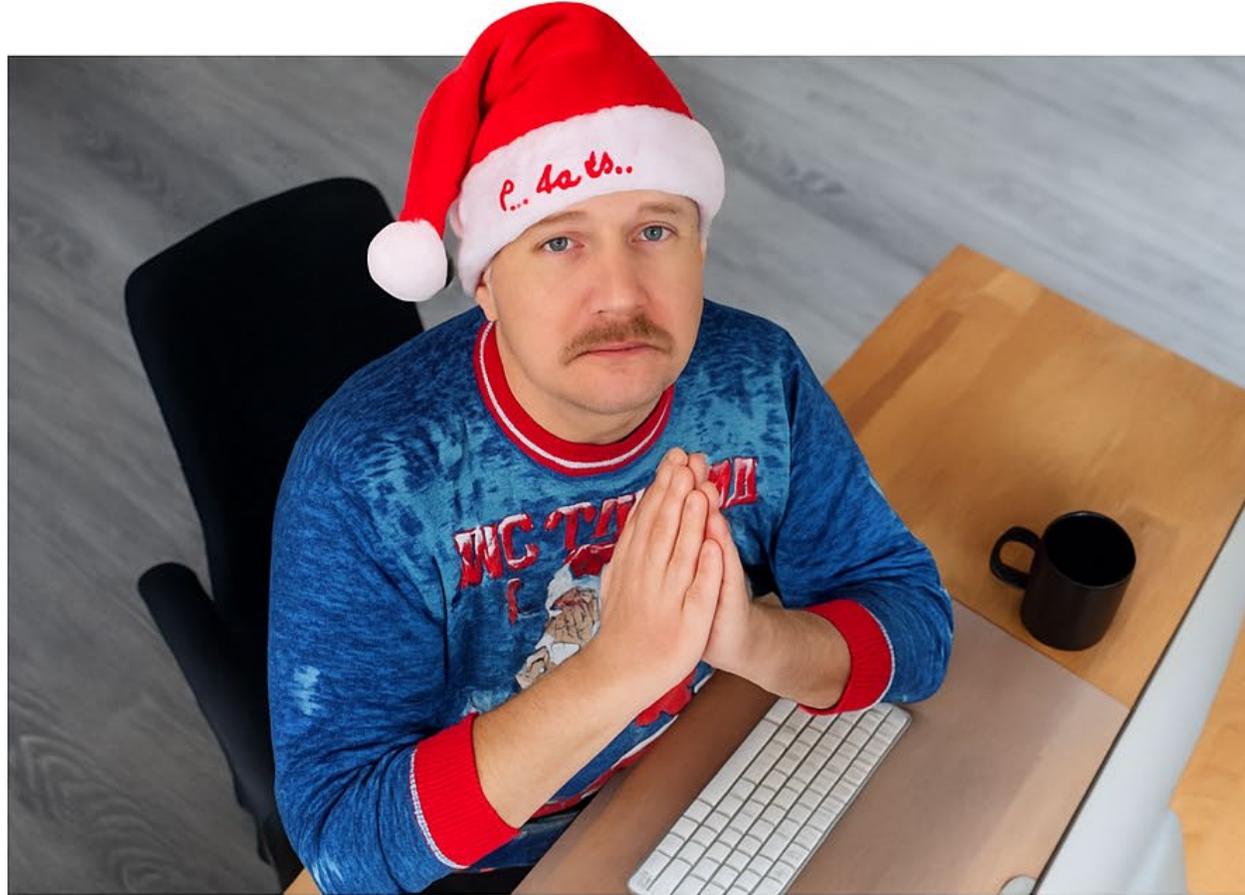


CHESA

**Sales Tactics, Asking for Intros and
AI Best Practices**

December 12, 2025

What's the best way to ensure that you have the opportunity to present your proposal LIVE to the prospect vs. sending it to them, and waiting...?



It all comes down to how you handle the first discovery meeting...

Holiday Attention!

- **The “Holiday Triage” Email**

Subject: Quick holiday check-in

“Hey ____, I know you’re probably triaging everything before the break. Should I circle back in January, or is there value in a 10-minute chat this week?”

- **The “Permission to Close Your File” Message**

“Totally OK if this isn’t a fit for 2025. Want me to close the file for now or keep your name on the short list for early January?”

- **The “2-Option Close”**

“Before everyone disappears for the holidays, which option works best:

A) Quick exploratory call this week

B) Lock a time the second week of January”

- **The Video Pattern Interrupt**

20-second selfie video on LinkedIn/InMail:

“Hey ____, Chris from CHESA — quick face to the name before the holidays. I had one thought on how
.....”

