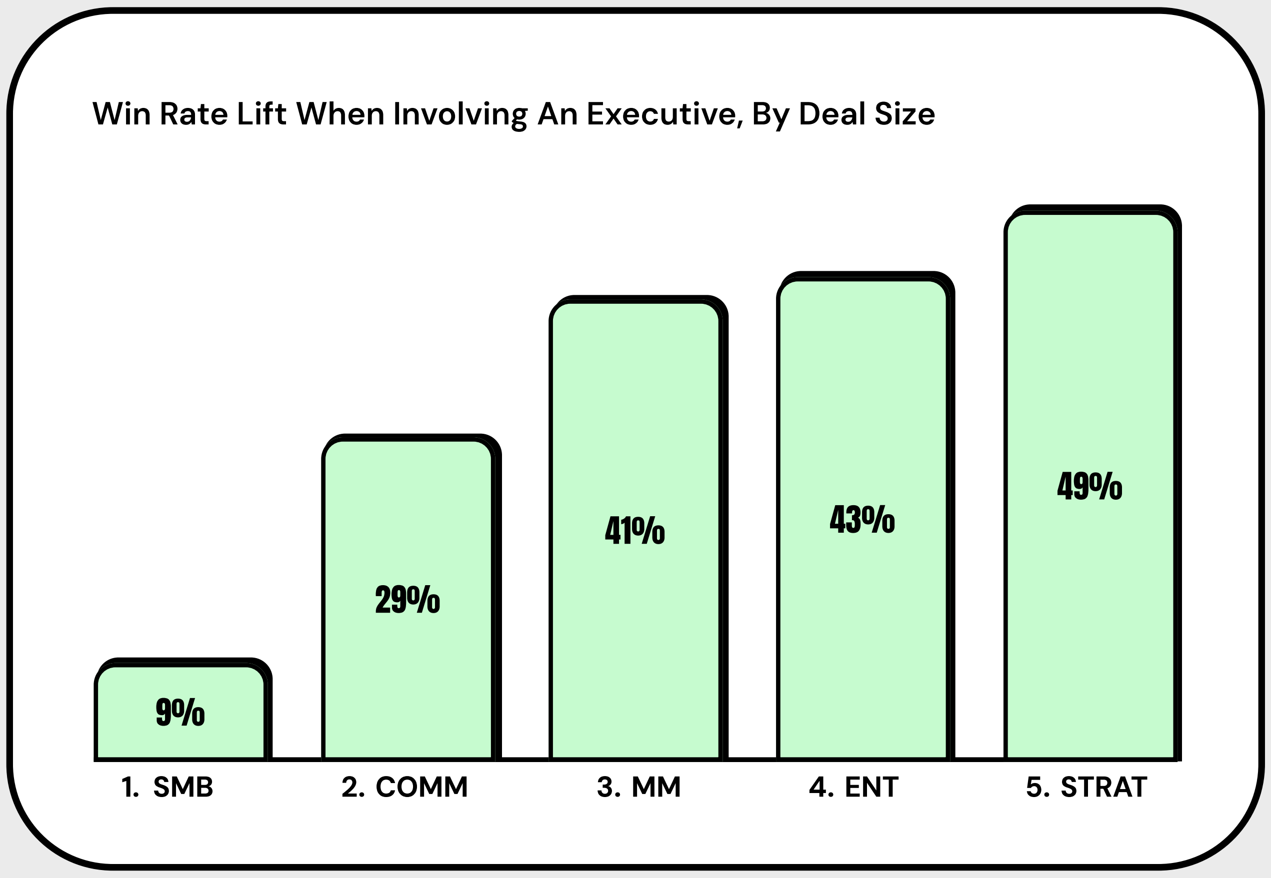
LET'S JUMP RIGHT INTO IT!

P1 WHY DOES MULTITHREADING EVEN MATTER?

YOU HAVE TO GET TO POWER TO WIN BIG DEALS.

TAKEAWAY ☆

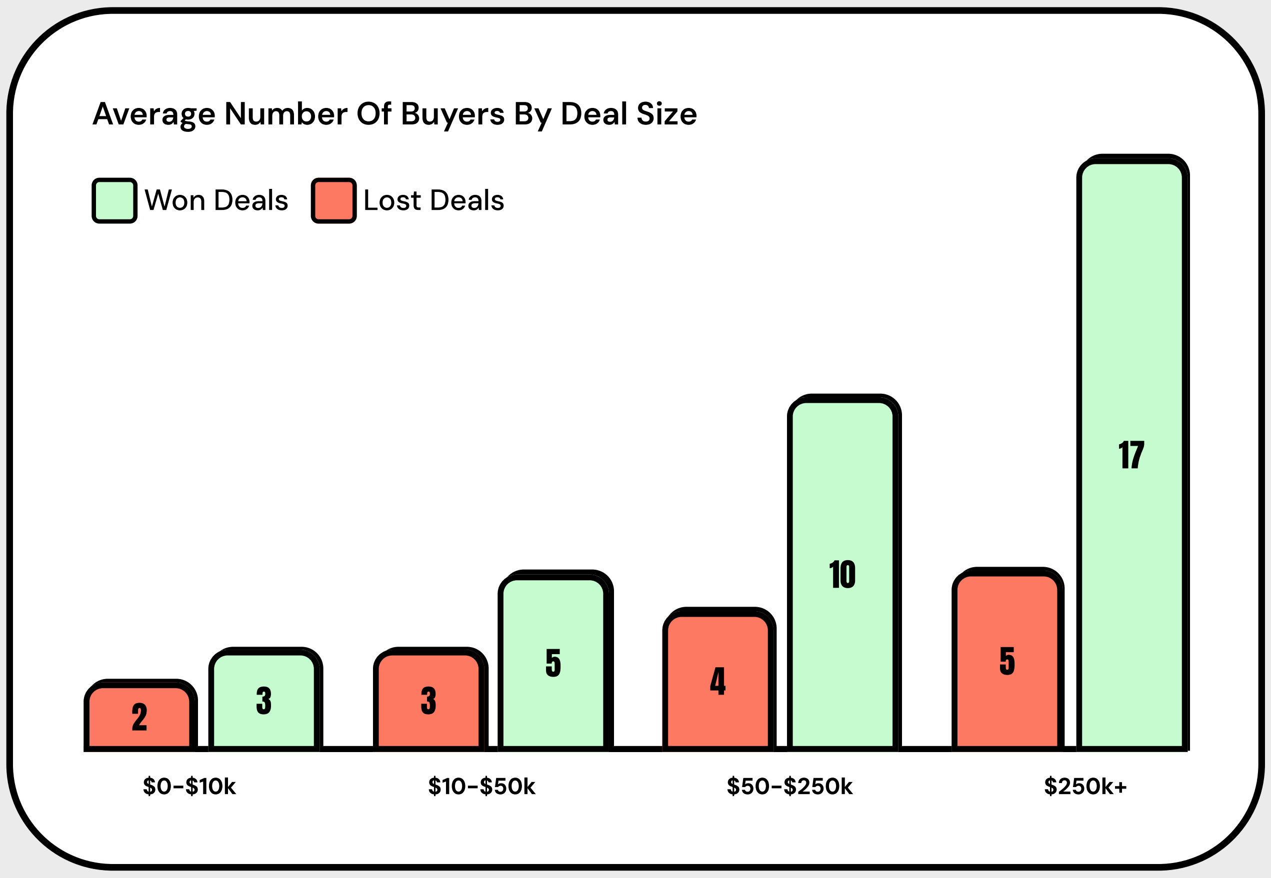
Without executive involvement, deals stall because sellers lack access to the true decision maker.



BIGGER DEALS HAVE BIGGER BUYING COMMITTEES.

TAKEAWAY ☆

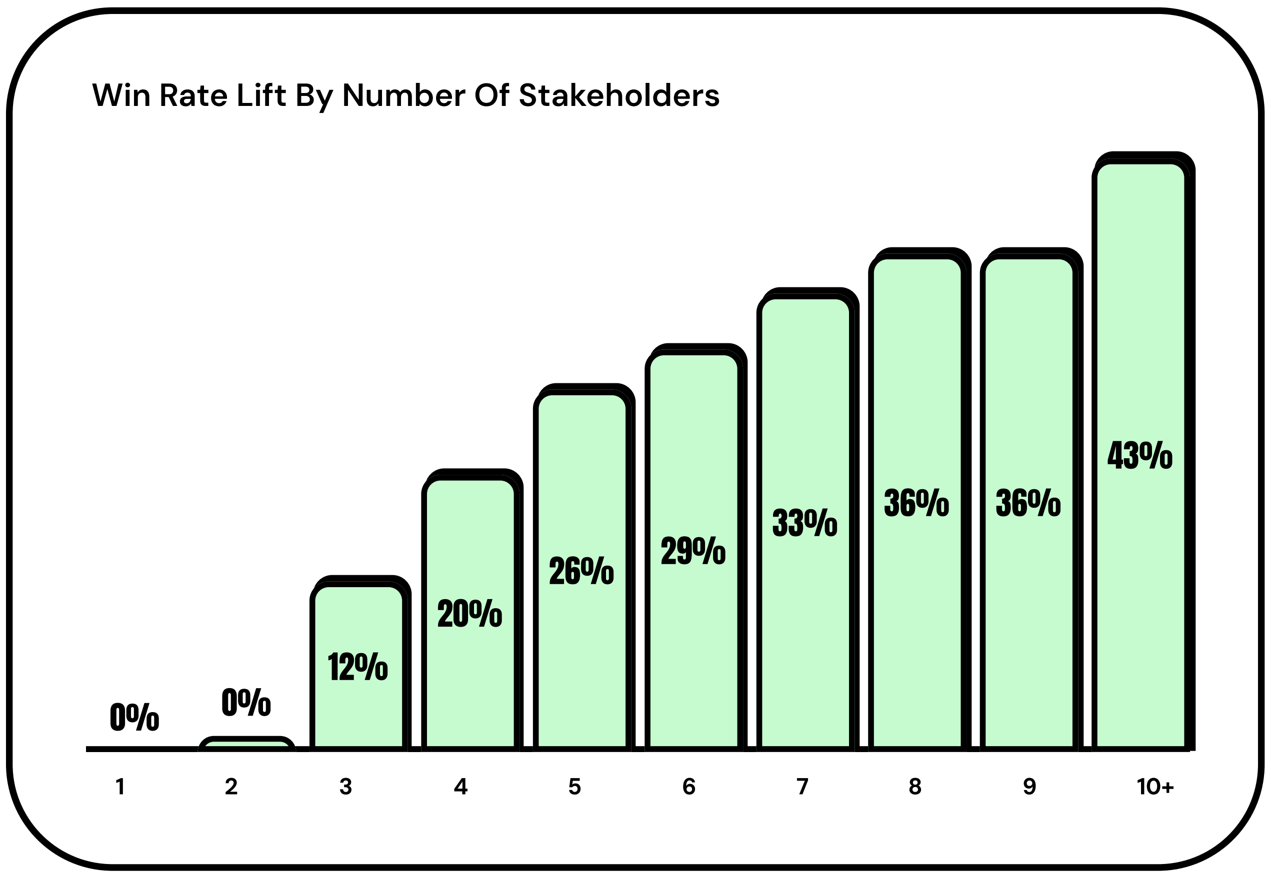
As deal size increases, more stakeholders get involved to weigh risk, budget, and impact of your solution.



