


# 3X3X3 Framework

## For Multithreading Before the First Meeting


### 1 3 Executives

Find 3 people with VP+ titles from departments typically involved in buying your offering.




**Name:** \_\_\_\_\_

**Title/Team:** \_\_\_\_\_



**Name:** \_\_\_\_\_

**Title/Team:** \_\_\_\_\_



**Name:** \_\_\_\_\_

**Title/Team:** \_\_\_\_\_

### 2 3 Actions

Connect with these execs on LinkedIn. Why LinkedIn? Execs get 200 emails and 5 LinkedIn comments in a day.



- ☐ **Comment on LinkedIn**  
Comment on a post, but make sure you're adding value.
- ☐ **Connect on LinkedIn**  
Connect with the exec, but make sure you mention the post.
- ☐ **Send a Voice Message**  
Send LinkedIn voice message establishing you have a meeting.




- ☐ **Comment on LinkedIn**  
Comment on a post, but make sure you're adding value.
- ☐ **Connect on LinkedIn**  
Connect with the exec, but make sure you mention the post.
- ☐ **Send a Voice Message**  
Send LinkedIn voice message establishing you have a meeting.




- ☐ **Comment on LinkedIn**  
Comment on a post, but make sure you're adding value.
- ☐ **Connect on LinkedIn**  
Connect with the exec, but make sure you mention the post.
- ☐ **Send a Voice Message**  
Send LinkedIn voice message establishing you have a meeting.

### 3 3 Step Follow Up


Send a summary of the first meeting, keep them in the loop, and continue to connect.



- 1 Send a Recap**  
Send them the summary of the first meeting.
- 2 Set Reminders**  
Set reminders to continue to keep them in the loop.
- 3 Set Reminders**  
Continue to comment on their LinkedIn (no ask, pure give) to stay top of mind.



- 1 Send a Recap**  
Send them the summary of the first meeting.
- 2 Set Reminders**  
Set reminders to continue to keep them in the loop.
- 3 Set Reminders**  
Continue to comment on their LinkedIn (no ask, pure give) to stay top of mind.



- 1 Send a Recap**  
Send them the summary of the first meeting.
- 2 Set Reminders**  
Set reminders to continue to keep them in the loop.
- 3 Set Reminders**  
Continue to comment on their LinkedIn (no ask, pure give) to stay top of mind.