

SANDLER<sup>SM</sup>



**G&A Partners**

*Time to grow.*

# **The Bridge Back to Denver & IM Meeting Success...**

**September 25, 2025**



- **Bridge back to Denver**
- **G&A Shark Tank – Pain Discovery Edition!**  
Practice an initial discovery call and receive ratings from your peers  
Are you quantifying the PAIN early on? Or wimping out?  
Sharpen questioning skills



# Why Video?

## 1. Increased Visibility in a Crowded Market

- LinkedIn's algorithm favors native video—video posts often get 3–5× more reach than static text or image posts.
- **More eyeballs = more opportunities for your name and G&A's brand to stay top-of-mind with prospects, referral partners, and influencers.**

## 2. Builds Trust Faster than Text

- Seeing someone's face, voice, and personality builds familiarity and credibility quicker than email or articles.
- Prospects are far more likely to engage with a person they feel they “know,” even if they've never met in person.

## 3. Positions You as the Subject Matter Expert

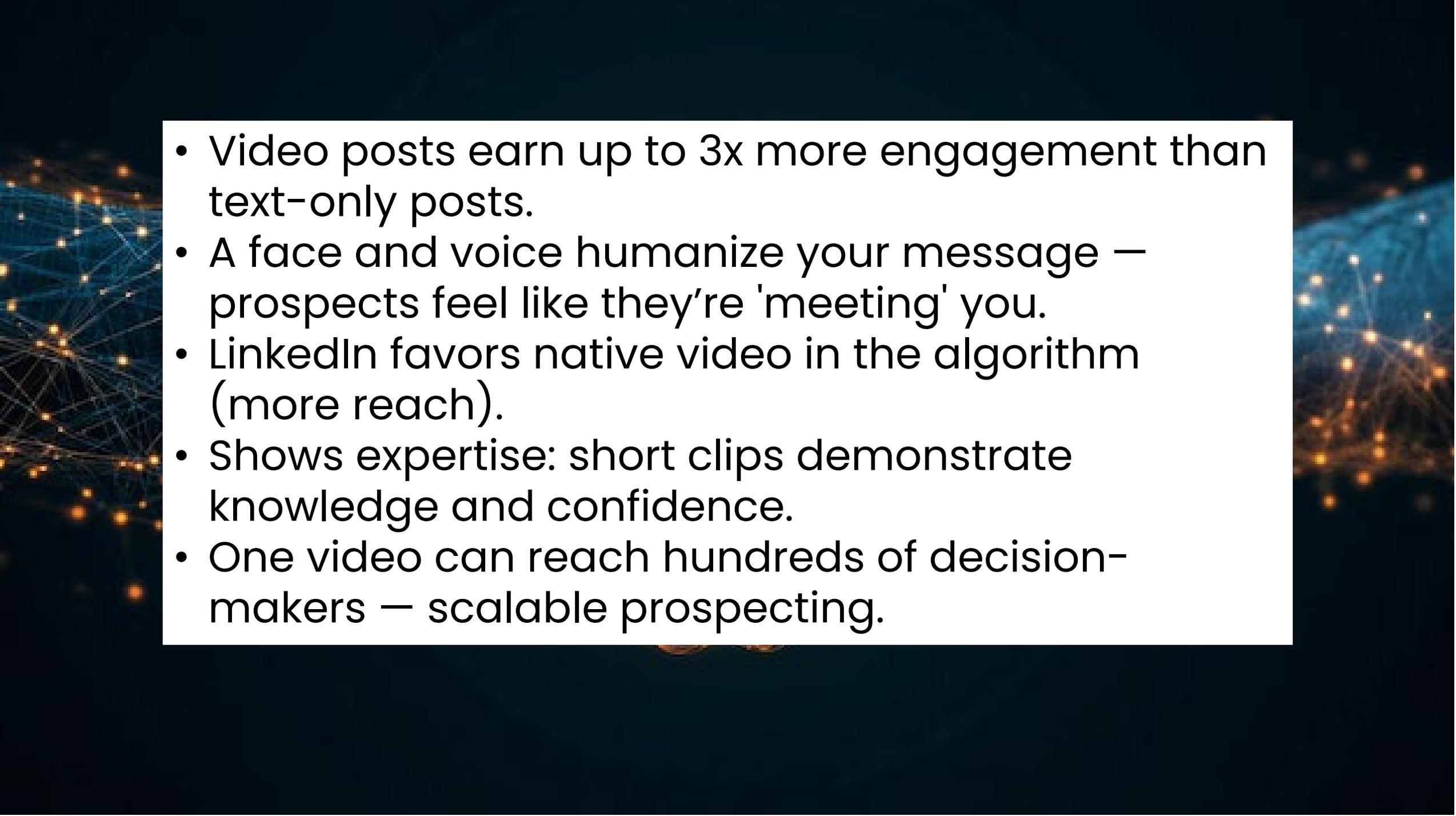
- Consistent posting demonstrates authority and confidence in HR, compliance, and business growth topics.
- Over time, your network starts to associate you with solutions and expertise—not just sales pitches.