MORE STAKEHOLDERS = HIGHER WIN RATE

TAKEAWAY ☆

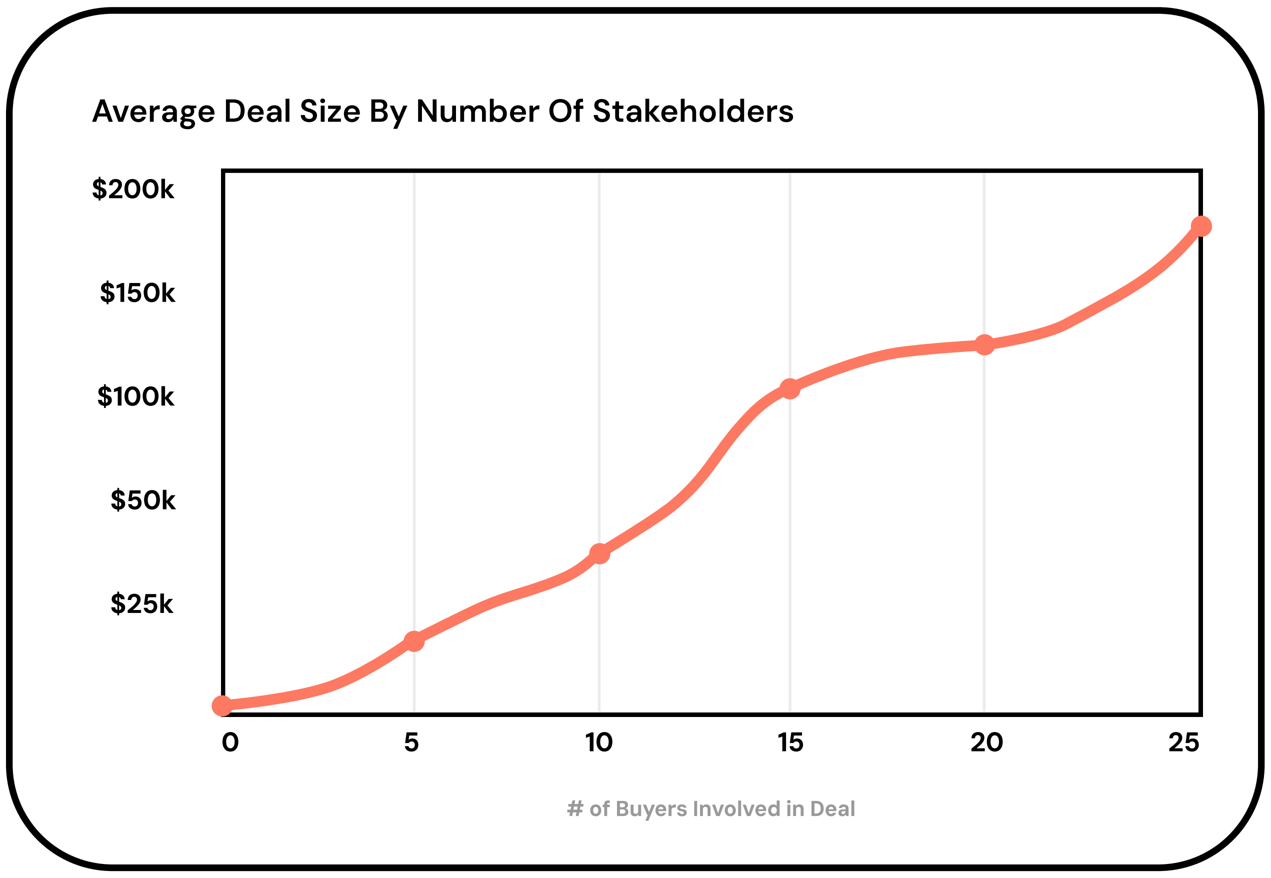
Deals close more often when multiple stakeholders are aligned before a decision is made.



MORE STAKEHOLDERS = BIGGER DEAL SIZE

TAKEAWAY ☆

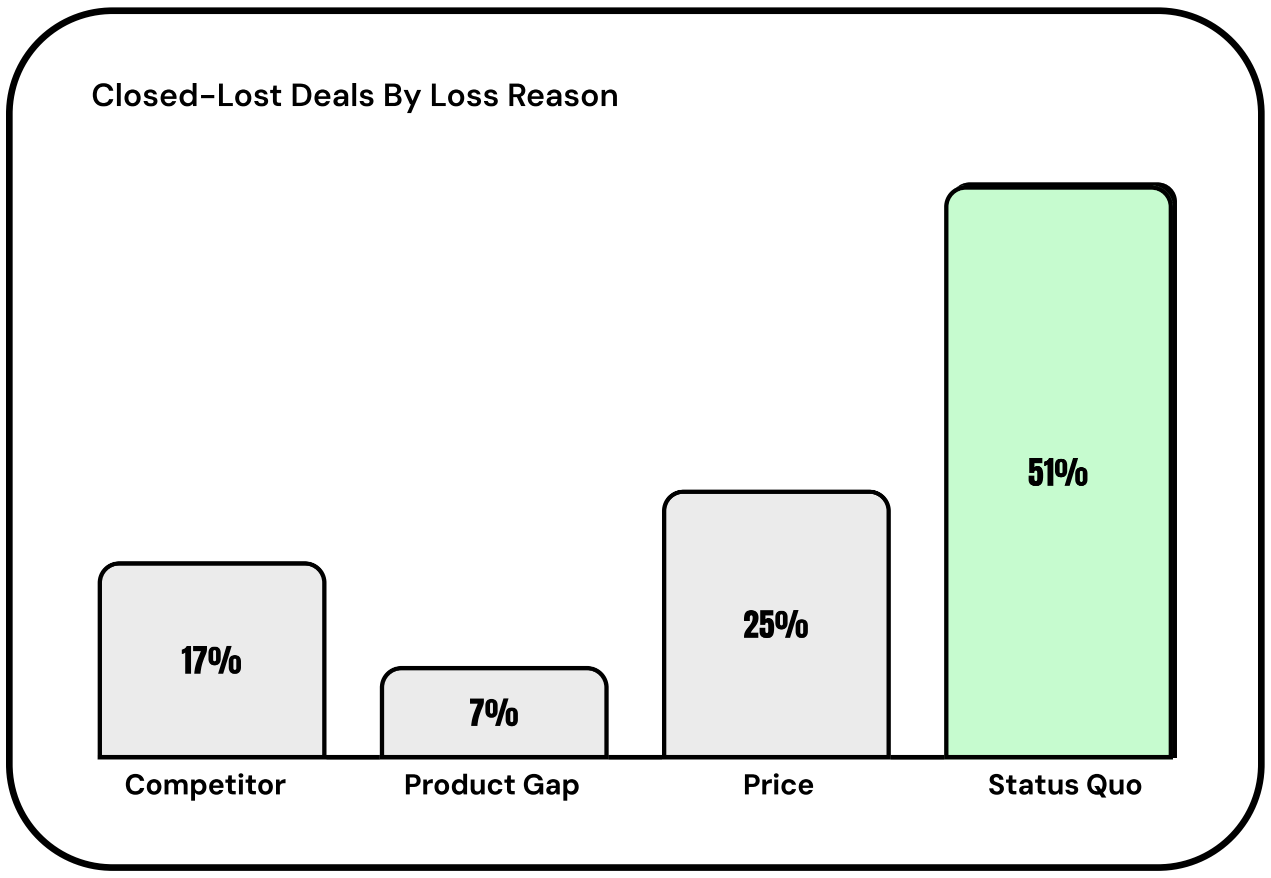
Larger buying committees often signal higher-impact initiatives with bigger budgets attached.



HOWEVER, BIGGER BUYING GROUPS ARE MORE LIKELY TO DEFER TO THE STATUS QUO.

TAKEAWAY ☆

As more stakeholders get involved, it becomes harder to align around change, making “do nothing” the safest option.

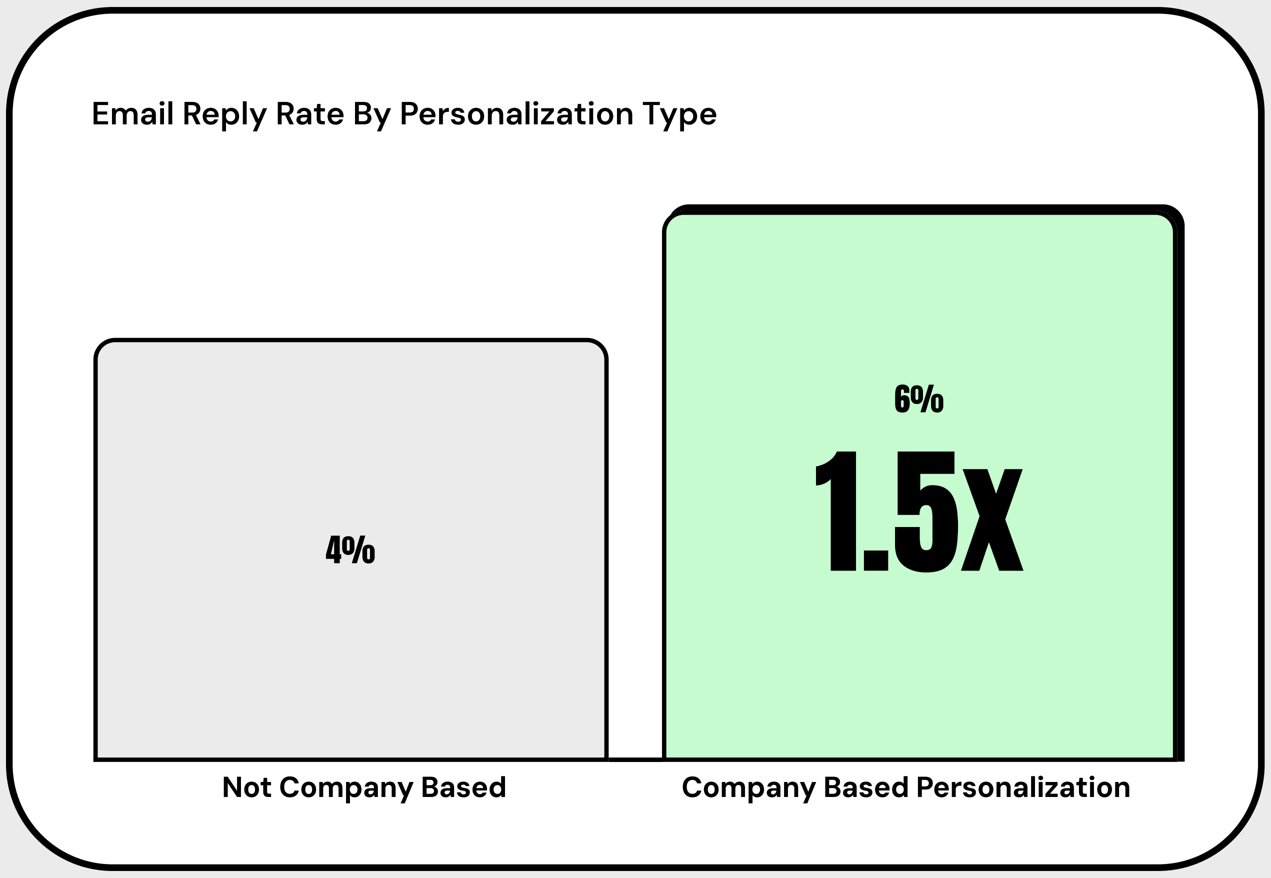


P2 PROSPECTING INTO EXECUTIVES

COMPANY-LEVEL PERSONALIZATION > INDIVIDUAL PERSONALIZATION.

