

## Honey Badger Mindset



Always keep coming in like the tide, like a bill collector.

My friend Pat owed a credit card company 15 Gs. Every morning he got the same call, "Patrick, this is Joe Maricelli; call me back." I got curious, picked up the phone, and handled it.

This is exactly what I said, "Joe, Patrick will never pay this bill. But if you'll settle for two thousand dollars right now, he's open to it."

"Sure; what's your card number?" I always tell this story because people need help figuring out how to settle up on their credit card debts. Joe never lost his cool and called unceasingly. He broke through.

4-5 V-mails. Wait, that's some kind of code he cracked. What if I go full Joe Maricelli on B2B? Hence, I once called a VP of Data 40 days in a row; we later laughed about it at a conference when we finally met. I've never received a restraining order at this level. CXOs call me back, though, and try to hire me or train their people because they admit, "You reminded me of me when I was younger, Justin." True story.

As Craig Kleeman says, they *must react*. Your prospects are spiders in the drain; if you turn the spigot up, they always crawl back out after. But if you turn on a fire hose of

persistent insight, you finally get their attention. Effective C-Level prospecting is always laced with honey and finesse; impossible-to-reach prospects only respond to your gravitas and acumen. (Hard for AI to emulate)

Don't forget to put the honey into your best "stately" honey badger.

Honey badgers are astoundingly resilient animals, immune to cobra venom, take porcupine quills and keep running, and scare away a pride of lions. Doesn't this sound like "prospecting" in the 2020s and beyond?

The other animal I love to talk about is a great white shark; they swim even while sleeping. They often fully breach the ocean's surface when they eat a seal. Imagine the raw power of this apex predator to swim that hard. Hat tip to Craig Simons at Allego, I'll throw in orcas and wolves as they work in teams.

Give this book to another executive and co-sell, or if you're in the same org, split the commission on some deals. Synergize your application of these ideas.

Metaphors abound in our attitudes to selling to the powerful. (I wrote about this at length in [Codex 16](#).)

## Sell Around The Curve (future visioning)



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C-Levels never buy around your core offering. 101 content doesn't work. Play up to

their intelligence with the 202 and 303 levels, aka ‘the art of the possible.’ Don’t be “SaaS for Dummies.”

Nobody understands this strategy better than Benioff (ever notice that safe harbor statement before every Dreamforce preso?) I used to sell mobile marketing automation technology, and this is what it looked like:

- Sell around the curve (we opened sales focused on personalized push notifications & instant surveys)
- Closed downhill into the core (they ultimately bought basic “push”)
- Sell to Innovators & Early Adopters (comprise 16% of any market according to Geoffrey Moore’s curve)

In the words of Gary Littlefair, “Deals often close on one use case.” Keep this in mind when doing use-case selling, a trojan horse in Enterprise. Sellers get all snarled up on FFB: feature, function benefits, so “we get delegated down to who we sound like.”

In short: Sell the future vision road map features, then close on your core product offering.

I’m working with a client selling self-piloting drones for high-voltage power plant sites.

Unique value prop: “Imagine if you didn’t have to send humans in bucket trucks. Now imagine if you didn’t need to send humans at all. Just install the drone substation boxes, and the drones self-deploy, fly around monitoring dangerous, million voltage grids, and go back to the box autonomously.”

This tech isn’t even built out yet anywhere on the planet, but you start to message around this and rapidly bring in every decision-maker in the space because they want to “see around the curve.”

Sell around the curve, close on the core. This is the great secret to attracting the fastest SaaS sales cycles.

Another technique I respect comes from Townsend Wardlaw's Referential Value Proposition.

“Don’t talk about what *you* do or do for people. Talk about how your services have served others, like the individual you’re contacting, in their own words. What’s the problem on their mind?

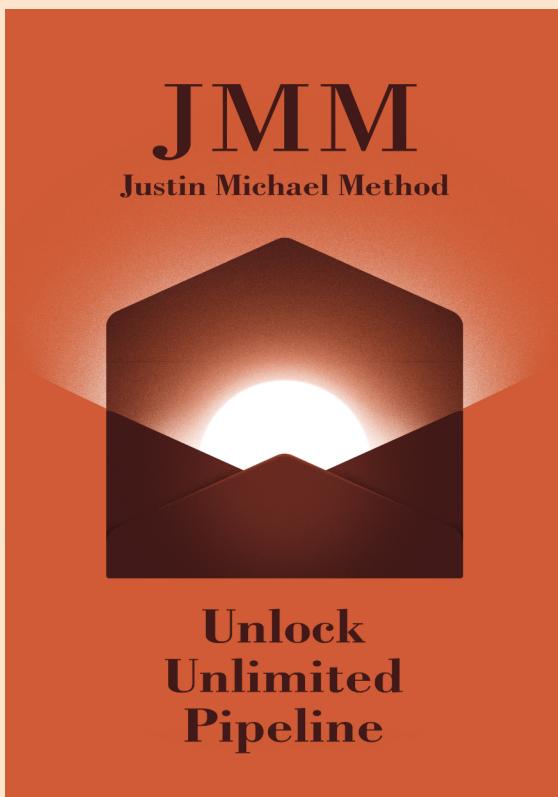
- Example: "I serve founders of 2-10MM companies like yours who are stuck somewhere on the journey and are getting frustrated by the fact they have to do everything themselves despite hiring people."

### GPT Lab (by Greg Meyer): Skate to where the puck is going

GPT can help you think about potential future outcomes, even if it can't predict the future.

One way to think about this is to build prompts that help you think about challenges in short (a few days or months), medium (6-12 months), and long-term time frames (2+ years):

"Help me build a prompt on encouraging thinking along different time frames. I want you to help me consider challenges and opportunities in short (a few days or months), medium (6-12 months), and long-term time frames (2+ years) - include in the prompt the ability to ask me what question I want to consider. Wait to write out the whole prompt until you have asked me the question and I have answered, then submit the prompt as if I have asked you that prompt."



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