

Opensense\*



# Using What Buyers Say (& Don't) to Win More Deals

## 10 Plays to Close More Deals



## What Buyers Say...

# The Social Watcher

Use what buyers say on social media (especially LI & Twitter) to justify initiating a conversation.

**Step 1** Identify a post that resonates with you / your brand / your product.

**Step 2** Comment on the post with positive feedback, an insightful question, & tag the prospect.

**Step 3** If they respond, DM them to continue the conversation. If they don't, consider taking it to email or a call.

**\*WARNING\*** Don't be a stalker. Don't reference Facebook/Instagram (personal stuff).



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**Rex Biberston** • 1st  
Leading Sales & Marketing @ Opensense | Co-Author "Outbound Sales, N...  
5d • Edited • 🌐

Two vendors walk into my email...

No seriously, I had two competing vendors use cold outreach to book a meeting with me around the same time. (Still works!)

They both speak to a current pain I'm dealing with...

2



**Sarah Brazier**  
Get Smart | Get Revenue Intelligence | AE @ Gong 14h

[Rex Biberston](#), I've heard this too many times to count! If you can't build a business case for your buyers, it makes it very difficult for them to buy...

Like · 🗨️ 1 | Reply

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**Sarah Brazier** • 7:47 AM

Hey Rex,

To answer your question to my recent comment, thought I'd switch to a message for further context. We've been helping companies be proactive to step in at the right time to better coach reps, which is helping to prevent poor messaging like what you experienced...

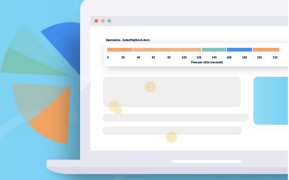
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Close more sales with the world's most advanced email engagement tracking

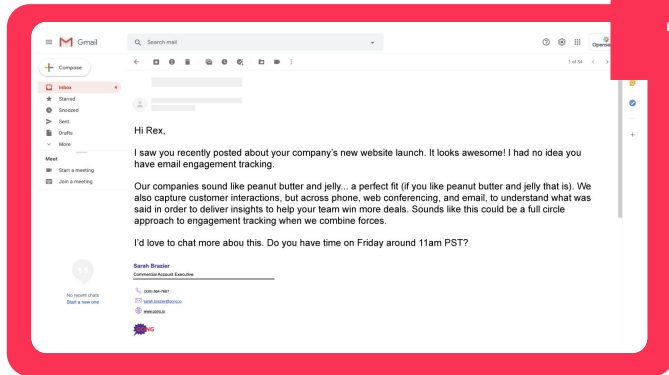
The sales journey doesn't end with send. For every link or attachment, there's a journey that most salespeople never see.

Now you can. Learn from every interaction with your content and assets, even across multiple recipients.

Get a demo



2



## What Buyers Say...

# The Social Watcher (ADVANCED)

Use what others at the buyer's company say to justify their consideration of your product/offer. This is especially useful if your buyer isn't active on social media.

**Step 1** Identify a quote from quarterly earnings calls, corporate blog posts, "About Us" page, or other source that resonates with you / your brand / your product.

**Step 2** Reference this quote in your opening sentence of a cold email or as part of your cold call introduction.

**\*WARNING\*** They may be totally unaware of the quote you're referencing. Be sure to explain where it comes from, not just that their CEO said it.

## What Buyers Say...

# Memories of Disco

Use what buyers say in earlier discovery (disco) conversations to remind them of the primary pain points, timeline, and business alignment with your offer.

### Step 1 Set up an alignment call.

(If you offer a free/limited trial, set it near the end of that time period)

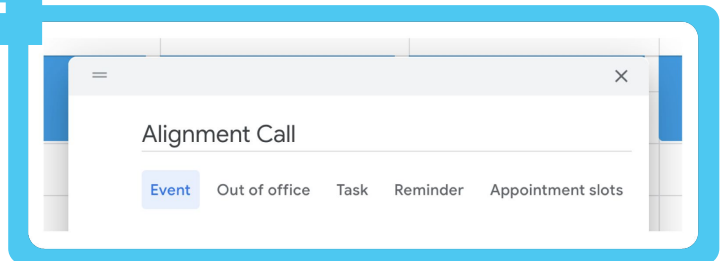
**Step 2** Prepare for that call by grabbing specific phrases in the buyer's words & using them as bullet points to discuss.