The goal is to secure an *answer* or a *next step* before calendars blow up.



“Holiday Decision UFC”:

- Agenda: quick review, questions, what decisions remain
- Time: “We’ll be done in 15 minutes”
- Outcome:
“Before we wrap up today, can we agree on whether this is something to revisit in January or take off the table for now?”

Top holiday objections:

- “Let’s reconnect after the new year.”
- “Budget is frozen.”
- “We’re slammed.”
- “Send me something and I’ll look in January.”

Responses:

- Reverse: “Got it — sounds like January isn’t necessarily better unless we lock something now... what’s the real concern?”
- Negative Reverse Selling: “Totally fine if this isn’t a priority for next year... should we push this to Q2 instead?”

1. January Pipeline Engineering

- Create a **“January Jumpstart List”**:
- Top 20 prospects to contact between Dec 20–Jan 6
- “Lazy inbox period” advantage: executives answer more emails

– Use LinkedIn profile views + video messages to appear top of mind

2. Building “Holiday Pre-Frames”

- Goal: Set expectations *now* for January movement.
- **The “January Hold Date”**
“Even if we can't meet before Christmas, want to put a placeholder the week of Jan 6? Those slots go fast.”

12/29/25

Use AI to Understand Prospects' Media Workflow Pain Points

Why this matters for CHESA: Prospects don't buy technology — they buy **workflow outcomes**.

AI helps CHESA reps quickly uncover likely bottlenecks inside broadcasters, teams, agencies, and post houses.

How to use AI (tactical):

- Ask AI to analyze a prospect's public content and map likely pains:
"I am a salesperson at CHESA (chesa.com). Analyze ESPN's recent posts and predict their workflow bottlenecks related to ingest, metadata, collaboration, and archive. List likely priorities for CTO, Director of Post, and Media Ops Manager."
- Generate a **pain-by-persona matrix** for each vertical.
- Gain knowledge before discovery calls → speeds up qualification.

Exercise (5 minutes):

Everyone picks a target company and uses AI to produce:

- 3 likely workflow pains
- 3 personas + decision criteria
- 2 tailored discovery questions



Use AI to Prepare Better Discovery Questions (Not Scripts)

It's easy to default to technical talk. AI helps drive a **business-first conversation**.

Prompts that work:

- "Create 8 diagnostic questions to uncover pain around distributed editing, cloud migration hesitations, and storage scalability for a large sports franchise."
- "Generate tough pain based questions about metadata chaos and content repurposing problems."

Why it works:

Instead of sounding like a vendor, they show up sounding like a **workflow consultant** (CHESA's differentiator).



Use AI for Research & Account Mapping in Seconds

LinkedIn is great... And using AI can make it greater!

AI can instantly:

- Identify the likely buying committee
- Summarize responsibilities of roles like Media Engineering Lead or Archive Specialist
- Suggest multi-threading pathways when the main contact goes silent

Example prompt:

I am a salesperson for CHESA (chesa.com). Using all of the available information that you can find, build a CHESA-specific buying committee for the Baltimore Ravens content department and include: decision makers, influencers, their KPIs, and how CHESA would align with each.

Prompt 2: Can you provide names for the above positions?



Copy-Paste Outreach Templates (Once You Have Emails)

First Email to a Broadcast / Production Leader

Subject: Modernizing Ravens content workflows (quick question)

Hi {{First Name}},

I work with CHESA, and we specialize in helping teams like [major sports networks / franchises] modernize their ingest, MAM, and post-production workflows.

Given how much content the Ravens create across Ravens Productions, social, digital, and in-stadium, I wanted to ask a quick question:

Where do you feel the most friction today: ingest, metadata/search, or collaboration between broadcast and digital teams?

We've helped organizations solve:

- Slow ingest and conform when multiple feeds hit at once
- Editors wasting time searching instead of cutting
- Painful archive retrieval when you need historical clips fast

If any of that sounds familiar, would you be open to a 20-minute call to compare your current stack with what we're seeing across other pro sports clients?

Regards,



Use AI to Speed Up Proposal & SOW Drafting

AI cannot generate architecturally accurate SOWs — but it can:

- Draft skeletons
- Create structure
- Summarize client requirements
- Reframe the value story
- Extract snippets from discovery notes

Example prompt:

“Turn these call notes into a clear summary of the prospect’s current workflow, stated pain, hidden pain, and desired future state.”

This saves hours each week.