



THE BLACK BOOK OF SAAS SALES "SECRETS"

21 PROVEN DEAL CLOSING TIPS FROM THE WORLD'S TOP SAAS EXPERTS

Get the secrets to close so many new deals with "ideal fit" clients... you'll have to start turning business away!

By Chris Orlob

This is going to sound crazy, but...

You can **STEAL** my blueprint for success. (Yes, steal it. It's yours).

Whether you're new to SaaS sales or struggling after years in the hot seat, you're in the right place.

This “Black Book” has all the sales secrets you’ll ever need to round out your sales skills and **DOMINATE the entire sales process**.

Why am I such a **HUGE “skills” advocate?**

The movement that is building right now is “**skill stacking**.” And it’s paying massive dividends for us and our members.

My **backstory** may help you understand everything...

I started my sales career making **\$9/hour** selling appliances at Sears.

(Yes, \$9/hour. Not a typo. This is one of the many reasons I know you can succeed with this blueprint. If I can, you definitely can).

Anyways, at 21 I launched my **SaaS sales career**. I was wildly ambitious. I was also desperate for money to support my young family.

I threw myself into **learning everything I could about sales**. I thought knowing tactics was key to a hefty bank account. (Spoiler: It wasn’t. And still isn’t.)

After reading **dozens of sales books** by top-tier authors, I started hurling every tip I knew at every prospect I called. I tested “SPIN Selling” openers, threw in “Solution Selling” tactics, and dropped in a “Challenger reframe” now and again.

BUT IT WASN’T WORKING.

One day my manager pulled me aside and threw a wrench in my “knowledge” plan.

“I can SEE your mind racing while you talk to prospects,” he said. “Your brain is simultaneously connecting with prospects AND recalling books you’ve read AND trying to choose which tip to try next.”

My heart sank. The next words out of his mouth left me speechless: “Your problem is **you don’t have a system**. You have random acts of tactics.”

He was right. My prospecting was RANDOM. I was so desperate to move deals forward that I tried every tip under the sun with no rhyme or reason.

That's when I had the greatest ah-ha! moment of my career: **I needed a proven, repeatable selling system that I could rely on under pressure, day in and day out.**

A system that would help me **achieve my career goals, and my financial goals for me and my family**, and give me **the freedom to live my life on my own terms — so I wasn't always trading my time for money.**

Tactics were *essential*, but only as a part of a predictable, high-converting, low-friction system.

After years of trial and error, I believe I've "cracked the code" and created a repeatable selling system. And wow, has it turned things around in my world.

And now... I want to **pass this Black Book on to you so you can close more deals, with more confidence, and more control, and less stress, and yes yes yes (!) — a lot more income.**

Within a few years, I had used my selling system to fulfill a lifelong dream of cracking \$1,000,000 on my W2:

This is what happened when I “cracked the code” and moved from “random acts of tactics” to a repeatable system:



1	Wages, salaries, tips, etc. Attach Form(s) W-2	1	1,639,982.
2a	Tax-exempt interest	2b	
3a	Qualified dividends	3b	
4a	IRA distributions	4b	
5a	Pensions and annuities	5b	
6a	Social security benefits	6b	
7	Capital gain or (loss). Attach Schedule D if required. If not required, check here	7	
8	Other income from Schedule 1, line 10	8	0.
9	Add lines 1, 2b, 3b, 4b, 5b, 6b, 7, and 8. This is your total income	9	1,639,982.
10	Adjustments to income from Schedule 1, line 26	10	
11	Subtract line 10 from line 9. This is your adjusted gross income	11	1,639,982.
12a	Standard deduction or itemized deductions (from Schedule A)	12a	25,100.
b	Charitable contributions if you take the standard deduction (see instructions)	12b	
c	Add lines 12a and 12b	12c	25,100.
13	Qualified business income deduction from Form 8995 or Form 8995-A	13	
14	Add lines 12c and 13	14	25,100.
15	Taxable income. Subtract line 14 from line 11. If zero or less, enter -0-	15	1,614,882.

For Disclosure, Privacy Act, and Paperwork Reduction Act Notice, see separate instructions.

