



How To Close Deals Using The Golden Path





(Featured at Outreach Unleash)

What's going on folks! It's Nick and Armand – fresh off the press from our speaker session at Unleash on **Closing Deals At Power With The Golden Path**.

We broke down everything you need to do to start a deal at power, win over the key department leads, and drive it home back at the top for the ultimate close.

And the real winner is... you!

We're giving you everything we covered in the session right here:

-  **The REAL bullet-by-bullet outline of our speaker session** that we used to teach you how to run a deal at power using the golden path.
-  **The initial executive discovery recap email** you use after your first disco call with the executive to recap their priorities and get introductions to their team.
-  **The champion 1:1 recap email** you use after the initial discovery call with your department leads to demonstrate how their priorities ladder into the executive's priorities.
-  **The exec-in-the-loop recap email** you use show executives that you're helping their team get aligned on how they can support their priorities

Let's do this thing.

Bullet-by-Bullet Outline of The Golden Path:

Phase 1: Understand Executive Priorities

- **Exec Discovery:** Run discovery with the executive
 - 90 Second Rule + PPO: Purpose, plan, outcome
 - Primer: The 101 on 30MPC x Outreach
 - Priorities: Keys to nailing executive level discovery
 - Process: Slingshot selling
- **Introductions to Department Leads:** Ask for the intro to the apartment leads
 - Snippet: Use the executive discovery recap email!

Phase 2: Discovery With Department Leads

- **Department 1:** Understand department 1 priorities
 - Present priorities
 - Color in and EXPAND those priorities
 - Find a champion
 - Preserve your relationship with power
 - Attachment: Champion Recap Email
 - Attachment: Exec-in-the-Loop Recap Email
- **Department 2:** Understand department 2 priorities (same flow)
- **Department 3:** Understand department 3 priorities (same flow)
- **Socialize Recommendations:** Build an initial go-forward plan
 - Make your champion feel part of the process
 - Socialize problems, proposals, and commercials
 - Leverage your champion as an internal primer

Phase 3: Business Recommendations

- **Get Problem and Priority Alignment:** Get the exec and champion on the same page around priorities BEFORE showing any solutions or recommendations.
 - Restate the original priorities
 - Color in the problems with learnings from the team
 - Include sound bites that ladder into each priority
- **Get Solution Alignment:** Attach every portion of your proposal to the initial priorities shared across the team.

Phase 4: Commercial Discussions (simplified)

- Align on proposal scope
- Agree on commercial terms
- Secure budget approval from finance

Phase 5: Vendor Review (simplified)

- IT / InfoSec Review
- Legal Review



Initial Executive Discovery Recap:

Context: Use this snippet after your initial discovery call with the executive to recap their priorities and make the introduction to the department leads easy as pie.

[Executive name],

We're thrilled to continue working with you and the [company] team. Here's what we heard:

- **Insert Priority 1:** Phrase priority one in their words here, two lines max.
- **Insert Priority 2:** Phrase priority two in their words here, two lines max.
- **Insert Priority 3:** Phrase priority three in their words here, two lines max.

As a next step, we agreed to meet in 3 weeks after working with [department leads one, two, and three] to get a better sense of how we can support you.

Ask: Would you be able to make those introductions? Feel free to forward this recap along with the blurb below and bridge us in as you see appropriate:

Hi [NAME], we've been exploring a partnership with 30 Minutes to President's Club and I'd love for you to be involved — see the recap above for context.

Would you be able to meet with them and see how we might work with them?



Champion 1:1 Recap:

Context: Use this snippet after the initial discovery call with your department leads to demonstrate how their priorities ladder into the executive's priorities so they feel like their team is a part of the process instead of being steamrolled.

[Department lead name],

Great chatting with you earlier — we feel like we got much more clarity on we can partner with you to support some of the priorities we shared earlier:

- **Exec: Champion Priority 1:** Phrase how their team can support the problems and priorities initially identified with your executive in their words here. Two lines max.
- **Exec: Champion Priority 2:** Phrase how their team can support the problems and priorities initially identified with your executive in their words here. Two lines max.
- **Exec: Champion Priority 3:** Phrase how their team can support the problems and priorities initially identified with your executive in their words here. Two lines max.

As a next step: We agreed to meet next week after we meet with your [other department leads] to share our initial findings and socialize an early proposal before we talk to [executive] again.



Executive-in-the-Loop Recap:

Context: After each call with the department leads, keep the executive in the loop. It's critical to show them that you're helping their team get aligned on how they can support their priorities. Take the same recap above, but call out any next steps with their team and that there's no action required, but know that by them not responding, there's an implicit buy-in for you to keep meeting with their team.

[Department lead name],

Great chatting with you earlier – we feel like we got much more clarity on we can partner with you to support some of the priorities we shared earlier:

- **Exec: Champion Priority 1:** Phrase how their team can support the problems and priorities initially identified with your executive in their words here. Two lines max.
- **Exec: Champion Priority 2:** Phrase how their team can support the problems and priorities initially identified with your executive in their words here. Two lines max.
- **Exec: Champion Priority 3:** Phrase how their team can support the problems and priorities initially identified with your executive in their words here. Two lines max.

As a next step, we agreed to meet in 3 weeks after working with [Department leads one, two, and three] to get a better sense of how we can support you.

Ask: Would you be able to make those introductions? Feel free to forward this recap along with the blurb below and bridge us in as you see appropriate:

What's next?

If you liked what you saw here, it'd mean the world if you screenshotted your favorite email and tagged 30 Minutes to President's Club and Outreach on LinkedIn.

Cheers,

NC + AF

