



MATT GRAY

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In 2021, I closed \$2,964,500 in deals.

Most people make sales too complicated.

Here are 10 tactics (you can steal) to be a rainmaker:

544 Retweets **18** Quote Tweets **3,017** Likes

1/ Use SeamlessAI to Find Decision Makers

Email is your secret weapon.

- Figure out your target company
- Find the CEO of each company on LinkedIn
- Use [@SeamlessAI](#) to instantly find their email

2/ Master Email Outreach

Subject: 15 min. chat on [insert date]

Hey [name],

I noticed [personalized intro]. I'd love to chat with you about how [our product can help you do].

Do you have 15 mins to chat on [insert date]?

Leverage emails with the highest response rate.

3/ Create an Impeccable Sales Deck

Every touchpoint is a chance to delight the customer.

Your sales deck should be a work of art.

Every single word matters.

Here is the structure of our deck at [@herbworthy](#):

Introduction	03
Who We Are	08
Objectives and Opportunities	12
Our Approach	15
Our Work	22
Next Steps	30

ALT

4/ Have a Sales Script

Don't reinvent the wheel.

Refine your sales script to have a straight-line sale.

Ask specific questions.

Understand their objectives. Sell them on your opportunity.

Close the deal.

5/ Sell Repeatable, Scalable Products

Don't customize your product for each customer.

On-time delivery with a scalable, repeatable product is key.

Say "no" to customers that want a ton of customization.

6/ Hire Hungry Salespeople

You need missionaries.

I expect salespeople to:

1. Have 100 touchpoints per day
2. Run 40 meetings per month
3. Create 20 opportunities per month

Be clear on your expectations BEFORE you hire people.

7/ Train People on a Sales Playbook

Use your sales script, sales deck, and expectations to have a clear playbook.

Keep people accountable for executing the strategy.

Sales is a machine.

Make sure yours is running efficiently.

8/ Focus on the Customer Experience

Every word. Every email. Every deliverable matters.

People need to feel that you care.

Attention to detail builds trust.

9/ Learn From the Best

Sales is about continuous improvement.

I learn from the sales mafia:

SaaS: [@jspeiser](#)

Email Sales: [@nevmed](#)

Copywriting: [@samparr](#)

Sales Script: [@aprildunford](#)

eCommerce: [@AmandaMGoetz](#)

These are 5 sales weapons.

10/ Sell the Customer on ROI

Customers care about how you're going to help them.

Help your customer clearly understand the future benefit of your product.

It should provide 10x more value than the price.

Make it a no-brainer.



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branding, and systems.