Form 1040 (2021)

My personal W2 /Annual Income

Individual sales skills don't matter.

- You could be the best negotiator in the world. It doesn't matter.
- Or the top objection handler ever. Doesn't matter.
- Or the world's leading reframer. Again, doesn't matter

I'll tell you why:

The only thing that *truly* matters is having an ARSENAL of razor-sharp sales skills that can take a prospect from COLD LEAD to EXCITED BUYER & RABID FAN.

In short, from a new lead ==> to closed-won.

Now, here's the crushing news: In my **10 years of experience** coaching 10,000+ SaaS sellers, **less than 1%** have had a **full roster of sales skills** that run on **auto-pilot**.

Here's the good news (**Great news**, in fact!):

That W2 happened because I learned to hone and perfect my skills as part of a **repeatable selling system**. That's how I rose above my peers, and it's how you will too.

The tips in this guide come from the top 0.01% of B2B tech sales practitioners on the planet.

These superstars teach online courses for pclub.io that cover every sales skill you need to **turbocharge your success**.

(We're so stingy about who teaches our courses that it's easier to get into MIT or Harvard than it is to become a pclub.io course author. Literally.)

Go **steal** every deal-winning tip on offer, and join the (wealthy) **1% of SaaS sellers** who have a **FULL ARSENAL of razor-sharp sales skills** to carry them from cold leads to rabid fans (and red-hot signatures).



Chris Orlob

How To Use This Guide

I've been in your position many times before:

Hungry for **every proven hack, tactic, and tip I could get my hands on. (Still am)**

So I put together the best stuff that is working RIGHT NOW... not just for myself and pclub.io... but for the best SaaS sellers in the world like "KD" Kevin Dorsey, Krysten Conner, & more.

Here's my advice:

Start incorporating **one or two** SaaS sales "SECRETS" into your process this week. Add more of them to your roster only when you're very comfortable with the latest ones you onboarded.

If you try to use **too many of these gems** at once, you'll get **distracted**, and that's NEVER good for your buyers ... or your quota.

That's why I told you the story about my background.

I want you to understand **that throwing random tactics at a sales cycle doesn't work.**

You have to **approach sales skills systematically**.

That's why I've broken this book into **three simple, easy-to-follow sections** for you.

They mirror the ideal SaaS sales process and flow, so you can digest them sequentially:

- **Prospecting skills**
- **Early stage deal skills**
- **Late-stage deal skills**

If you can master just one of these hacks or tips, it can literally change your entire quarter — even your entire year.

My goal with this book is to put you on the fast-track to finally hitting your sales and income goals this year. **With more confidence. More control over every conversation. And less stress and headaches than you have now.**

Ready? Here comes SECRET #1...

PART #1

Start With Powerful, Proven Prospecting

If you don't have deals coming into your pipeline, you won't have anything to close. It's as simple as that.

That's why learning the "secrets" to prospecting (i.e., bringing deals into your pipeline) is a *must*.

If you take the time to learn, hone, and perfect this skill, you'll rise above your peers.

Possessing this Black Book skill — the ability to prospect — enables you to maintain a healthy pipeline that's always stocked with great leads.

Remember, you can only close what's in your pipeline. Let's make sure yours is consistently full to the brim.

From cold calling and emails to account planning, the prospecting secrets in this section have you covered.

Let's dive in.

The Hottest Cold-Calling Tips From Kevin Dorsey



The trick to making millions is focusing on “Pipeline Over Everything Else,” according to Kevin Dorsey. He speaks from experience, having done exactly that. Steal his tips below.

Secret #1:

Open With a “Power Introduction”

Remember, the person asking the questions **controls the conversation**.

Don't let your prospect take control of the conversation right away with questions like, “Who is this?” and “Where are you calling from?”

Give them that information before they ask for it, so you can turn the attention to your questions.

Open with this script:



“Hi [THEIR NAME]. This is [YOUR FIRST AND LAST NAME] from [COMPANY].”

Secret #2:

Use a “Justifier” to Ease Your Way In

Right away, you should state your reason — your justification — for calling. When you do that, your prospect is almost **3x as likely to comply** with your (upcoming) request.