(You *can* but don't have to create a deck)

**Step 3** Use their exact words. Don't be afraid to say something like, "You said a problem with your current support was there's not even a possibility of getting someone on the phone..." (use their words verbatim).



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Or zero phone support. Either. Yeah.

So it's... it's submitting... submitting a ticket as the only way to get anything done.

And even then response time is slow and there is no, there's not even a possibility of getting someone on the phone.

## What Buyers Say...

# Memories of Disco (ADVANCED)

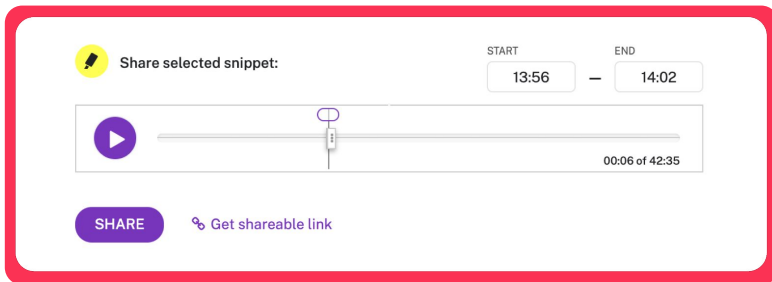
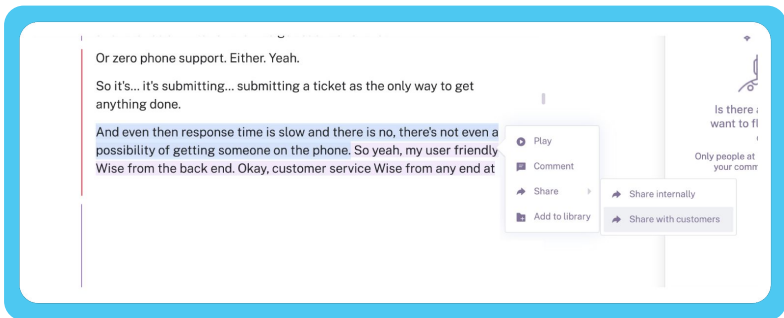
This is how you run the Memories of Disco play if you're a Gong user (really cool stuff in this one!).

Don't just remind the prospect of what they said.

*Show them.*

Hyperlink the exact language they used to a snippet in the call so they can hear themselves say those words.

That's undeniable.



## What Buyers *Don't* Say...

# Slow Your Roll

Most sellers think engagement notifications are triggers for immediate action (“strike while the iron’s hot”). But it’s a powerful signal for sellers when buyers *don't* engage as well, and helps prevent the smell of “commission breath” sneaking into your interactions.

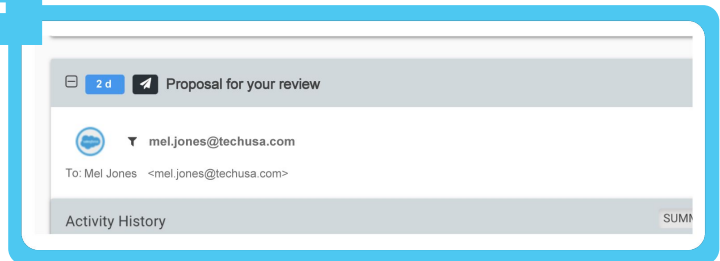
**Step 1** A couple of days after sending a proposal or other document, look at the engagement history.

**Step 2** If the buyer hasn’t clicked, downloaded, or viewed the material, consider *not* following up for another day.

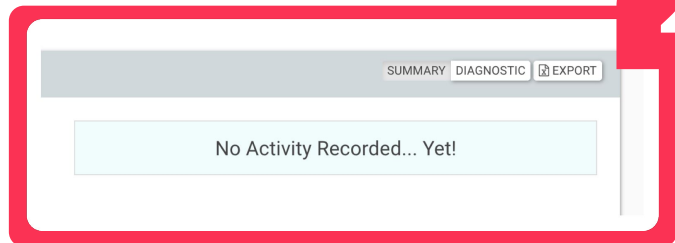
(Considering all the things that they have on their plate, is it unreasonable to think they might get back to it tomorrow?)