TAKEAWAY ☆

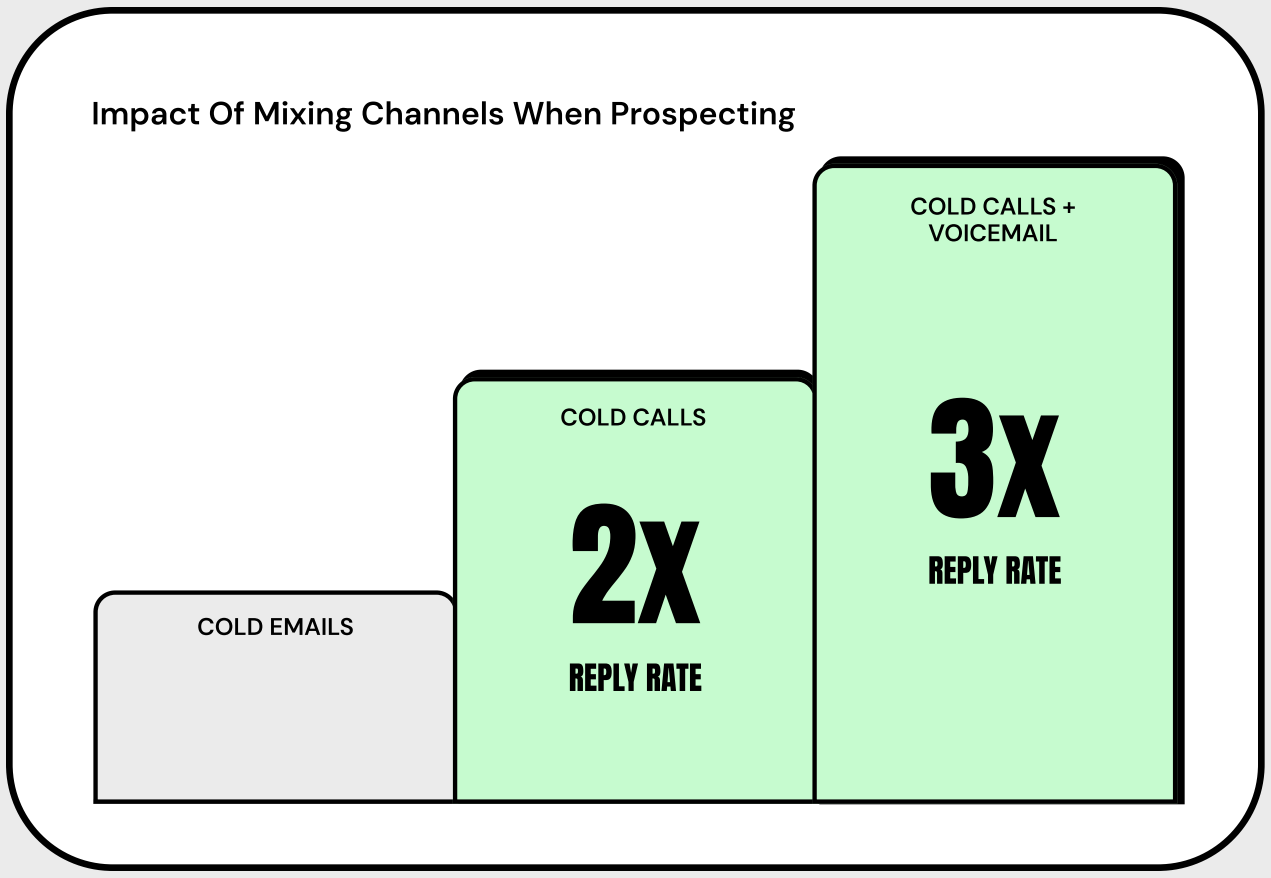
Company-level personalization performs better with executives because it ties the message to shared business priorities, which is what an exec cares about most.



YOU NEED TO USE MULTIPLE CHANNELS IF YOU WANT TO BOOK THE MEETING.

TAKEAWAY ☆

Executives engage across different channels, making a single-channel approach easy to ignore.



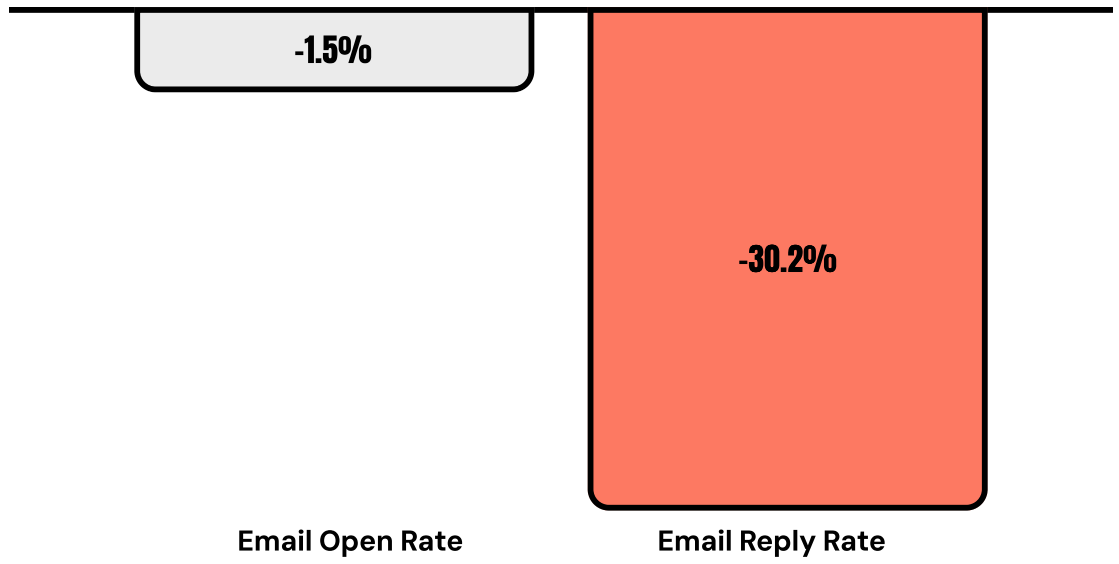
COLD EMAIL

EXECUTIVES ARE GETTING YOUR EMAILS. THEY'RE JUST NOT REPLYING AT THE RATE OF NON EXECUTIVES.

TAKEAWAY ☆

Executives open emails at similar rates, but reply far less often when messages don't speak to their priorities.

Email Open And Reply Rate Change: Executive Vs. Non-Executive



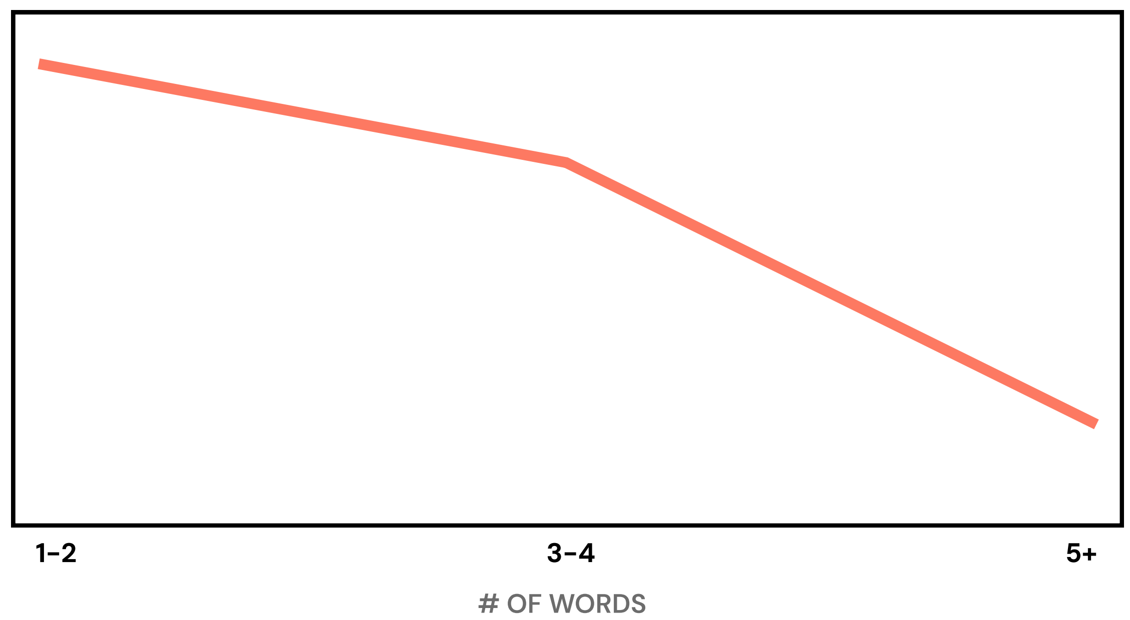
Prospecting Conversion Ratios: Executive vs Champion

THE MORE WORDS YOU ADD TO A SUBJECT LINE, THE FEWER OPENS YOU GET.

TAKEAWAY ☆

Longer subject lines take longer to process, causing executives to skip the email.

Email Open Rate By Subject Line Length

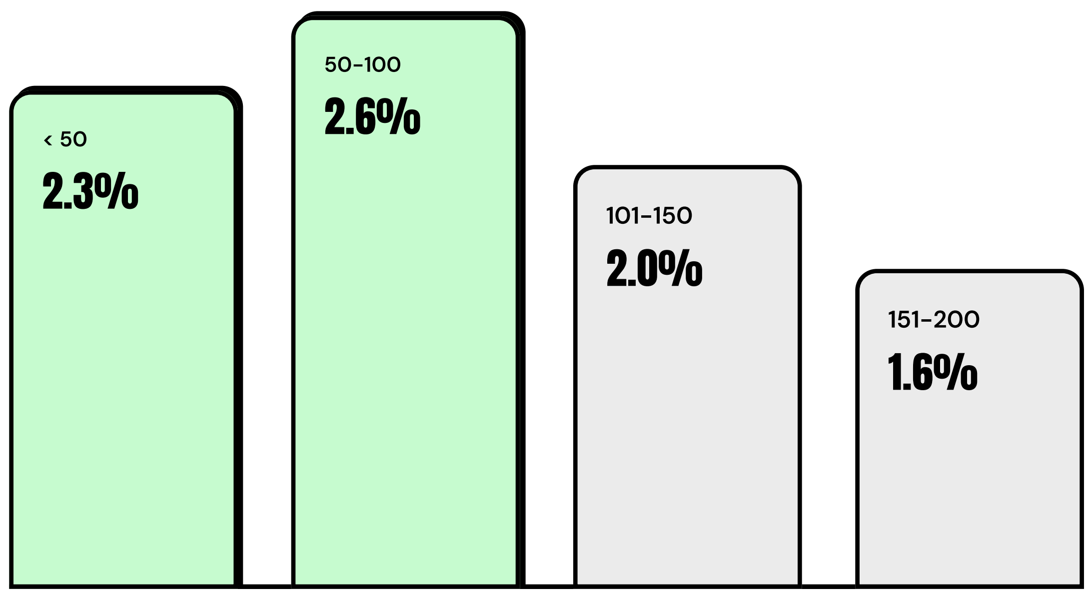


EMAILS TO EXECUTIVES SHOULD BE REALLY SHORT.

TAKEAWAY ☆

Executives barely have enough time to do their day job, let alone read a long email.

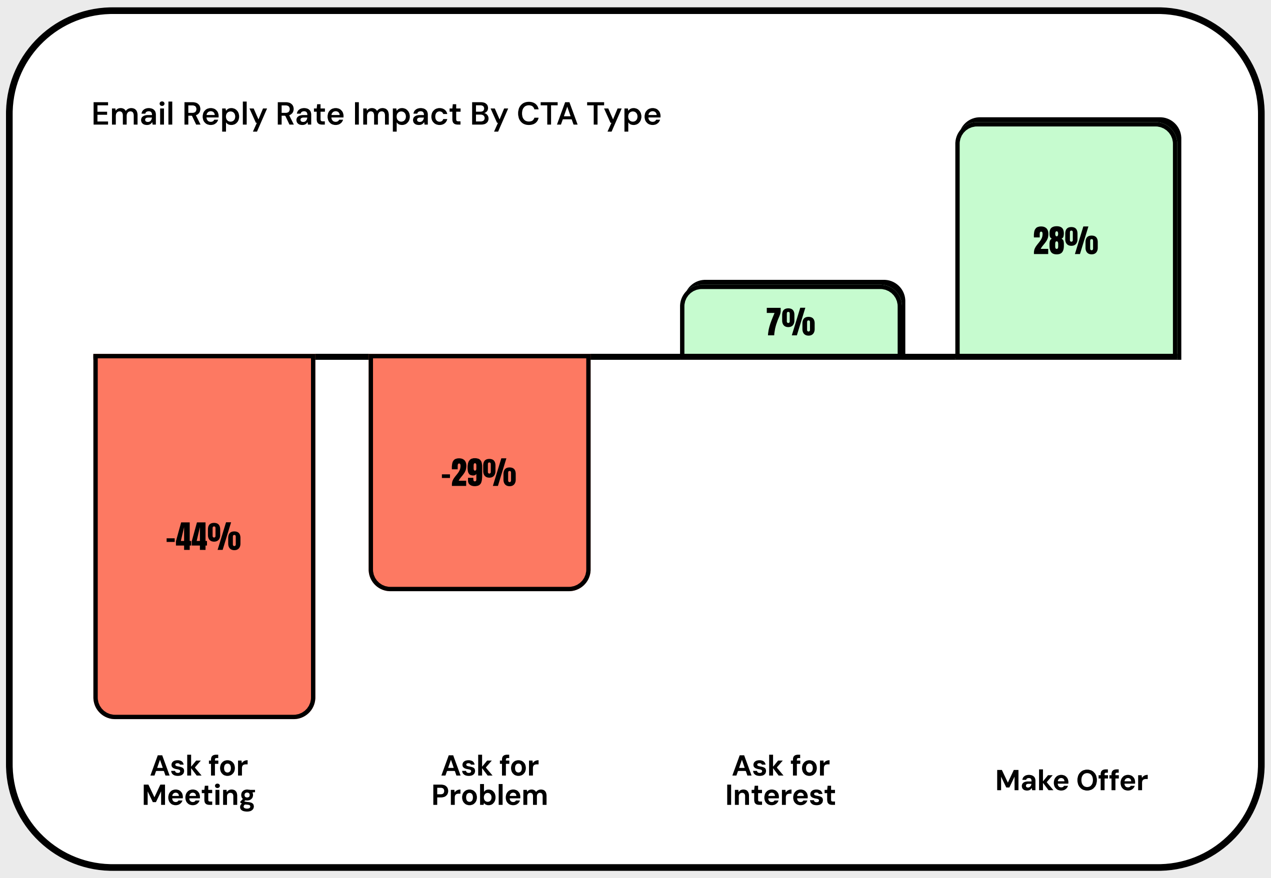
Reply Rate By Word Count



MAKING AN OFFER IS THE BEST COLD EMAIL CTA.