Your justification doesn't have to be complex, it simply explains *why* you're calling. Something as simple as this works:



“Hi [THEIR NAME]. This is [YOUR FIRST AND LAST NAME] from [COMPANY]. I was [OPTIONS: “on your company website,” “looking at your LinkedIn profile,” “researching your account,” “just speaking with one of your colleagues,” ETC.]”

Whatever you pick, the statement has to be true. Don't say you were on their website if you weren't.

Secret #3:

Ask Permission ... and Pique Their Curiosity

Ask permission to ask your questions. That may sound funny, but it will make sense in a moment.

When you ask permission, explain *why* you want to ask questions.

When you do this properly, it minimizes your “ask” and generates curiosity. You’ll close with a layered question — two quick questions in succession — that give you permission to go ahead. Here’s what it sounds like:



Hi [THEIR NAME]. This is [YOUR FIRST AND LAST NAME] from [COMPANY]. I was [OPTIONS: “on your company website,” “looking at your LinkedIn profile,” “researching your account,” “just speaking with one of your colleagues,” ETC.]

I'm hoping to ask a few quick questions to see if it's even worth it to have a larger conversation. Would that be okay? Do you have a couple of minutes?

If you do this well, you’ll get a 50-60% pass through rate.

Must-Use Cold Emailing Tips From Florin Tatulea



There's no one better equipped to teach you how to break through the noise with proven outbound email copywriting than Florin. Use his best tips to nail one of your toughest tasks.

Secret #4:

Reveal a “Selfish” Benefit to Grab Their Attention

What's in it for the email's reader? Better name it right up front. If you don't, your email holds less appeal for the reader.

You may have an *amazing* offer, but if you don't frame it with a focus on the prospect and what they get out of it, they'll skip it.

One of the easiest ways to avoid this mistake is to avoid “I” language, opting instead for “you” language. It makes the difference between, “I'd love to see you at our upcoming event” and “You'll meet amazing people at this event.”

Secret #5:

Tell a *Phenomenal* Story

This is arguably **the most important law of copywriting**.

Humans are wired to learn new ideas through stories. Stories resonate with us emotionally, which is why we remember them.

But how do you tell a *great* story in a cold email, where you're short on space?

You use only two sentences: The first focuses on the current state, and the second focuses on the *ideal* state.

Current state: Name the problem with how things are done today.



“You know that annoying back and forth you have to do when scheduling a meeting with a prospect or customer?”

Future state: Paint a picture of what the future looks like with your solution.



“With Calendly, you can schedule those instantly and get on with the important parts of your day.”

Can't-Ignore Account Planning Tips From Todd Bussler



If you're a mid-market or enterprise AE, you already know Todd's name. He's the king of undeniable outreach, and his best tips are yours for the taking.

Secret #6:

Tier & Stack Rank Every Account You've Got

You can't give 100% of your effort to 100% of your account. Plenty of people try, and they end up spreading themselves too thin, giving their accounts a failing grade in effort.

Prevent that from happening by figuring out **which accounts deserve 100% of your effort**. Every call, email, and meeting you're involved in should be worth your time.

The good news is that only about **20% of your accounts really matter**. These are the customers you should actually sell to because they're a great fit for your product. Prioritize your time accordingly and you'll come out a winner.

In order to do this, stack rank your account by answering the following questions about who they are as a customer:

- What ICP tier are they in?
- Do we do well in their industry?
- Are they similar to our other customers?
- Are there use cases we'd crush?

... And these questions about whether you have access to them:

- Are there existing opportunities with them?
- Is a warm introduction possible?
- Is a compelling event connecting you?
- Is there a former customer or champion at their business?

Create a scorecard to stay objective about your answers. The "X" axis should be each company you're considering. The "Y" axis should be questions like the ones above with a weighted ranking next to them. Invest the most in the top 25-35% accounts. They're your best bet to win.

Secret #7:

Lock in This Whip-Smart Account Plan

Now that you know which accounts you want to focus on, you need a blueprint for how you'll tackle each one.

