

# How to **sell your first 50 customers** when your product barely exists

**January 24, 2024**

9am PT / 12pm ET



A special collab with

 **hustle fund**



**Armand Farrokh**

Co-Founder,  
30 Minutes to President's Club



**Haley Bryant**

Principal,  
Hustle Fund

**SPONSORS**

**5 Plays,  
30MPC Style**



**5 Deal Cheat  
Codes to Cut  
Your Sales Cycle  
in Half**



**6 Ways To  
Be An Inbox  
Superhuman**





# Prospecting





## How to run your first outbound campaign

1

Are you asking for advice or sales?

A: Pick the CAB approach if you're still in the wilderness phase  
B: Pick the sales approach if you're not

2

Pull a list

For CAB: 100+ of the most important people you want  
For Sales: 25-50 accounts + 3-5 contacts each... PER WEEK BUDDY!

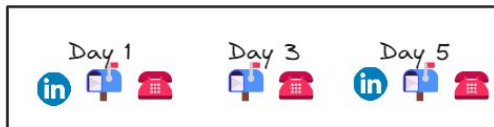
ENT: 5-10 6-figure  
MM: 3-5 5-figure (25-50k)  
SMB: 1-2 // 4-figure

3

Write a drip (yes, I will help you)

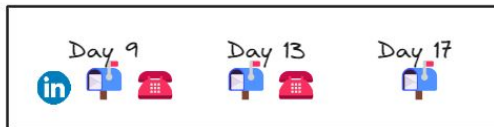


# How to structure a sequence



## The Opening Touches

Tailoring + problem + 2 bubble ups



## The 2nd Problem

New Subject Line + phase out calls after 5x



## The Breakup

Right person -> Thumbs up/down -> Bye for now



## Data

- Companies
- Crunchbase Pro
  - LISN

- People at the companies
- LISN
  - Contact databases
  - > ZoomInfo
  - > Apollo
  - > Seamless
  - > Rocketreach

## CRM

- Hubspot  
Pipedrive  
Spreadsheets

## Sales Engagement

- Outreach  
Salesloft  
Gong  
Apollo  
Groove (Clari)

# Matt's first CAB email



## **First Email**

**Subject:** Advisory Role Opportunity at Trove

Hi {{ contact.firstname }},

I'm the CEO at Trove. Based on your position as {{ contact.jobtitle }} at {{ contact.company }} and your experiences in {{ contact.seamless\_import\_role }} at large, I thought you'd be a great addition to the **Trove Customer Advisory Board**.

**Stock option compensation is confusing and stressful.** And in today's ultra-competitive hiring market, both prospective and current employees tend to overlook and undervalue their ISOs/NSOs. *How do you communicate the true value and tax implications of stock options with your employees?*

I'm building this board to help provide feedback and insights on the Trove product. **Advisors get shares in the company in return for participating in early releases of products and providing feedback** on cutting-edge solutions Trove is developing. Our team has degrees from Penn Engineering and Wharton and would love to incorporate your ideas into Trove's product.

## **If you're interested:**

1. Check out <https://trytrove.co>
2. Reply to this email or set up a time to chat:  
<https://calendly.com/matthewdschulman/chat-with-matt>.

I only have 4 spots remaining, so if you could get back to me soon, that would be great.

Best,  
Matt

## How to write a good outbound email

### Golden Rules:

- 1 3x3:
  - Research Trigger
  - Problem
  - How you solve it... and a low-friction CTA

- 2 Talk like a human

- 3 1-scroll rule

tailored:  
→ Jane the wizard

targeted:  
→ a16z < pave < name

templated:  
→ company name < pave  
→ comp wizardry

### Email 1:

Hey Jane,

It's merit season and that usually means comp folks like yourself are buried in 3,000 spreadsheets.

You're probably a spreadsheet wizard, but everyone else hates fixing mail merged merit letters instead of making sure comp decisions go right.

So Pave integrates your HR + equity + performance data so you never plan merit in sheets again.

Open to taking a look?

-Armand

### Email 2:

Thoughts?

### Email 3:

Sometimes it's easier seen than read -- here's a quick 3 minute loom of me walking through Pave.

Opposed to seeing it live?