TAKEAWAY ☆

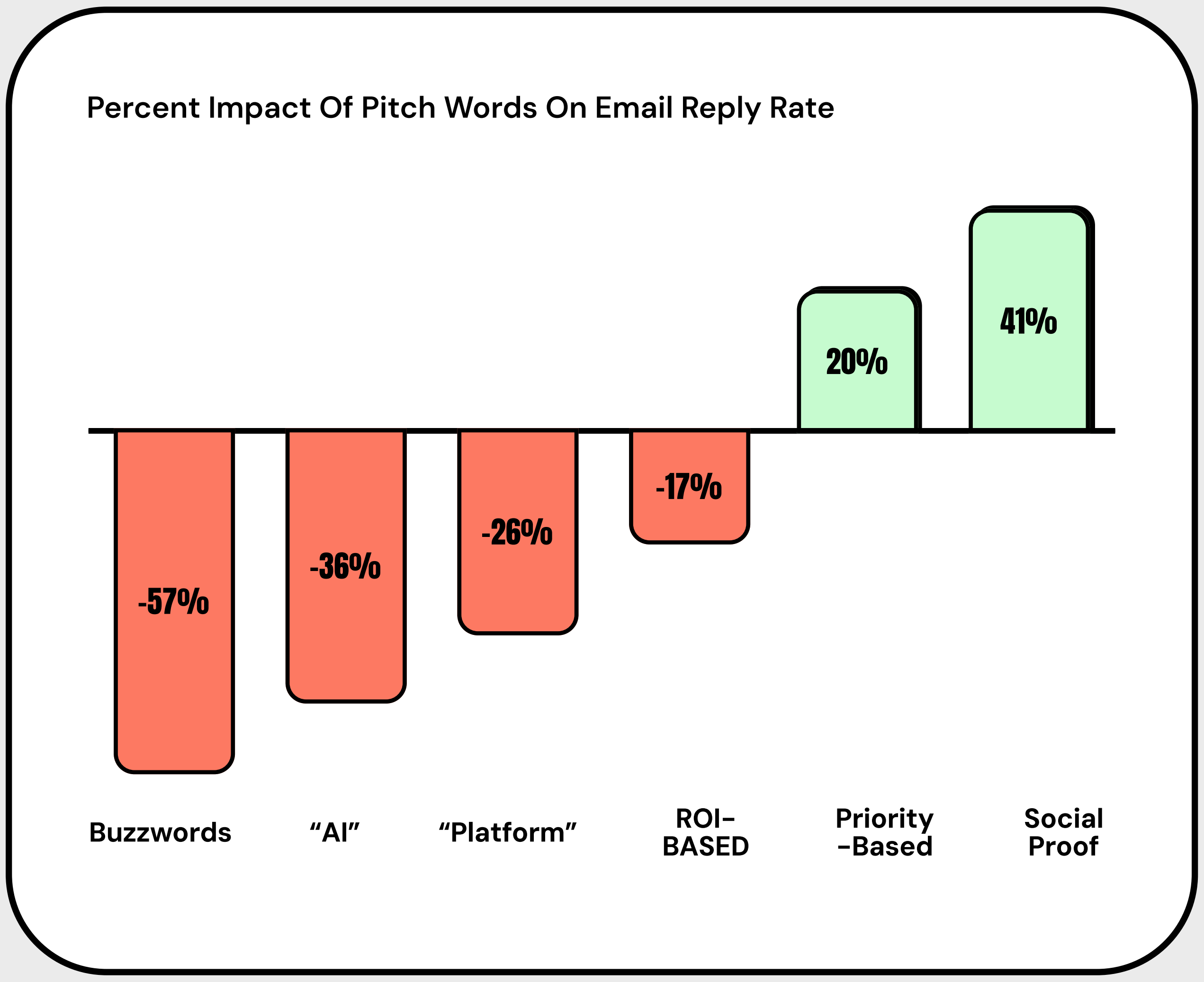
Executives respond more often when the CTA offers something of value, not just a meeting.



PRIORITIES AND SOCIAL PROOF > SOLUTION AND BUZZWORDS

TAKEAWAY ☆

Executives respond to messaging with relevance and credibility, not feature descriptions or buzzwords.



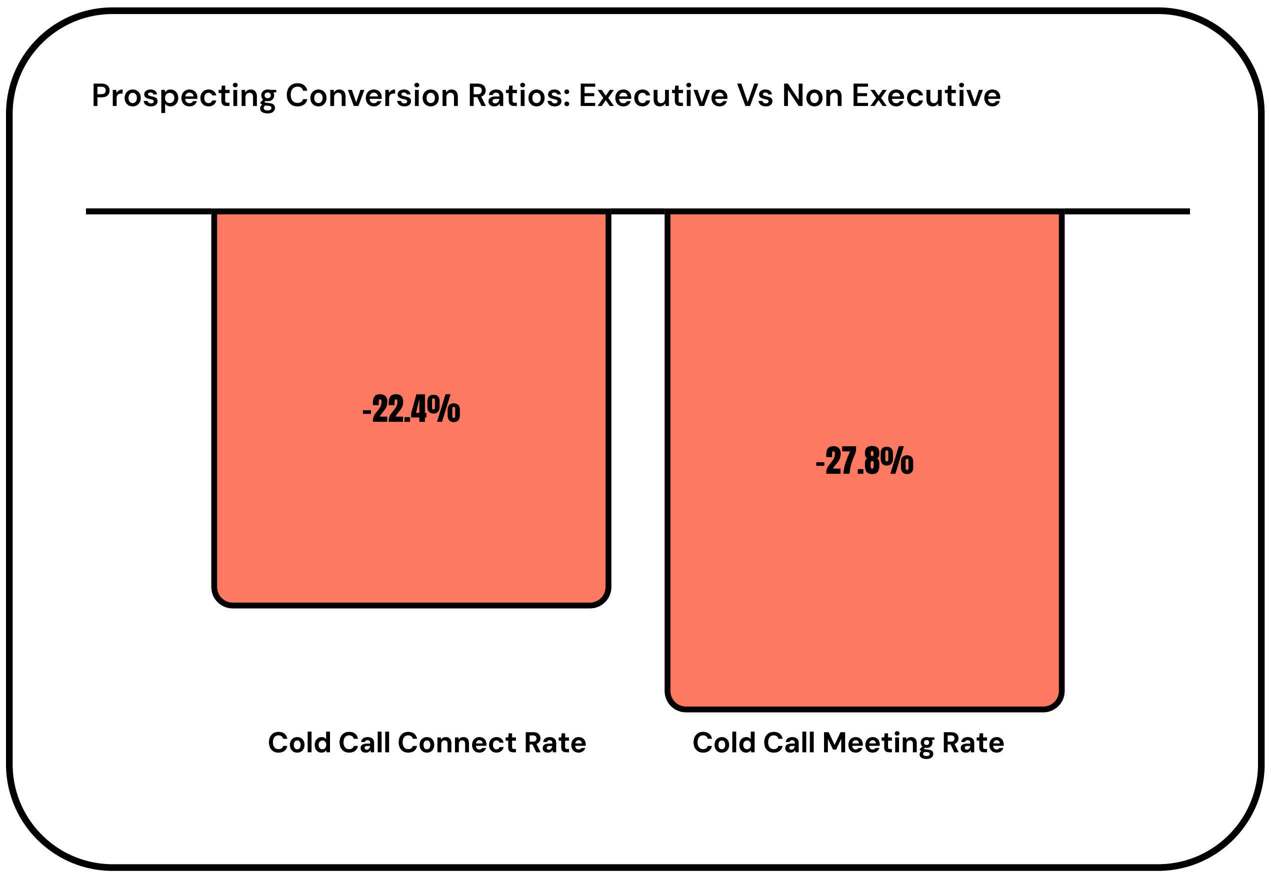
Check out our new course with Jen

COLD CALL

EXECUTIVES ARE TOUGHER TO REACH AND BOOK A MEETING WITH ON A COLD CALL THAN NON EXECS.

TAKEAWAY ☆

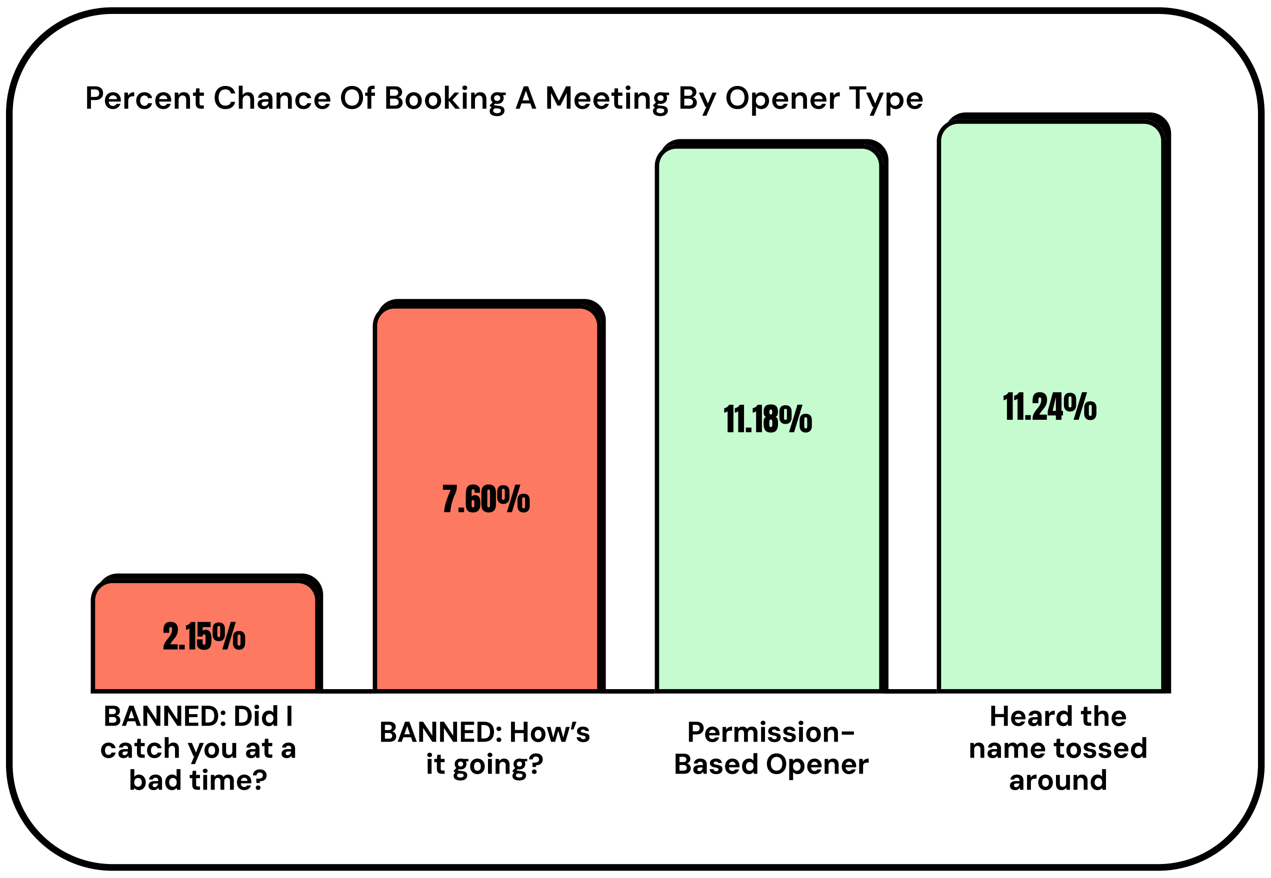
Because executives take fewer cold calls, every pitch carries more weight and must be tailored.



