



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.



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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.



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