That involves researching your best accounts (according to your stack rank) to uncover information and create a winning plan.

Think of it like moving from a 30,000 ft view of your pipeline to ground level. You'll need to answer three questions about each account:

1. Who are my prospects?
2. What do they care about?
3. What motivates them?

You need three levels of understanding: the company level (exec/board/all-hands meetings), org level (sales/sales ops/marketing), individual buyer level.

You'll know it when you have that, because you'll hear responses from people inside the company like, “Wow! You know more about us than the people working here” or “Our executive team was just talking about that.”

Here are some questions to get you started:

- How do they earn money (ACV, upselling, etc.)?
- How do they go to market (Shopify, partnerships, etc.)?
- Who is their ICP?
- What do they care about (the market, the competition)?
- Are they winning or losing in their category/industry?
- What presents risk to their business?

PART #2

Keep Early Stage Deals Moving Fast

You've done your prospecting and gotten your leads, and you DON'T want to lose them.

So now what?

It's time to tap into the **SECRETS** of "early stage deal skills" to nurture those leads.

You'll need to run great discovery sessions, where you uncover pain points and align your solution. Compelling demos that showcase your product's value will be a must.

Having those skills — and others we'll cover in this Black Book section #2 — will make the difference between a curious lead and a committed customer.

Early stage deals are about building relationships and trust, so the ability to actively listen, understand needs, and tailor your approach can set you apart. You'll hone all of those essential skills if you use the secrets our course instructors reveal below.

Plus, you'll lay the foundation for long-term partnerships that will keep your revenue fires burning for years to come.

Swagger-Enabling Discovery Tips From Chris Orlob



I've led sales teams to hundreds of millions in revenue by relying on a highly polished discovery process that sets the tone for the rest of the deal. Below are two of my favorite "disco" tips.

Secret #8:

Perfect Your Disco Moves Using 3 Quick-Start Questions

Start asking better discovery questions right away by using these three powerful questions (after you've warmed up the buyer a bit, of course):



What are the challenges you're facing [IN X AREA] that would derail you if you didn't solve them in 6-12 months?



What challenge is going on in your business that's driving that to be a priority?



What metric would improve the most if you solved this challenge?

You'll uncover pains, challenges, and places where you can truly add value.

Secret #9:

Diagnose the Root Cause Before You Make Another Move

Talking through the root cause of a business problem positions you as **a trusted advisor** to your buyer and provides them with immense value. It's also important because **the cause of the problem dictates which solution the buyer purchases**.

For example, imagine you're a sales leader who thinks their numbers are low because reps don't set next steps. What if a seller shows you that the real root cause is that reps aren't getting to power? That's a *massive* shift in perspective, and one that will affect which solution you purchase for your sales team. Once the buyer agrees with you about the root cause, you can start to shape — or "rig" — the deal in your favor.

Note that buyers often confuse "the problem" and "the root cause." It's your job to make sure they understand the difference between the two. Get clear on the distinction:

- Business problems involve a metric that is suffering.
- A root cause is what leads to the business metric's suffering.

Crystal-Clear Demo Tips From Meredith Chandler



Meredith knows the power of a strong sales demo. She's helped startups and established companies skyrocket their success using these first principles of demos that sell. Use them!

Secret #10: **Catalyze a Decision (Get to YES!)**

Stop trying to demo a solution by bringing your customer up to speed on what you offer. It's the **number one mistake** reps make in conventional demos.

Your number one job in a demo is to catalyze a decision. (That's worth reading a second time.)

At this stage, that doesn't mean making a decision to buy. You're simply establishing a yes or no answer to whatever the next decision in their "buying chain" is. Every buyer has one.

Maybe that means saying yes/no to a technical demo. Or to looping in a manager. Or to a proof of concept.

Having the goal of "catalyzing a decision" is the main differentiator between a "sales demo" and a "product demo." Aim to create the former not the latter.

Secret #11: **Don't Bury the Lede — It's too important**

Don't save the best for last! Your **mic-drop moment** needs to come within the first five minutes of your demo.