CONTEXT-FIRST COLD CALL OPENERS HAVE THE HIGHEST SUCCESS RATE.

TAKEAWAY ☆

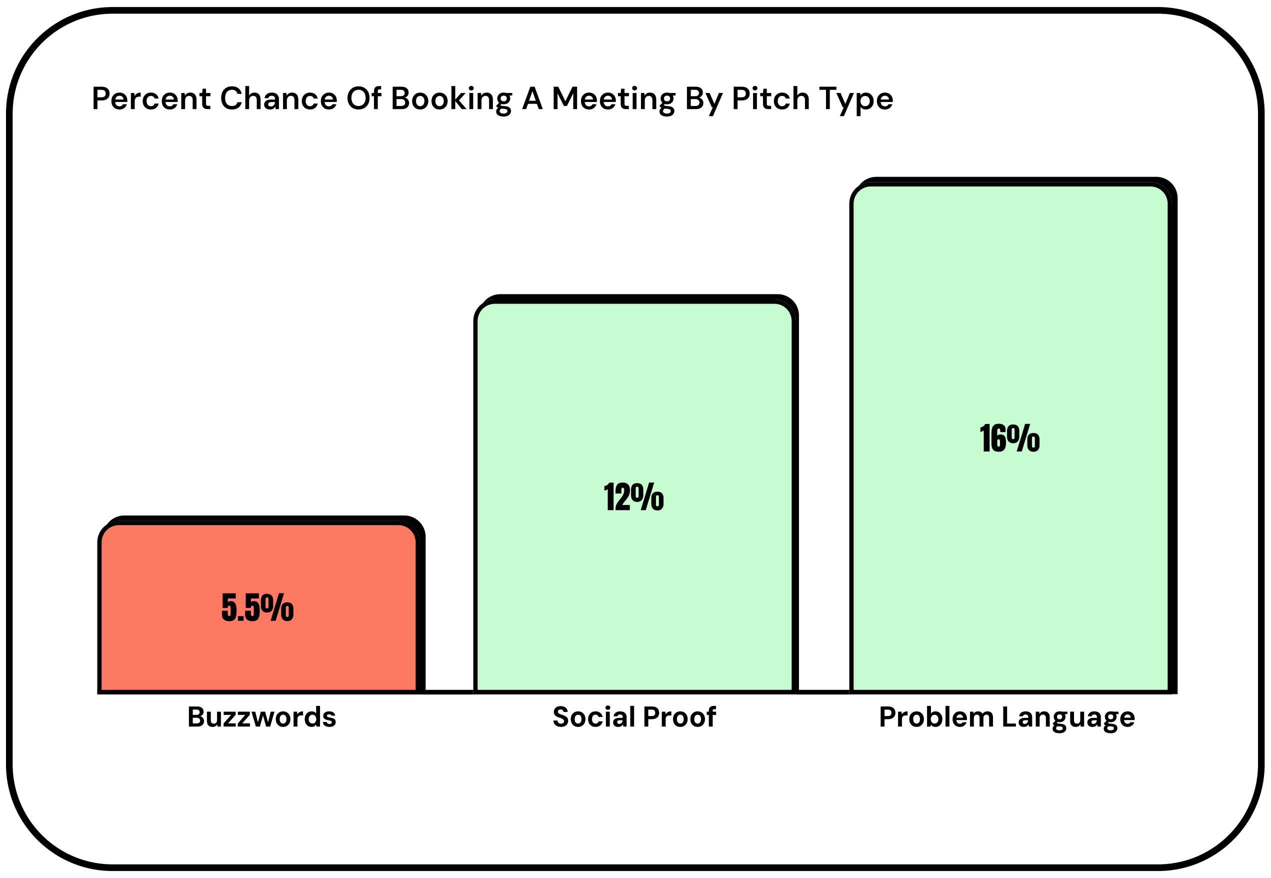
Context-first openers work with executives because they quickly establish relevance, giving them a reason to stay on the line.



PROBLEM LANGUAGE IS MOST EFFECTIVE WITH EXECUTIVES IN COLD CALLS.

TAKEAWAY ☆

Executives take more meetings when cold calls show understanding of their world before introducing a solution.

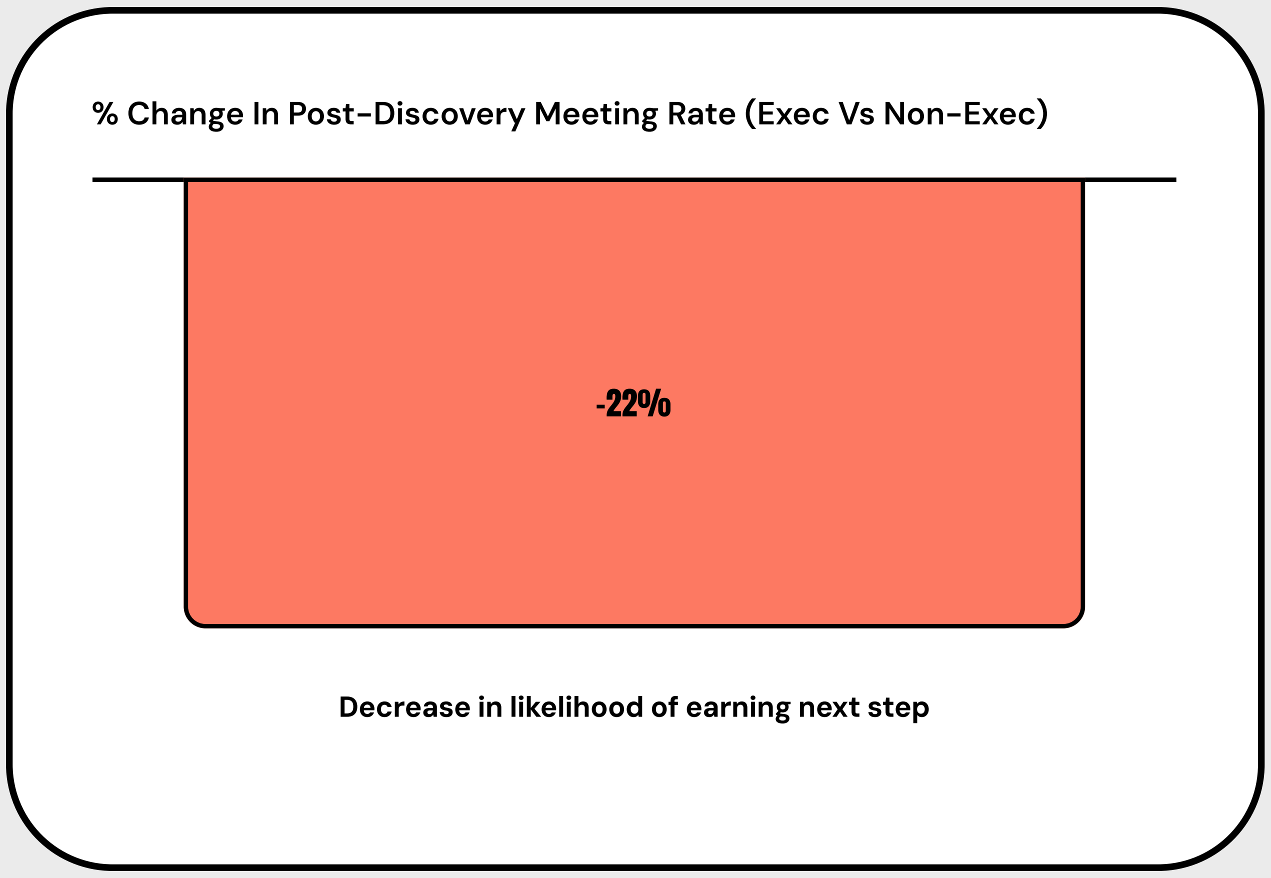


P3 EXECUTIVE DISCOVERY & DEMO

IT'S MUCH HARDER TO WIN A DISCOVERY CALL WITH AN EXECUTIVE.

TAKEAWAY ☆

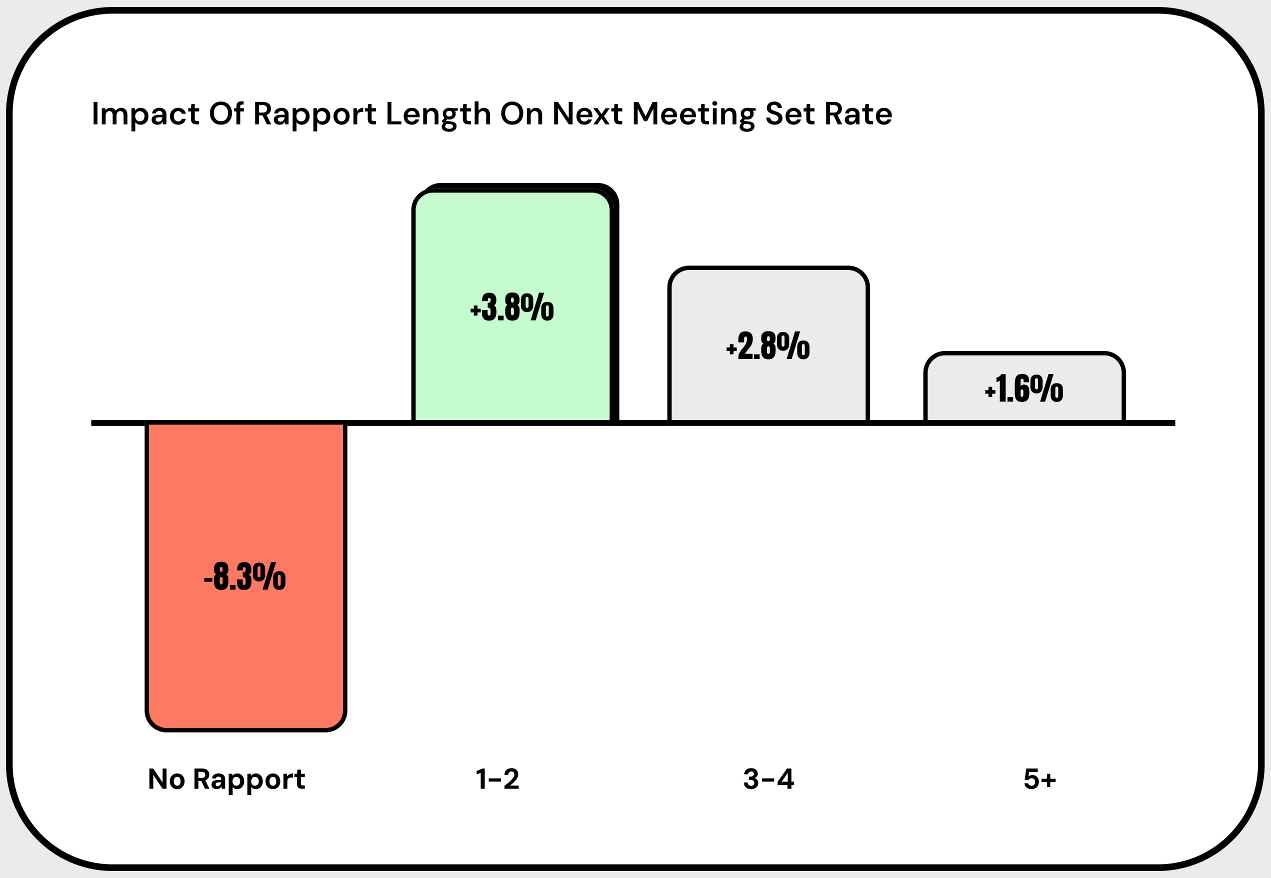
Executives don't take a next meeting when discovery doesn't feel tailored to them or is like any other sales call.