## 4. Creates a “Warm Market” Before Outreach

- If prospects have already seen your videos and found value in them, cold calls and emails feel warmer.
- **Video content works like 24/7 brand touchpoints, making it easier to secure initial meetings.**

## 5. Your Competitors Aren't Doing It (Yet)

- **Most B2B salespeople still avoid video because they're uncomfortable or don't know where to start.**
- That means consistent posting is a fast, low-cost way to stand out from the competition.

- 
- Video posts earn up to 3x more engagement than text-only posts.
  - A face and voice humanize your message — prospects feel like they're 'meeting' you.
  - LinkedIn favors native video in the algorithm (more reach).
  - Shows expertise: short clips demonstrate knowledge and confidence.
  - One video can reach hundreds of decision-makers — scalable prospecting.



# Scripts

Search

## Folders +

You don't have any folders yet. Click the '...

## Scripts +

- Write new script
- Generate script with AI
- Import script

Hi- It's Chris with MCG/Sa...  
Cold call

Hi everyone. It's Chris...  
IDP's

Hi - it's Chris. During t...  
Nets

Hi everyone - its Ch...  
Time

Hi, its Chris. We kick...  
Why hav...

Hi - it's Chris. During t...  
RFP's

Hi everyone - its Ch...  
PPS - 10...

When I talk to business leaders about HR outsourcing, I often hear the same concern: '