**Step 3** If you’re dying to do *something*, engage with their company or personal content on LinkedIn.

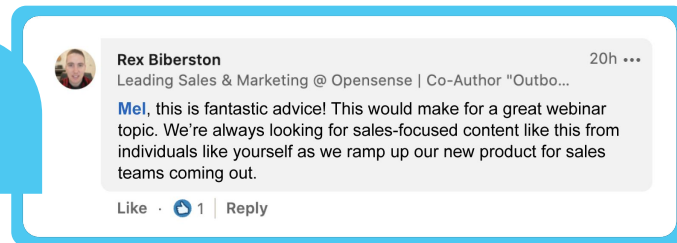
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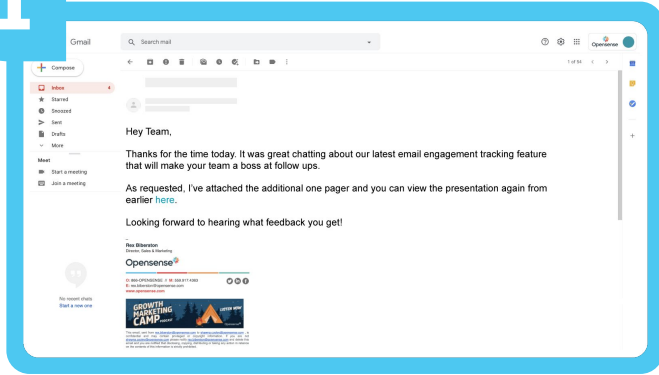
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## What Buyers *Don't* Say...

# Multi-recipient Drama

Watch the excitement unfold behind the scenes: who's biting & who's ignoring your pitch. Then maximize those learnings!

**Step 1** Send a follow up email to all\* attendees after a sales meeting.

**Step 2** Tailor your follow ups to individuals based on recipient engagement. (i.e. Don't "bump" the group email - send direct requests for feedback to individuals once they've read it)

\*NOTE Requires email tracking that distinguishes between recipient engagement. Most only show "someone clicked", etc.

## What Buyers *Don't* Say...

# Replay Gold

Watching video replays\* of content engagement can tell you *exactly* where to place your bets during your next interaction.

**Step 1** Attach rich media to your next email. A longer product demo video or proposal with multiple options works great.

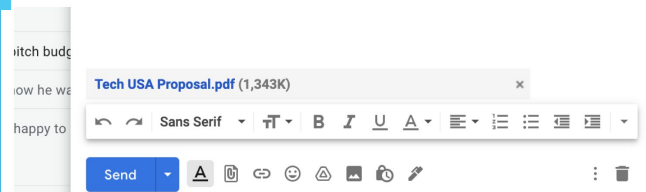
**Step 2** A few minutes after you get a notification that they've viewed the content, log in to Opensense & view the replay.

**Step 3** Identify any specific areas of focus for your buyer & tailor your next conversation or follow up accordingly.

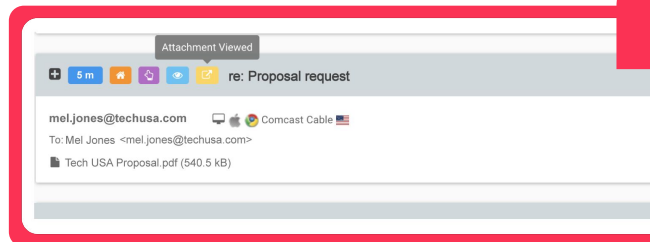
\*NOTE Only available to Opensense users.



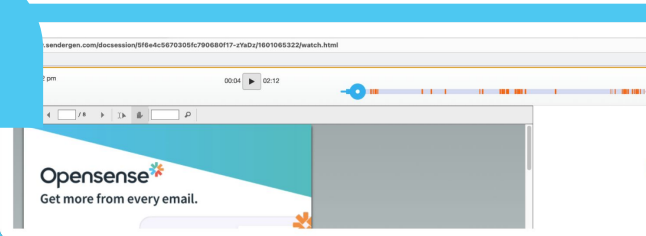
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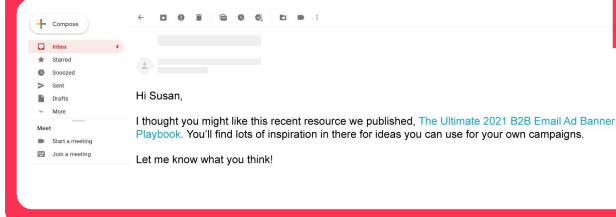




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<input type="checkbox"/>	Opensense Notificat.	susan.johnson@electricfonts.com viewed - 5
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## What Buyers *Don't* Say...