BUILD SOME RAPPORT WITH EXECUTIVES. BUT NOT TOO MUCH.

TAKEAWAY ☆

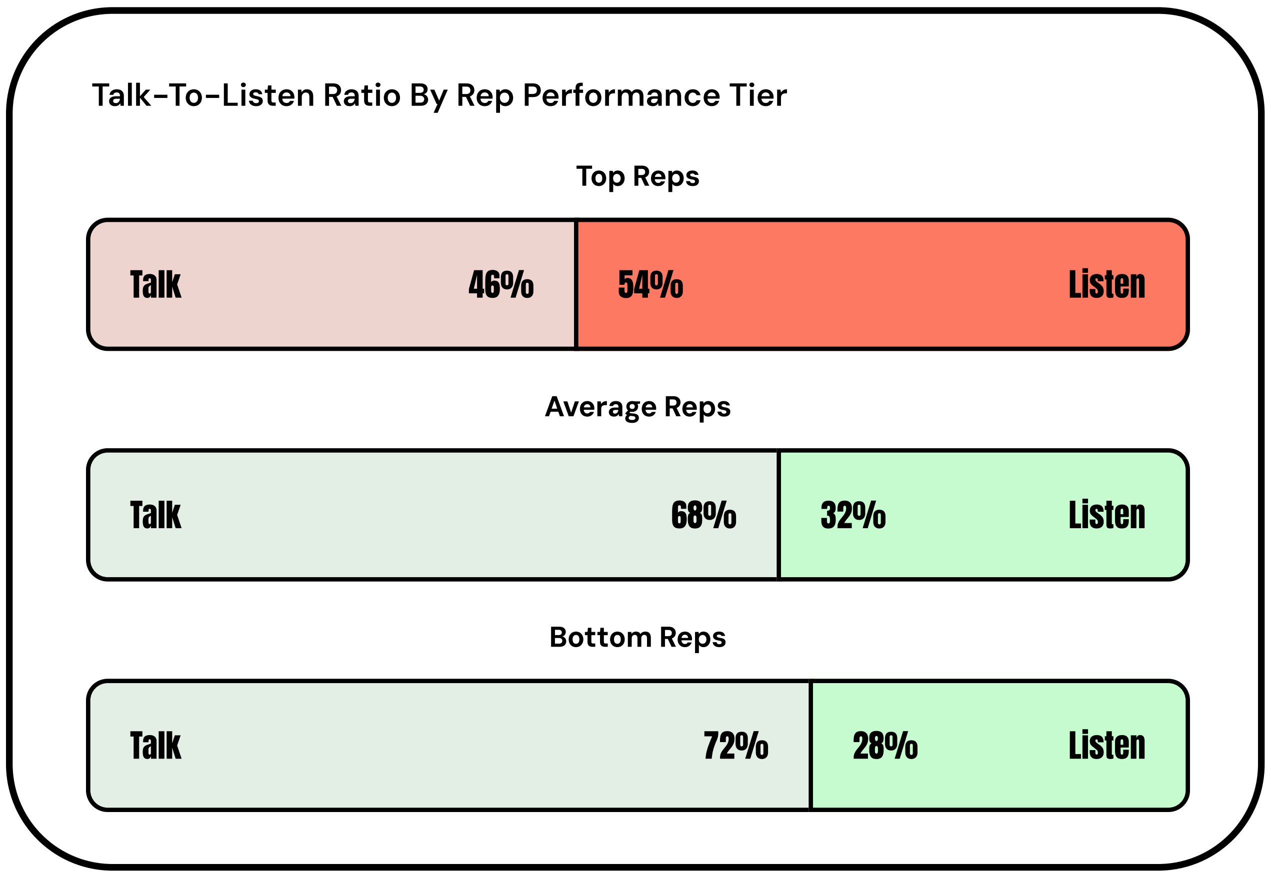
Executives value rapport about their business that builds trust quickly, but disengage when it delays the point of the conversation.



TALK LESS, LISTEN MORE.

TAKEAWAY ☆

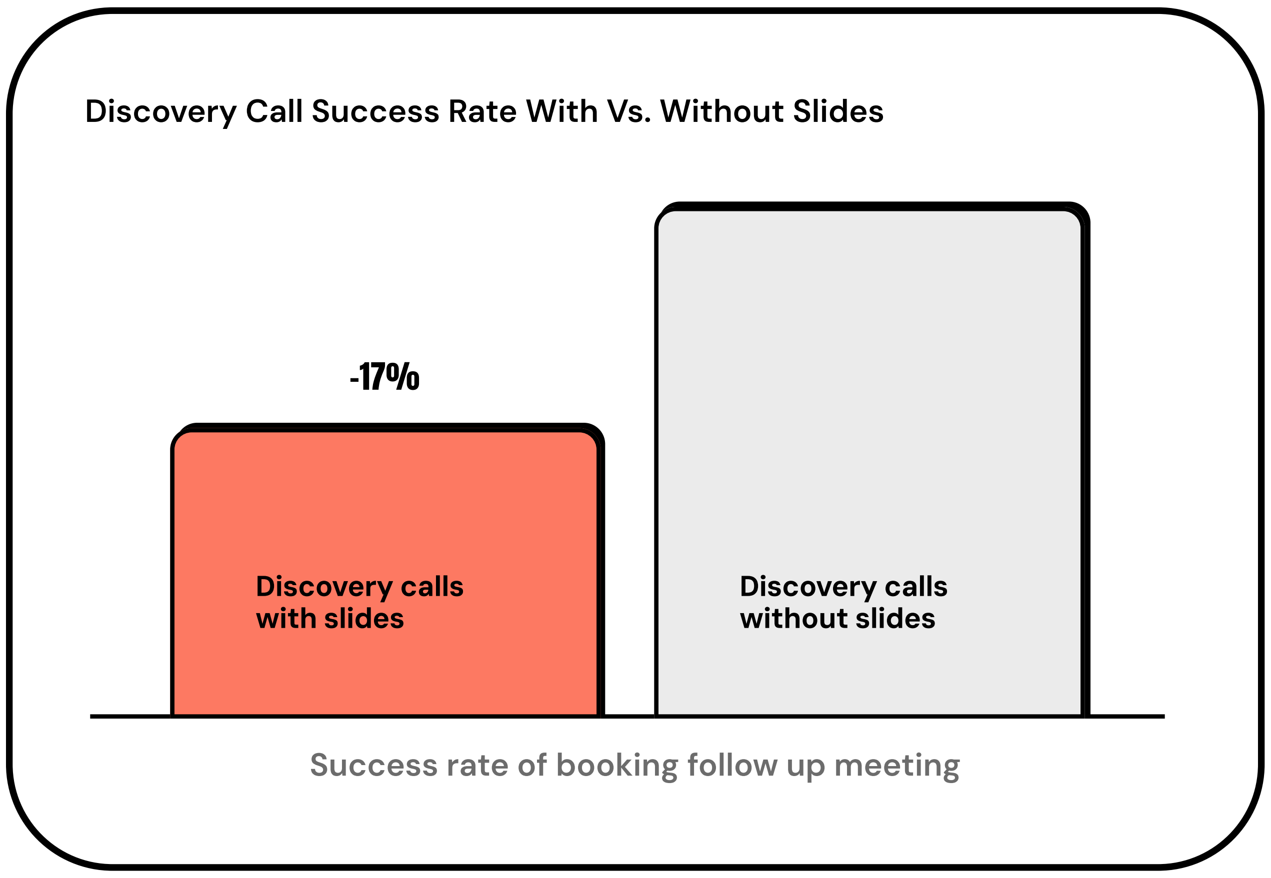
Top performers spend more time listening, allowing executives to share context and guide the conversation.



KILL THE DISCOVERY SLIDE DECK.

TAKEAWAY ☆

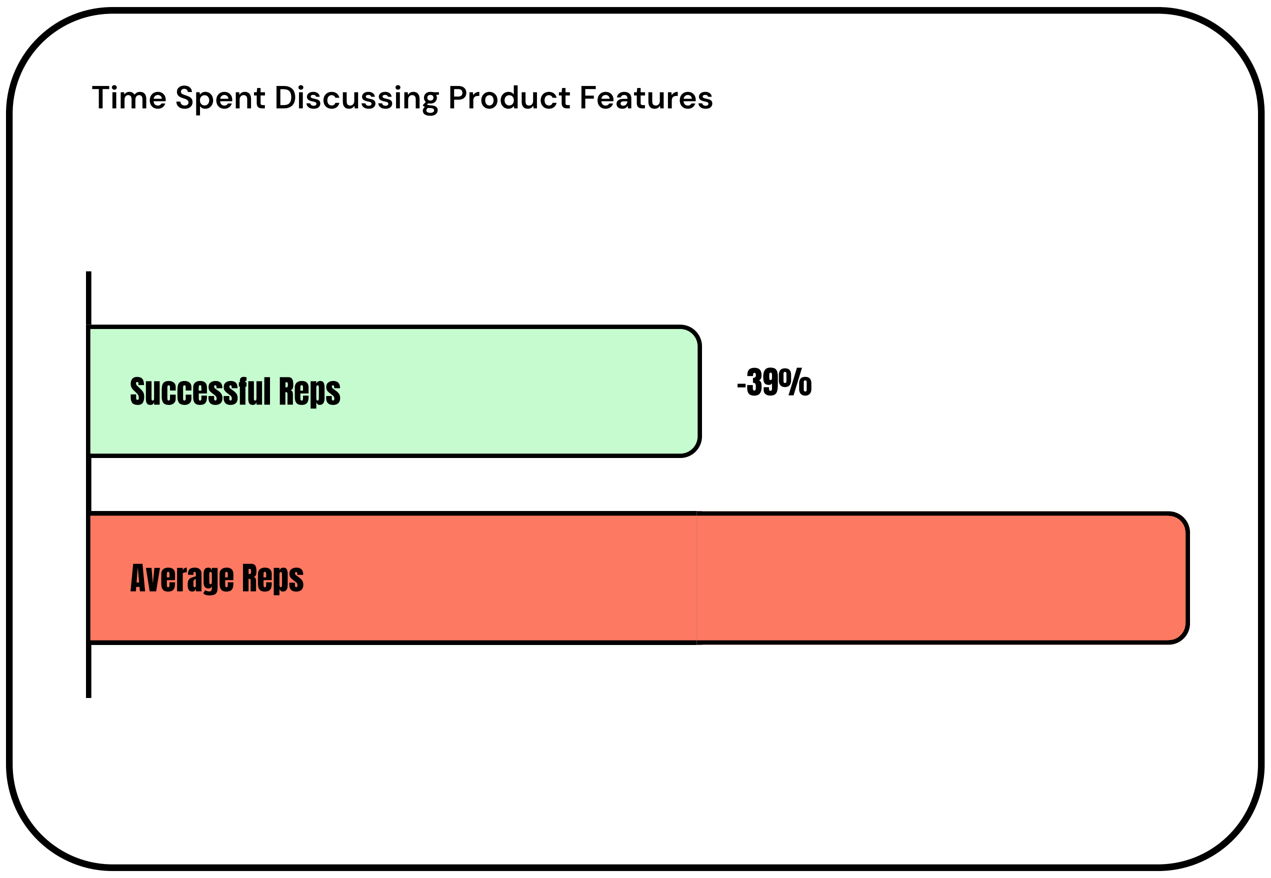
Slides naturally make you talk more and decreases your discovery call success rate by 17%.



TALK LESS ABOUT PRODUCT FEATURES, MORE ABOUT PRIORITIES.

TAKEAWAY ☆

Top performers spend less time on features and more time aligning to executive priorities on discovery calls.