47%

FIXED SPEED

iPhone Microphone

# Benefits through a Broker



**I DON'T KNOW WHO YOU ARE**

**BUT I WON'T STOP EMAILING YOU UNTIL YOU RESPOND**

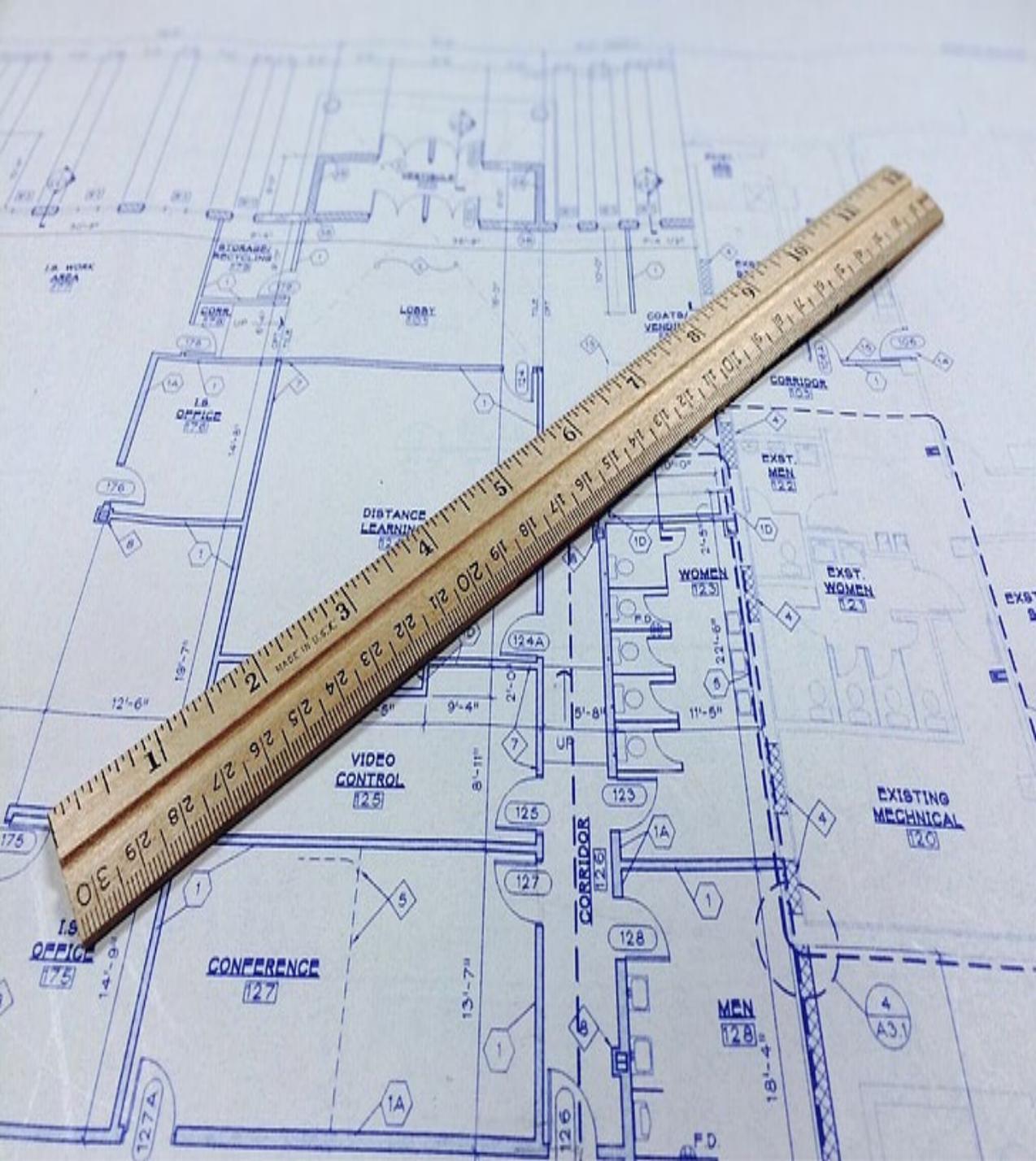
imgflip.com

# Outbound Strategy: October – December

**Rank the 6 areas below from 1 – 5 (1 = struggle and not a lot of knowledge and 5 = Expert!)**

1. **Creating a Lead List – Prioritize accounts assigned to you**
  2. **Going from Lead to Live Sequence and selecting the right sequence**
  3. **Mastering the G&A Sales Enablement Suite – session(s) for SF.com, 6Sense, Outreach, and ZoomInfo**
  4. **Profiling 101 and keeping prospecting notes in SF.com**
  5. **Sequencing issues:**
    - People who are NLE at the company.
    - Too many people at the same company.
    - Clear PEO takeaways into generic sequences – why would this occur?
- 
- Sticking to the Blueprint
  - Outbound call Talk Tracks and setting up quality IM's
  - Handling pushback and objections on calls
  - Prospecting Mindset

**Breakout**



# BLUEPRINT FOR SUCCESS

- Dental Orientation (Schedule It!)
- Behaviors (Outreach Activities)
- Leading Indicators (Conversations)
- Lagging Indicators (Results)
- PAIN vs. PLEASURE (Motivation)



- **Sales-Ready Conversations:** Conversations sparked through prospecting that reveal real interest, need, or pain – and have a clear next step toward an initial meeting.
- **Qualified Connection Points:** Prospecting interactions where the decision-maker is engaged, the discussion confirms potential fit, and the door is open for scheduling a first meeting.
- **Opportunity-Advancing Conversations:** Calls or dialogues with prospects that move the relationship from “cold” to a concrete step toward an initial sales conversation.
- **Engagements with Next-Step Potential:** Prospecting discussions in which a prospect shares enough information or interest that it’s logical to secure and schedule a first meeting.
- **Bridge Conversations:** The connection point between cold outreach and the first formal meeting – where rapport, curiosity, and potential value are established.

## **What Counts Can't Always Be Counted**

- The *quality* of a conversation—building rapport, uncovering pain, earning trust—can't be measured in a spreadsheet.
- You may not book a meeting on the spot, but planting a seed, creating familiarity, or building credibility could pay off later.
- These “invisible wins” matter even though they don't show up on a daily activity report.