### Now... you try it!!!

Hey Jane,

[research trigger]

[problem]

[1-sentence solution]

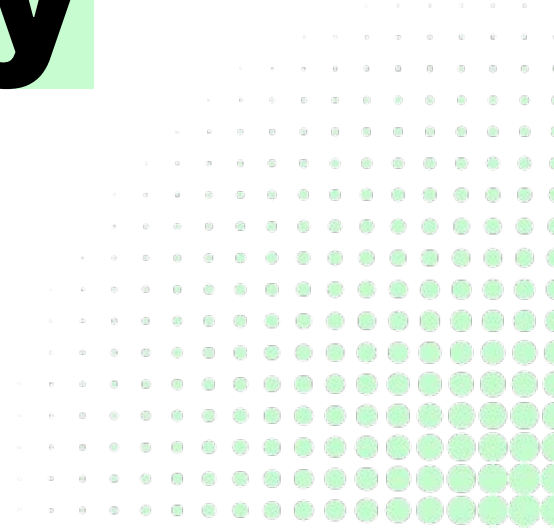
[low-friction cta]

Here's a good example of what the rest could look like:  
<https://tactics.30mpc.com/charly-johnsons-cold-email-drip-templates>

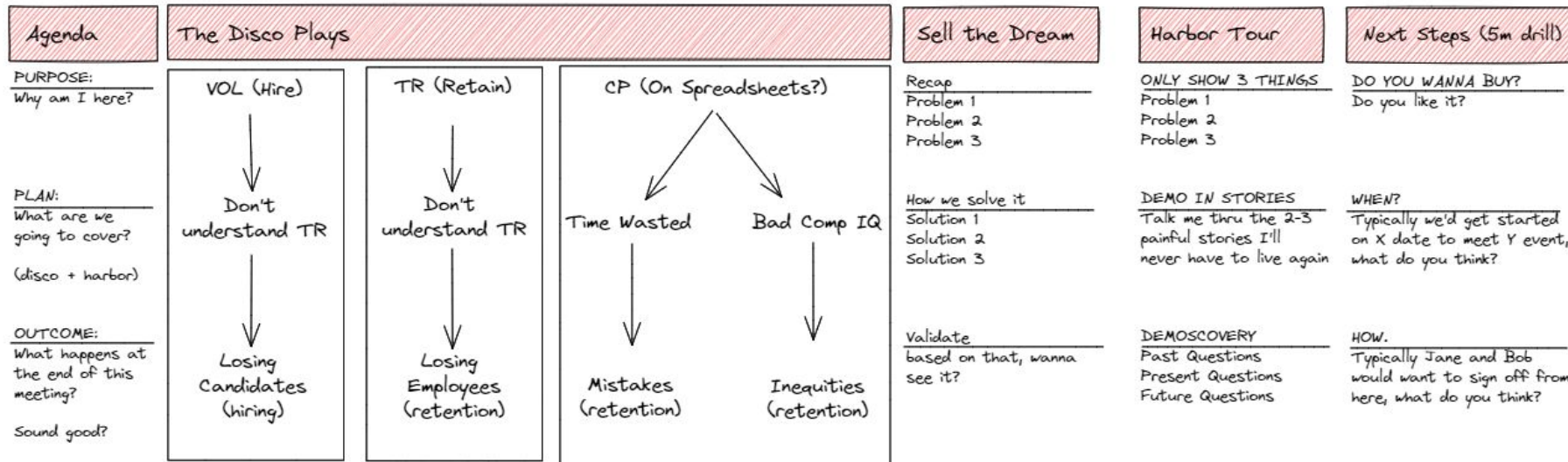




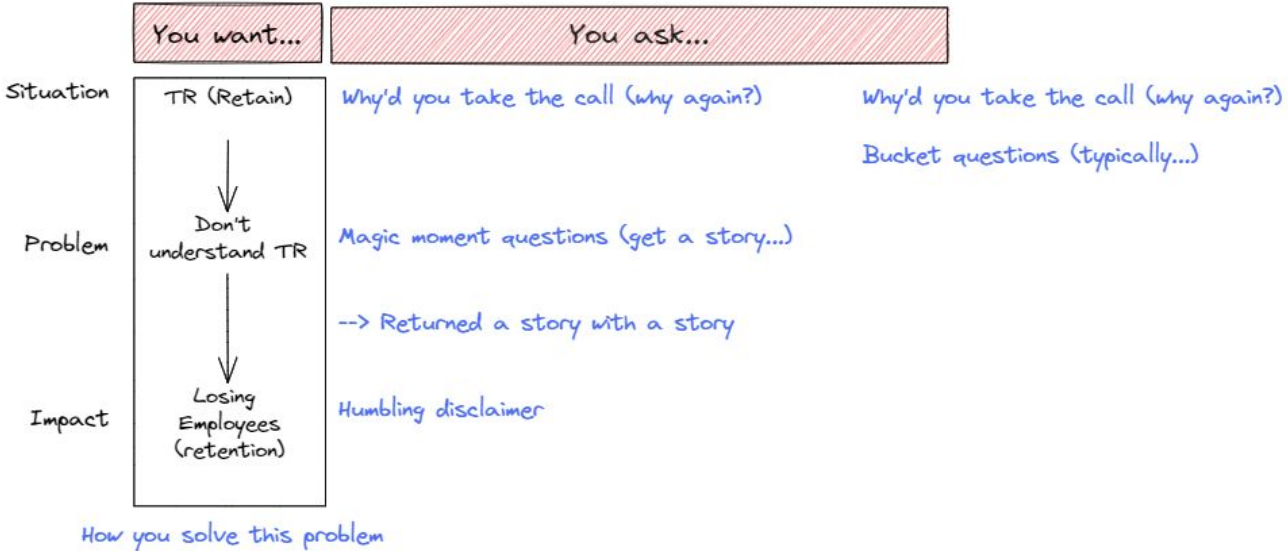
# Discovery



# How to run a discovery call



# How to Ask Discovery Questions



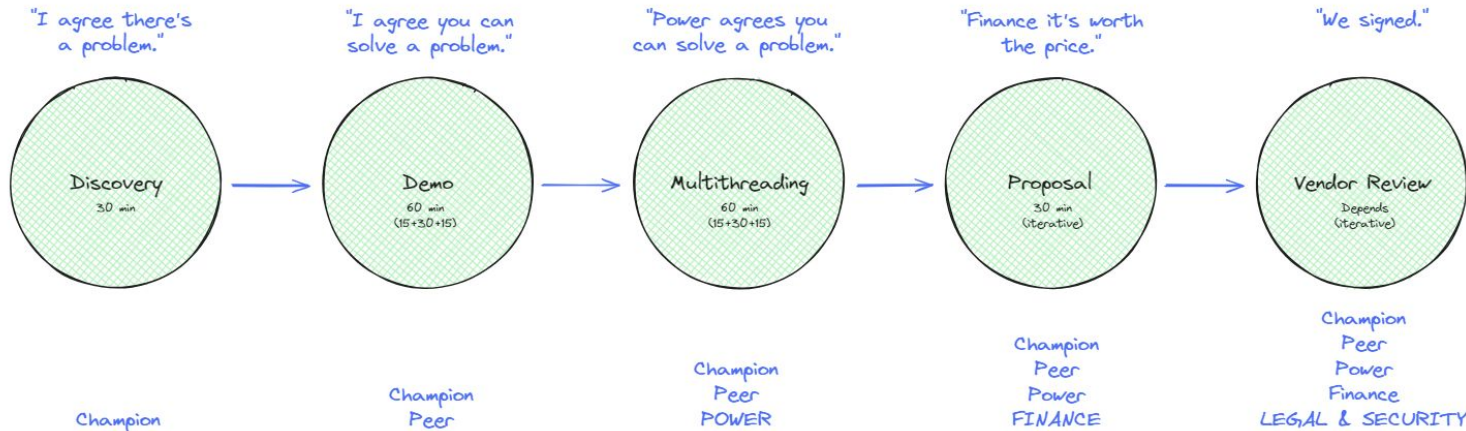


# Process

Check out [bonus video here!](#)

# PROCESS

## The Steps In The Sale

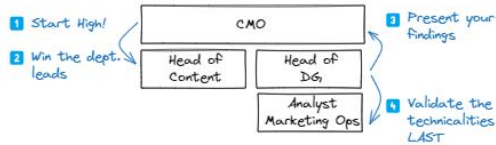


Do your founder thing and you will close deals  
(or figure out what you need to build)

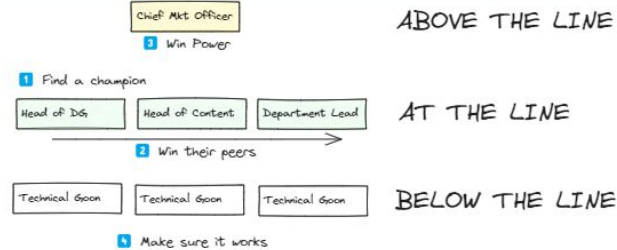
Golden Paths

The golden path: what you ask for in the 5 minute drill

Top Down Yo-Yo Selling



Bottom-up champion selling



# Secrets to **smash your competitors**, even if they have the better product

February 7, 2024



**Armand Farrokh**  
Founder  
30MPC



**Nick Cegelski**  
Founder  
30MPC



**Anthony Iannarino**  
Keynote Speaker  
Iannarino

NEWSLETTERS

# Sign up for these actually decent newsletters!



**hustle fund**

**30M**

**PC**

**SUBSCRIBE**

**SUBSCRIBE**