You can't afford to lose your prospect's attention at the beginning of your demo. In fact, it's essential that you grab their attention right away. Since the "lede" is the most noteworthy and exciting part of a story, you should keep it front and center.

Burying the lead means saving the best for last. It's something a lot of sales people often do, thinking that a "final reveal" is a great way to end their presentation.

It's not.

It backfires if you wait until the very end to show your prospect what interests them the most. You're practically guaranteed to lose their attention before you get to that point.

Instead, aim for the "mic drop within five."

Profit-Making Multithreading Tip From Krysten Conner



After selling into the enterprise level at three multi-billion-dollar companies, Krysten knows that nothing skyrockets you to success like multi-threading. Start using it today.

Secret #12:

Get Buyers to LOVE Multithreading

Think it feels risky to be a seller? Don't forget that it feels very risky to be a buyer.

If you want your buyer to feel ultra-confident in their decision, get more people inside their company to **say yes to your deal**.

Using multithreading — that is, connecting with multiple people on the buyer's end — can mean the difference between one VP going to a CFO for approval versus four VPs clamoring to make a purchase. It's WAY less risky for your champion when they don't have to advocate alone.

Now here's the rub: You probably know more than your buyer about which personas should be involved in your deal.

There's nothing wrong with that. But you may have to do a little educating to teach your buyers how valuable multithreading is to everyone involved.

Show them how having multiple champions works to their advantage, then ask them to make some introductions.

A Cautionary Tip On How To Access Power From Brett Baldwin



Closing six-figure deals? Brad has been there and done that. It's what makes him perfectly equipped to teach you to "get to power." It's critical if you want to close MASSIVE deals.

Secret #13:

Don't Ask For Power Too Early

This is a major-league rule that gets broken all the time.

It's understandable though, and here's why it happens: A rep's first instinct when they realize someone is an *influencer* and not a *decision maker* is to ask to connect with a higher up.

But if you push too early, the influencer will balk.

Instead, focus on **gaining your influencer's trust**. That has to happen before you can meet with the decision maker.

Your only goal is making the introduction as low-risk as possible for the influencer.

They should know before the intro even happens that you'll make them look good.

The irony here is that if you stop asking to get to power too early, you'll actually get to power faster.

Prepare To Upend The Status Quo Tip From The “SlingshotEdge” Guys



Calum and John have an incomparable grasp on how buyers make decisions. They'll teach you how to get into your buyer's head so you can win more often. Start with this tip.

Secret #14: **STOP! Using ROI Language**

ROI is a highly logical “language.” It doesn't tap into emotions at all ... And here's why that's a problem:

Buyers' have two decision makers “inside their heads.” One is an emotional being and the other is a logical being. When your brain receives external inputs, it processes them in that order: emotions first, logic second.

That means prospects process every bit of information you share with them in this way — whether they're looking at your website, reading proposals, or listening to you make a presentation.

Shockingly, the emotional side of the brain is 5x more powerful than the logical side when it comes to decision making. It RULES decision making, and it does so using impressions, impulses, and feelings.

But! When you use ROI language, you tap into logic — data and numbers — not feelings. That's a problem because logic isn't what you want to tap into. At least, not initially.

It's absolutely critical that you get your buyer emotionally invested before you present them with ROI language.

PART #3

Lock In Your Late-Stage Deals

You've built rapport, presented your solution, and the finish line is in sight.

The deal's not done yet, though.

This is where "late-stage deal skills" help you seal the deal. You'll need to overcome complex negotiations and objections to ultimately guide your prospect to that final yes.

Late-stage deals require the ability to create urgency, build consensus, and provide reassurance. Mastering these skills is what separates a closed-won deal from a lost opportunity.

Let's refine your late-stage skills to boost your closing rates and set you up for success long after the contract is signed.

An Outperforming Objection-Handling Tip From Chris Orlob



This is straight from the “magic framework” I used with my sales team at Gong. It’s part of what made us the top producing sales team inside a multi-billion dollar company.

Secret #15:

Clarify the Objection Before You Do Anything Else

No one gets through a meaningful sales cycle unscathed.

That’s why you have to learn objection handling. It’s what separates the top sellers from everyone else.