## **What Can Be Counted Doesn't Always Count**

- Dials, emails sent, and LinkedIn messages are easy to measure, but quantity alone doesn't guarantee results.
- A BA might make 50 calls in a day with zero progress if the conversations aren't meaningful.
- Activity without strategy = busy but not productive.



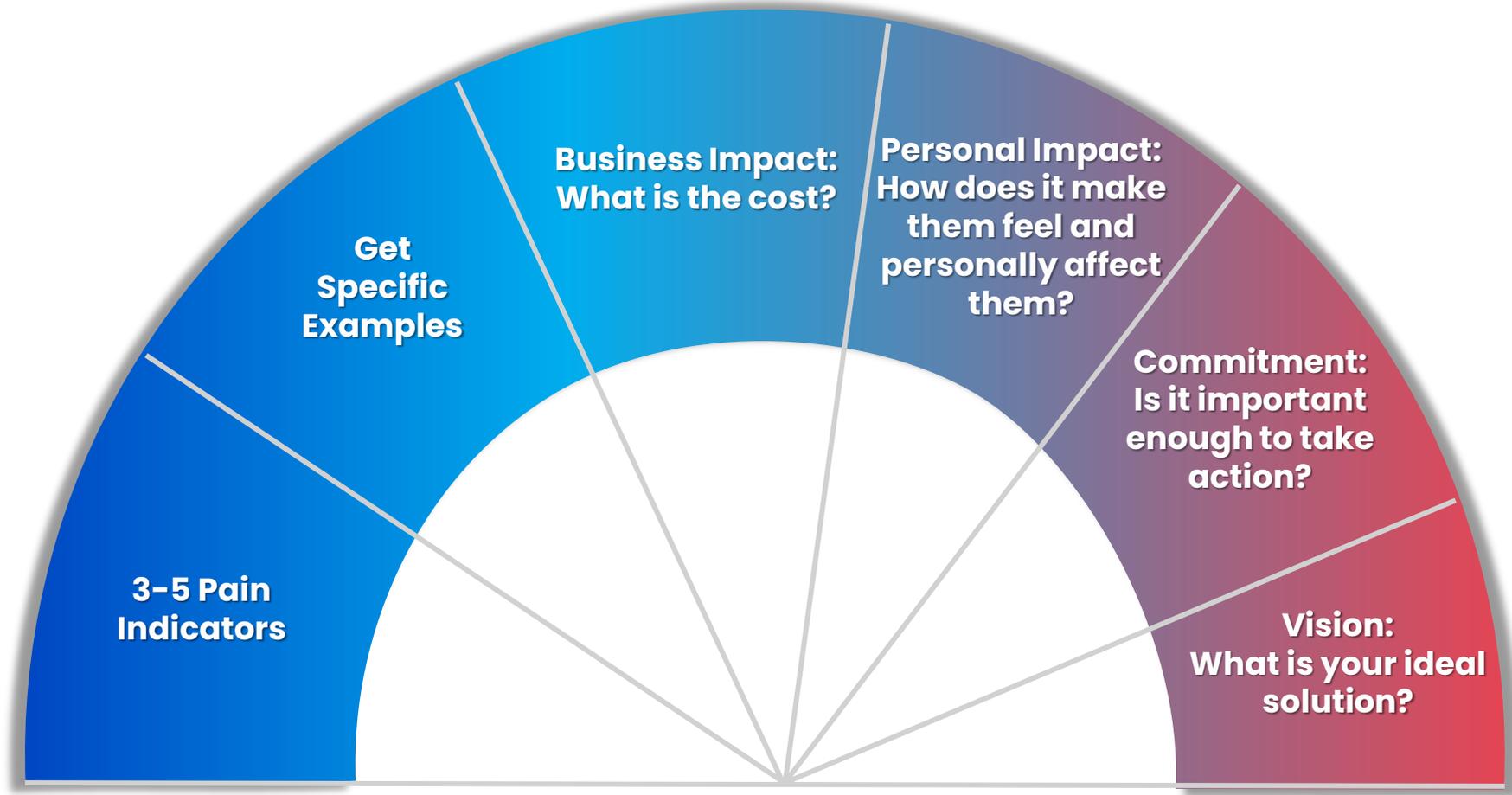
# MANAGING MINDSET

- **Gumball Theory**
- **Sort DON'T Sell**
- **Conviction – No is OK! Ask...**
- **Curiosity**
- **Candor**

What makes an initial meeting with a prospect a success?