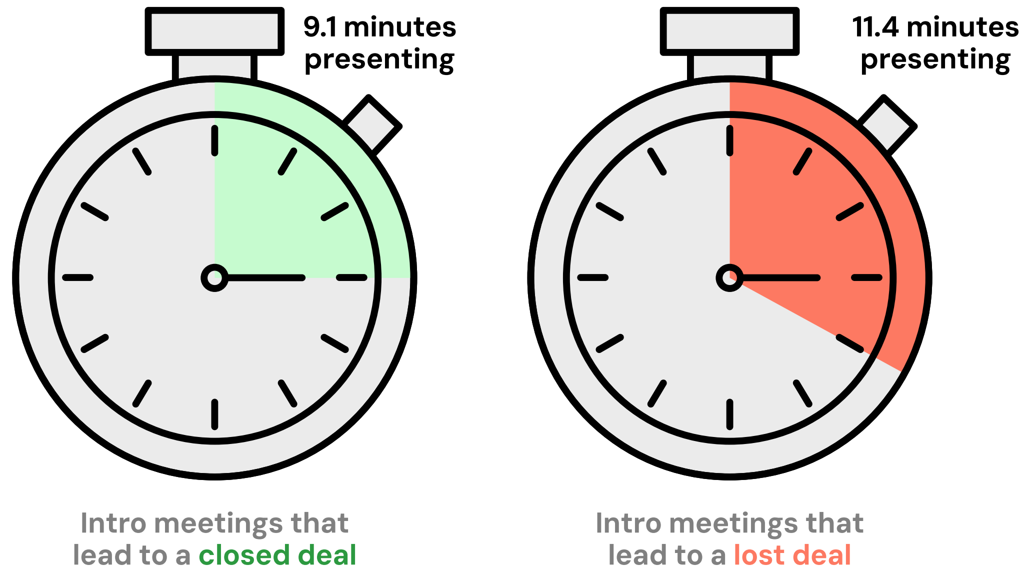


SPEND SINGLE DIGIT MINUTES (LESS THAN 9) PRESENTING.

TAKEAWAY ☆

Executives engage more when presentations are brief and leave room for conversation.

Meeting Success Rate By Presentation Time

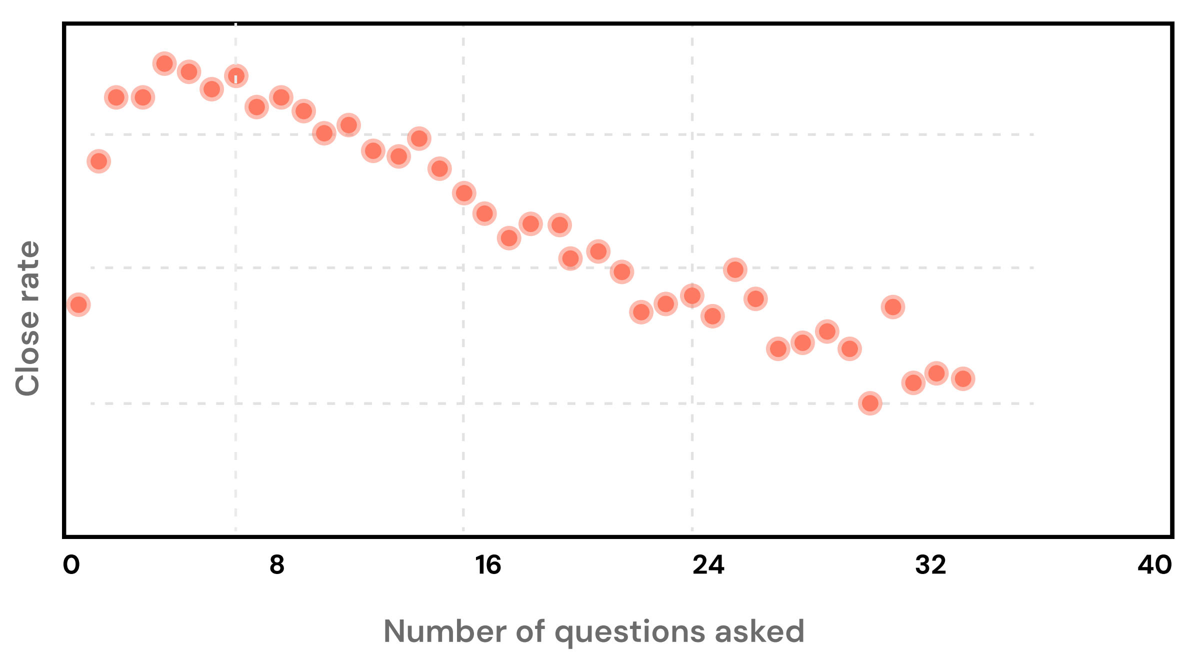


DON'T ASK TOO MANY QUESTIONS TO AN EXECUTIVE:

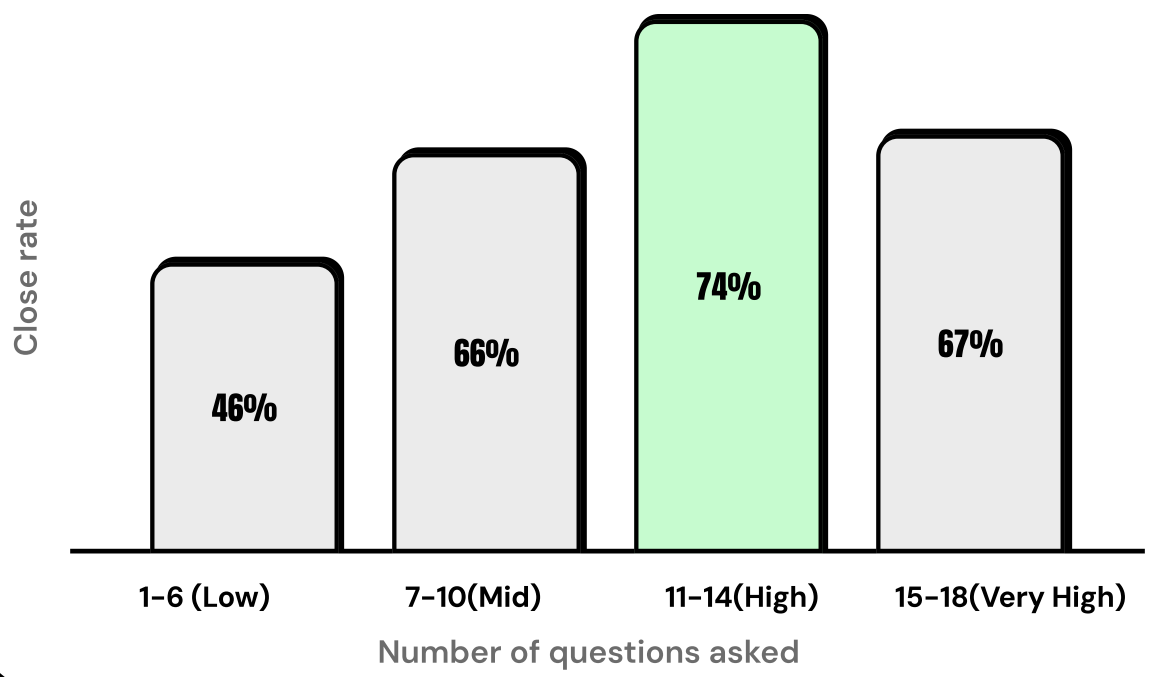
TAKEAWAY ☆

Executives respond better to insight-led discovery, not interrogation-style questioning.

Asking Too Many Questions Decreases Your Win Rate



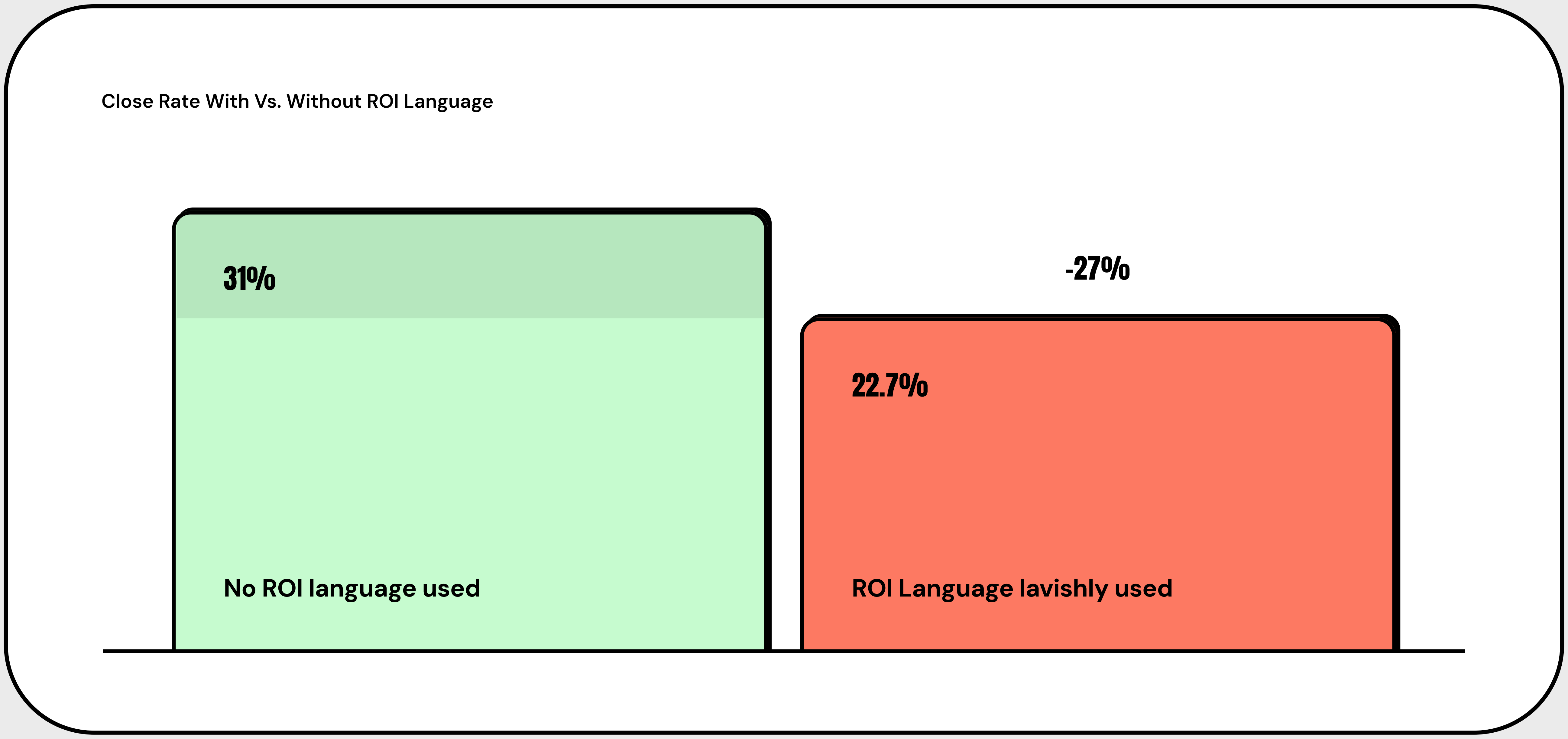
Shoot For 11-14 Targeted Questions Per Call



DON'T TALK ABOUT ROI WITH AN EXECUTIVE.

Presenting ROI in the traditional way — "You'll see a 37% improvement in sales. Ta-da!" — triggers your buyer's local brain. That's not what you want. It means they'll focus on analyzing the assumptions you made in your ROI comparison.