According to Gong research, **great salespeople clarify the objection** before responding to it — they don’t just accept it at face value. The highest-performing reps respond immediately to an objection with a question of their own.

Why do they do that? Because objection scenarios are LITTERED with opportunities for misunderstanding. Clarify the objection before you ever attempt to answer it.

Ask one of these two questions after you hear an objection:



Can you tell me more about this concern?



Can you help me understand what's causing that concern?

Ask some version of those after the next two or three responses they provide. That will take you deep into their reasoning. Only then will you be ready to respond to their objection.

A Grand-Slam Business Case Creation Tip From Nate Nasrella



Nate has a million-dollar secret up his sleeve: He sells “with buyers, not to them.” It’s how he creates champions who do the work of selling for him. Learn how it works below.

Secret #16:

Rely on the Customer’s Language (& Cunningham’s Law)

There's gold buried in your call transcripts. It's time to use it to help your champion build a business case for your product.

Sales processes often contain “fill-in-the-blank” spots where you need buyers to provide information that helps position your offering to decision makers.

If you don't have the information you need for those spots, use [Cunningham's law](#). It states that the best way to get the correct answer isn't by posing a question; it's by suggesting something incorrect. Prospects can't help but jump in and correct you. And then you have the information you need!

Here are some phrases that help you kick off this “review and correct process”:



How do you ... [REVIEW NEW PROJECTS]?



Would you be open to ... [HELPING ME REVIEW THE DRAFT TO BE SURE IT CAPTURES THE RIGHT INFORMATION AND FRAMES THINGS ACCURATELY]?



Great, just let me make a note here in this doc... [INVOLVE THE PROSPECT IN A WORKING SESSION.]

When your champion agrees to help you craft the business case for your product, they take ownership of that story. That works in your favor.

A Competition-Crushing Deal Tip From Chris Orlob



Want to win an *unfair share of competitive SaaS deals*? Below is a tip from my advanced course for sellers, called “Rig the Game.” Don’t let the word “advanced” scare you off. It’s a winner.

Secret #17:

Repurpose the Weakness in Your Competition’s Strength

Your competition expects you to point out their weaknesses. They know what they are, and they’re ready to defend them.

What they’re NOT prepared for is a critique of their main strength. Here’s an example from the 1980s:

*McDonald’s dominated the market by appealing to kids through Happy Meals and indoor playgrounds. Burger King couldn’t compete on that front. Instead, they made catering to kids look like a weakness. How? They framed Burger King’s offering as “**the flame-broiled burger for adults.**” This (quietly) framed McDonald’s strength as a weakness.*

When you do this, your competition can’t fight your messaging because they’d have to undermine their own position. Start thinking about your competitors’ strengths and the drawbacks of those strengths. *This is sales judo at its best.*

Closing Motion Master Tips From Chris Orlob



Don't lose a deal when it comes down to the wire! Use these tips for my course, "The Final Stretch" to master your closing motions. Let's kick things off with two of my favorites.

Secret #18:

Do a 180° From *Understanding* to *Influencing*

Too many sellers feel like closing decisions are out of their hands. There is, in fact, a very clear way to manage and influence the process of bringing a deal to close.

At this point in the process, you're in **one of three situations**:

1. You have no shot of closing in this quarter.

We won't try to solve this now -- it's bigger than we can manage here. Let's dig into situations #2 and #3.

2. You have a shot, but it might be tight.

If you find it yourself in this situation, ask the buyer the following question:



Can I ask a question that you can stiff arm me on? What conditions would have to be true for us to move forward by [DATE]?

3. You have a great shot and the timing looks good.

Ask the buyer this question:



Sounds like we're poised to move forward within [TIMEFRAME]. What would derail us from getting this done by then?

Now go quiet. Sit in the silence until your buyer starts sharing the information you need.

In both situations, your main goal is moving from understanding the reality of the situation to being able to influence it.

Secret #19:

Get a “Backstop” in the Calendar (Before It’s Too Late)

Don't work a deal with an “open loop.” In other words, don't leave things to chance with no plan in place if things go sideways. Even if it seems like the deal is a “sure thing,” keep the next step booked into your calendar in case you need to address any final issues.