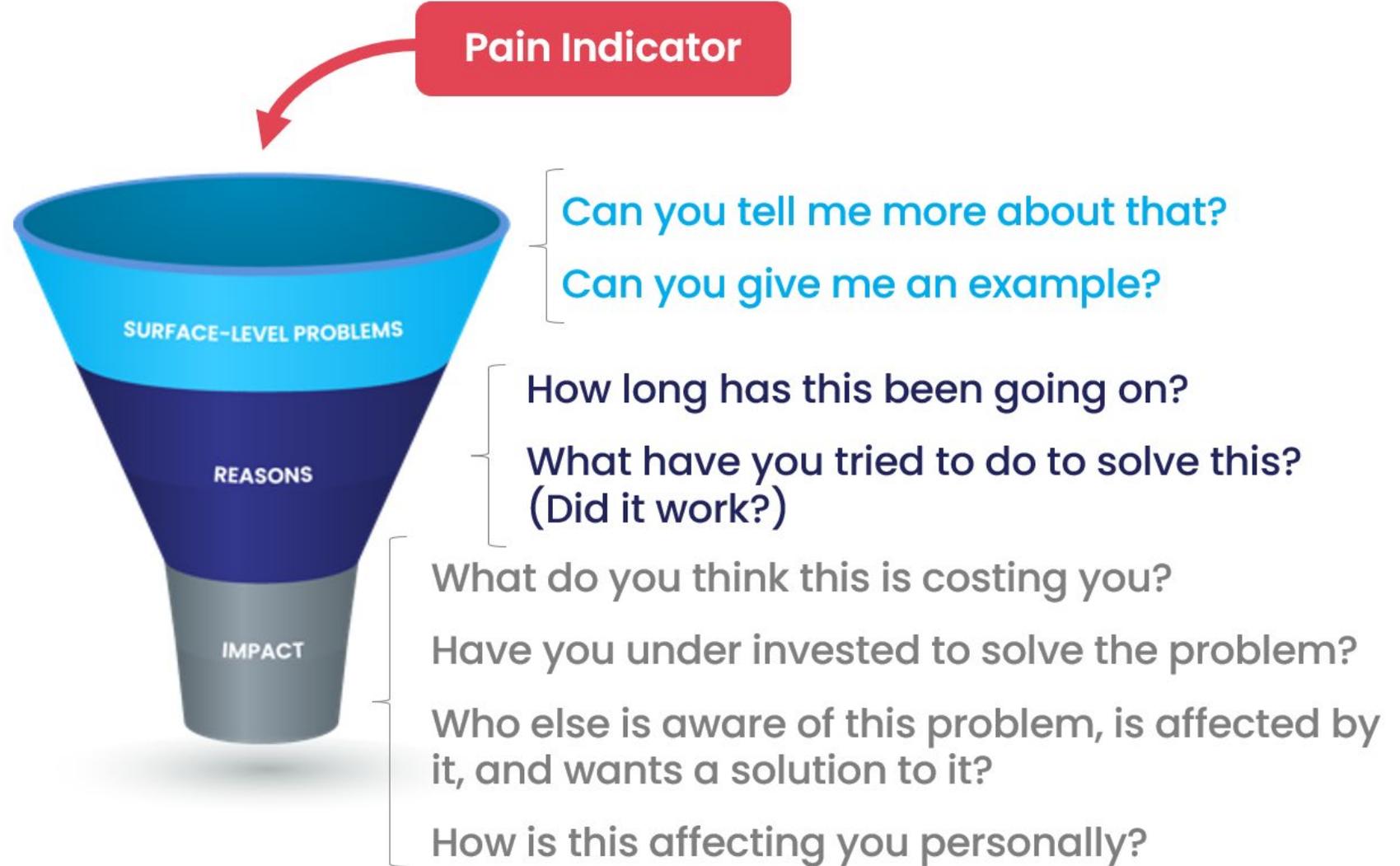


# Pain-o-Meter



# IM Practice Time: Breakout Groups of 3

- 1) PEO  
Takeaway
- 2) No PEO



# Thank you!

—Share your  
Actions and  
Commitments  
and your  
Feedback!