Presenting ROI at any point in your sales process means a 27% Drop In Close Rates. Instead, trigger their emotional brain by telling a before-and-after story about a customer who's just like them

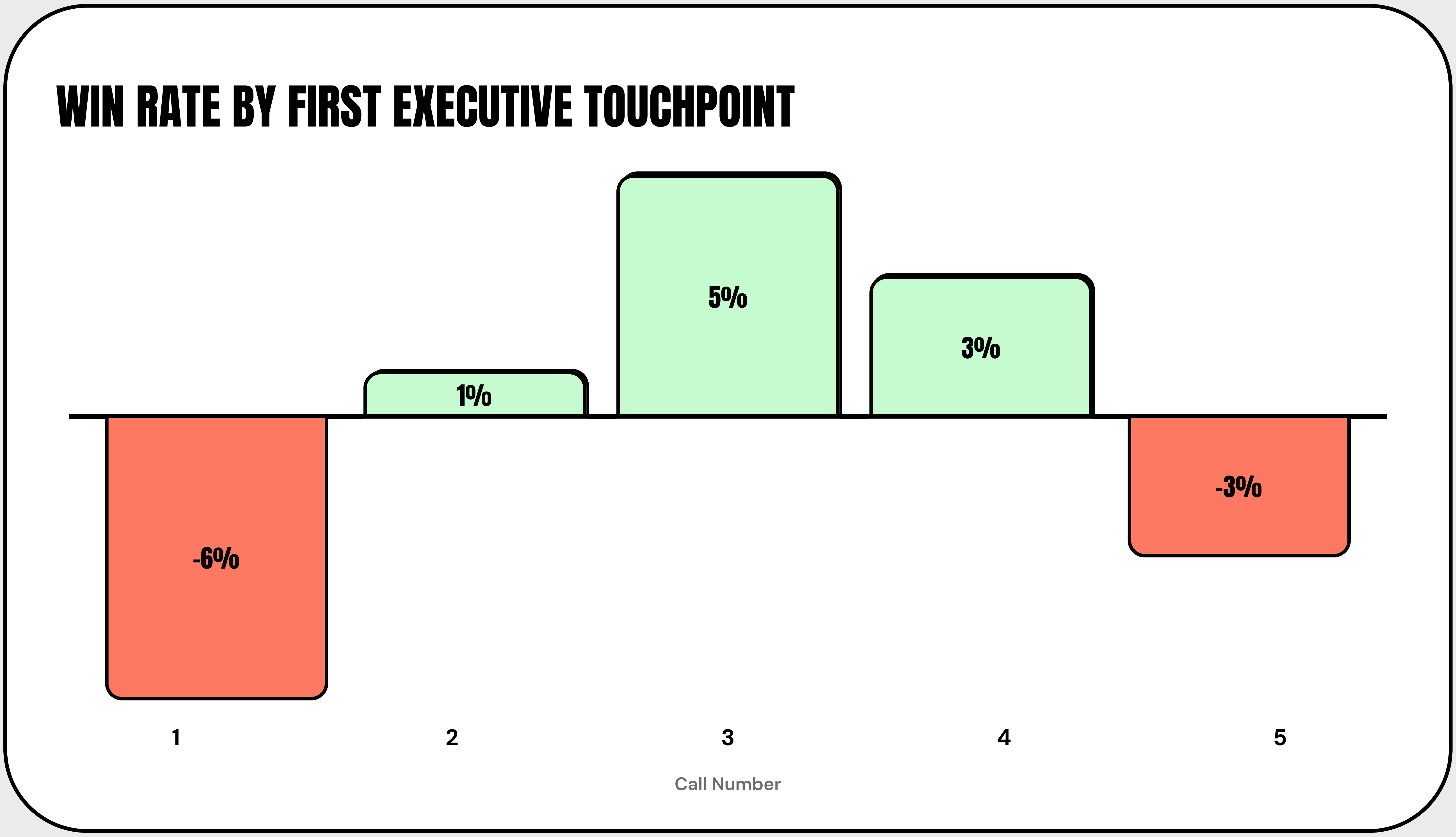


TAKEAWAY ☆

Executives disengage when ROI talk turns the conversation into a hypothetical math exercise.

P4 EXECUTIVE TEAM SELLING STRATEGIES

MULTITHREAD TO EXECUTIVES EARLY, BUT NOT TOO EARLY.



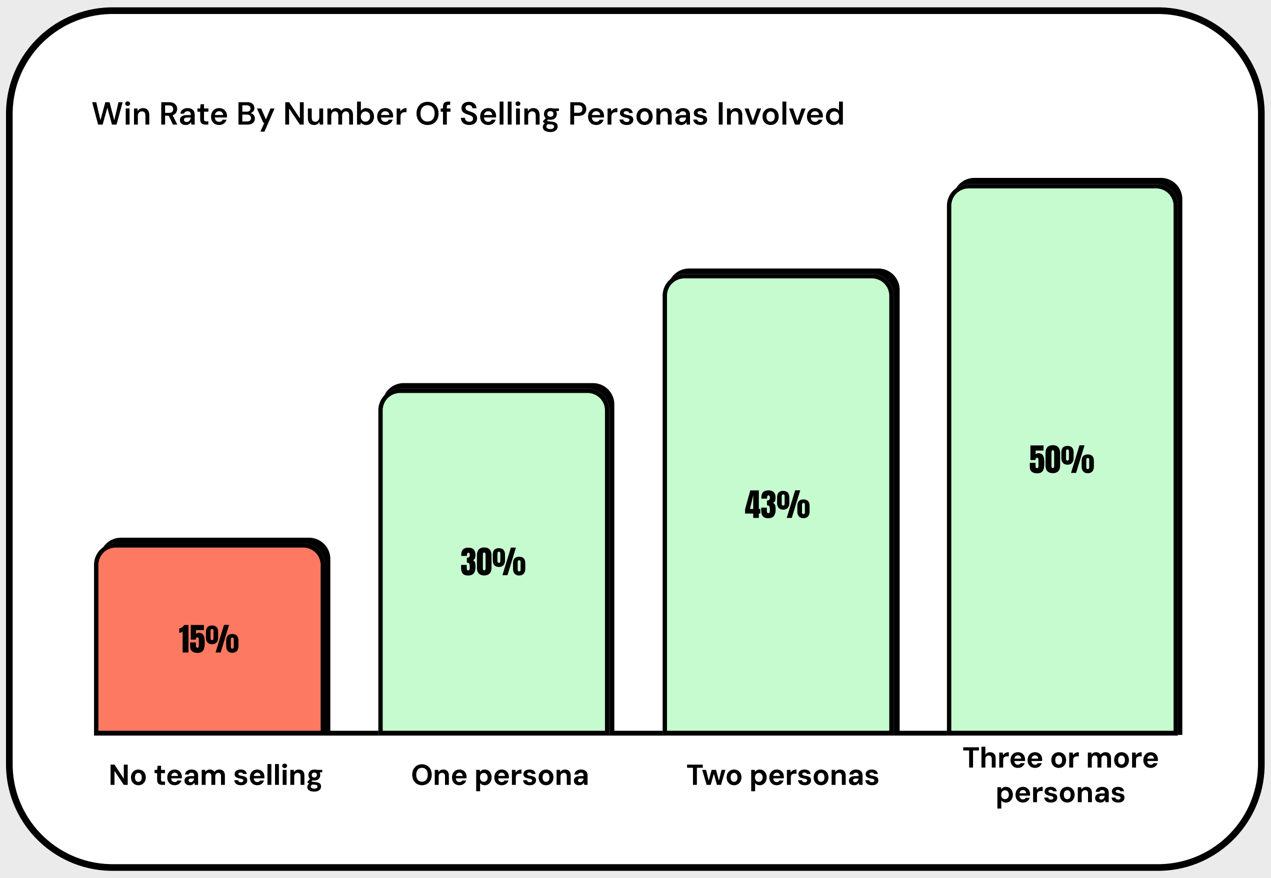
TAKEAWAY ☆

Deals close more often when sellers build champions first, then use that credibility and context to engage executives.

WHEN YOU MULTITHREAD ON THEIR SIDE, MULTITHREAD ON YOUR SIDE.

TAKEAWAY ☆

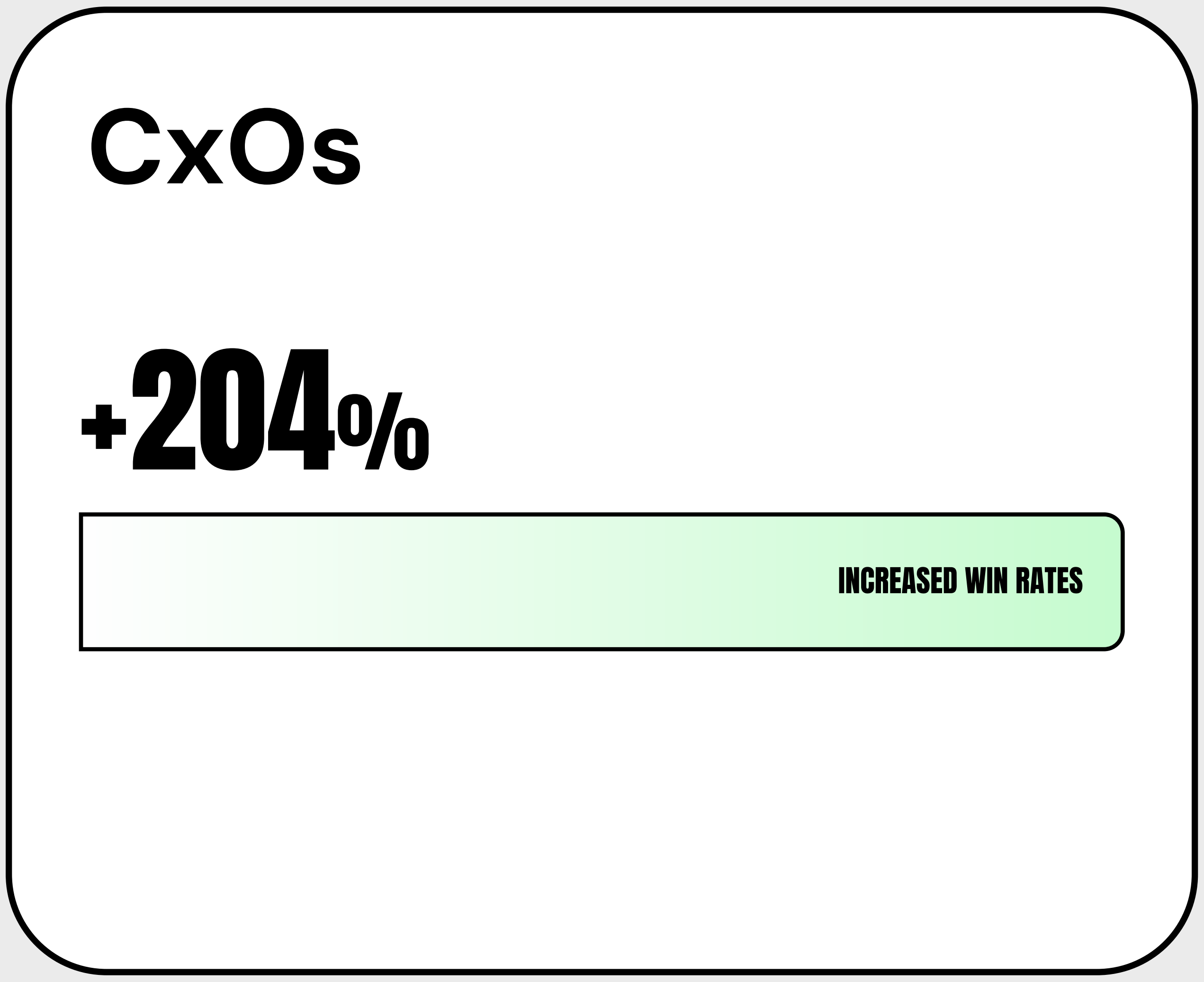
Involve your team throughout your executive sales cycle – it has a tremendous impact on win rates.



BRINGING IN YOUR EXECUTIVES HAS A 204%+ IMPACT ON WIN RATES.

TAKEAWAY ☆

Executive-to-executive alignment builds trust and accelerates problem consensus on high-value deals.



WANT MORE?

THIS IS THE BLUEPRINT FOR SELLING TO EXECUTIVES

If you liked this, we partnered with Gong and Jen Allen-Knuth to teach you how to consistently sell 6-7 figure deal to executives.

Selling to the C-Suite Course

1

The Art of Executive Messaging

Learn how to craft outbound messaging that actually books meetings with executive.

2

Executive Discovery Deconstructed

Get step-by-step training on Jen's executive discovery framework to challenge executives and beat no decision.

3

The Ultimate Champion Building Blueprint

Identify a deal champion that can mobilize a buying committee to group consensus.

OUR NEW COURSE WITH JEN

Check it out right here

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DEMAND (JEN) GONG