Use this talk track to set the meeting:



If it makes sense to you, let's schedule a 15-minute backstop for next week. We can use that time to either untangle any obstacles or talk about the next steps in rollout planning.

The best salespeople do this for every deal. They don't just send a contract and hope it gets done on time. They make sure they have a backup plan in case something unexpected happens.

Never-Miss Negotiation Tips From Rachel Shi



You're about to get negotiation tips from a top 1% enterprise AE in SaaS sales. She regularly helps early stage founders master B2B sales. And now her negotiating savvy can help you!

Secret #20:

Don’t Even Try Till You Know Your “Why”

One of the reasons we lose leverage toward the end of a deal — and offer discounts — is because we don't know *the why*. When we “know the why,” we can answer questions like, “Why do they want to buy a solution from *us*?” “Why do they want to buy it *now*?”

There are three “whys” you need to understand in sales before you can successfully negotiate a deal:

- **Why buy?** You have to have confirmed their business needs.
- **Why now?** You must have confirmed the urgency of their pain.
- **Why you?** You must have confirmed that your solution is uniquely suited to solving their problem.

These three whys are the anchors for all your subsequent negotiation tactics. They are absolutely essential to moving forward without discounting your product.

Secret #21:

Make Cheap Competitors Run for the Hills

We've all been here: We've worked for months to build up our champion, clarify our business case, and secure the nod we need. We're at the finish line ... when suddenly, out of left field, someone levels a cheap competitor against us.

It's a **common tactic buyers use**, but it's one you can handle.

First, remember that if a buyer is genuinely interested in a Porsche, they won't try to negotiate by comparing the cost of the Porsche to that of a used Toyota Camry. Make your buyer stick to an "apples-to-apples" argument; no mixing apples and oranges here.

Second, remember that they'd stop negotiating with you if they knew the other deal was genuinely better. They're still talking to you for a reason.

The main way to arm yourself is to **know your company's place in the ecosystem**. This means being very clear on how your solution stacks up against your competition.

Here's a talk track to help you frame your differentiator for your buyer:



The reason people go with our solution over the competition is that they can't risk not having [DIFFERENTIATOR].

This reminds the buyer that you're selling a Porsche, while everyone else is selling Toyota Camrys. There's simply no comparison.

What Comes Next?

Like I said earlier, plenty of salespeople are *afraid of change*. I'm convinced you're NOT one of those people.

How do I know? Because **less than 10% of readers make it this far**. They scan the first few sections of this Black Book and implement a SECRET or two, but they don't stick with my **repeatable selling system** from START to FINISH.

They don't commit.

You should feel GREAT about seeing your Black Book lessons through to the end! It bodes well for your career, and puts you miles ahead of your competition.

Remember:

The faster you build your skills, the faster your dreams will run to you.

Having skills can help you wake up to a **completely different life** — one that's full of **closed-won deals in a never-ending pipeline**.

Imagine waking up every day with the peace of mind that you have:

- A proven system that prints money every week
- That you can rely on under pressure
- That you can trust with the C-Suite or any decision maker
- That has been tested and proven by 10,000 other SaaS sellers

Like I said, individual selling skills are not enough.

You need an ARSENAL of razor-sharp sales skills that are part of a repeatable selling system. This book was the start.

I put this together for our community — **so you don't procrastinate, or put off your goals, or risk falling behind, or continue losing deals to your competition where it can be nearly impossible to make up ground fast.**

The choice is yours. (*If you can even call that a choice!*)

Either way, I hope you enjoyed this book!

My advice is take one of these 21 keys and immediately put that skill into your stack today.

Add another. And another. And in the next 30 days, I would love for you to send us a testimonial with how they've helped improve not just your career, but your life and **peace of mind.**

That's exactly what I want for you!

I look forward to watching you make your sales dreams, goals, and ambitions a reality.

A handwritten signature in black ink that reads "Chris Orlob". The signature is fluid and cursive, with a slightly larger "C" at the beginning.

Chris Orlob