### Come Back To Me

Pay attention to engagement alerts on old deals - it's likely the perfect time to reconnect.

**Step 1** You receive one or more notifications from someone tied to a closed/lost deal engaging with your past content.

**Step 2** Wait an hour or two and send a brief check-in email + valuable content.

(Don't act *too* hastily - they may just reach out to you directly themselves, which is always better.)

**Step 3** If they want to reconnect, review their recent engagement for any signals as to what they're considering & keep it in your back pocket for the conversation.

## What Buyers Don't Say...

# Mind Reader

Use customer engagement signals to add a boost of caring attention to your relationship.

**Step 1** You receive one or more notifications from someone tied to a customer account engaging with your past emails or attachments.

**Step 2** Identify why they might be looking back on that communication & be prepared to address it.

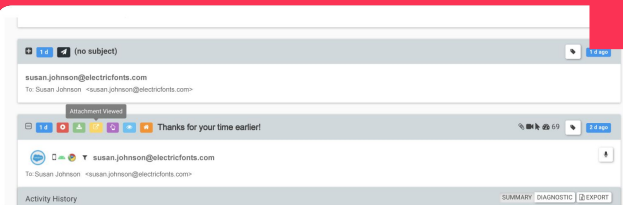
**Step 3** If you can't tell why they're looking back, pull a "surprise & delight" move by sending over a gift like a Starbucks e-card with a personalized note.



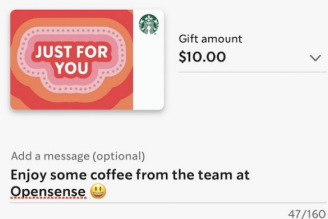
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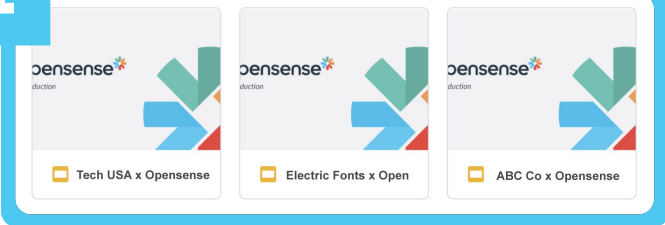
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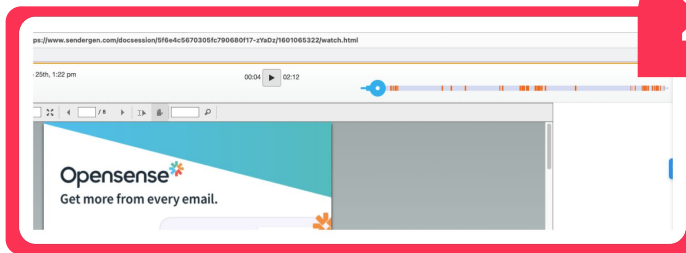
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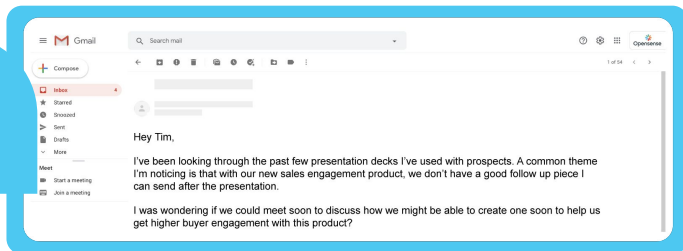
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## What Buyers *Don't* Say...

### Teacher's Pet

Share your observations & analytics with the marketing team to help them maximize their content's potential.

**Step 1** Look back through your 20+ most recent proposals, decks, or other asset you've sent consistently.

**Step 2** Identify if there is high or low buyer engagement, and come up with a couple of potential modifications to increase engagement.

**Step 3** Send a polite note to a colleague in marketing with your observations & ideas.

**\*WARNING\*** Make sure your email can't come off as "holier than thou." You want to be a teacher's pet, not the face on the marketing team's dart board.



# Ready to get superpowers?

Opensense 

Book a demo with Opensense and transform the way you get value from your email.

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