

HOW TO 10X YOUR DEAL SIZE EVEN DURING THE ECONOMIC DOWNTURN

JAMAL REIMER

FOUNDER AT ENTERPRISE SELLERS



How to 10X Your Deal Size

Even During the Economic Downturn

R | JAMAL REIMER

The Problem

I Know This Because I've Lived It

My Story

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WHO AM I..

Top 1% of sales reps at Oracle

Closed \$160,000,000 of SaaS revenue in eight years.

Closed multiple deals > \$50,000,000

Coach: I help reps and teams become mega dealers



***Every Seller Deserves
To Be In Control
Of Their Career Life***



Andrew Holtorf
Average deal size: \$40k
Largest deal: \$185K
Improvement: 5x



Travis Hughes
Average deal size: \$100k
Largest deal: \$1M
Improvement: 10x



Michael Beal
Average deal size: \$100k
Largest deal: **\$1M**
Improvement: 10x



Daniel Breitwieser
Average deal size: \$150k
Largest deal: **\$1M**
Improvement: 6x





Gunner Shock
Average deal size: \$150k
Largest deal: \$3.8M
Improvement: 25x

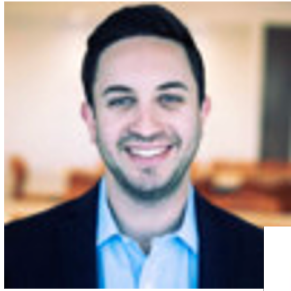


Matthew Klingner
Average deal size: \$150k
Largest deal: **\$3M**
Improvement: 8x



Roger Rutkowski
Average deal size: \$100k
Largest deal:
\$1M 2020
\$2M 2021
Improvement: 20x





Jeremey Einhorn
 Average deal size: \$250k
 Largest deal: \$15M
Improvement: 60x



Sam Quirke
 Average deal size: \$100k
 Largest deal: \$4M
Improvement: 40x



Ron Masi
 Average deal size: \$300k
 Largest deal: \$23M
Improvement: 76x



Evan Kelsay
 Average deal size: \$400k
 Largest deal: \$34M
Improvement: 85x



Today I want to prove to you

**Everything you wanted
when you started in B2B sales...**

**is on the other side of a single, INTENTIONAL
Mega Deal**

**Life is too short
for dabbling.**

Run Rate seller

Frenetic, high volume activity

Stuck with impotent, low-level stakeholders

Small deals nobody talks about

Disappointing commissions,
financial stress

Elite Seller

Thoughtful, strategic activity

Executive stakeholders who pull all the strings

Huge deals that people remember for years

Life-changing commissions,
financial freedom

You Are One Mega Deal Away...

What I Will Cover Today

Executive Whispering
The Mega Deal Premise
Sales Cycle Domination

Secret #1:

**How to Get Executive Meetings and
Start Mega Deal Cycles Now**

*(Even If You Don't Currently Feel
Confident in Front of Executives)*





Why Executives Are The Key To Mega Deals



Executive Whispering

1. Connect
2. Engage
3. Maintain access
4. Champion-building

LEVERAGE YOUR EXECUTIVES
Secret Weapon

LEVERAGE YOUR EXECUTIVES



LEVERAGE YOUR EXECUTIVES



LEVERAGE YOUR EXECUTIVES



LEVERAGE YOUR EXECUTIVES



LEVERAGE YOUR EXECUTIVES



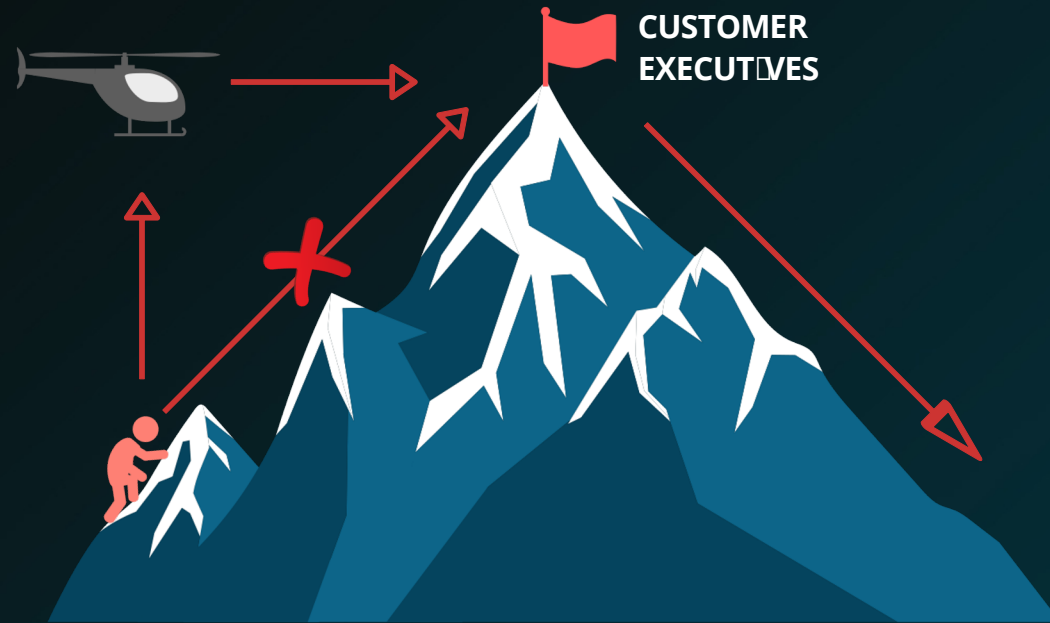
LEVERAGE YOUR EXECUTIVES



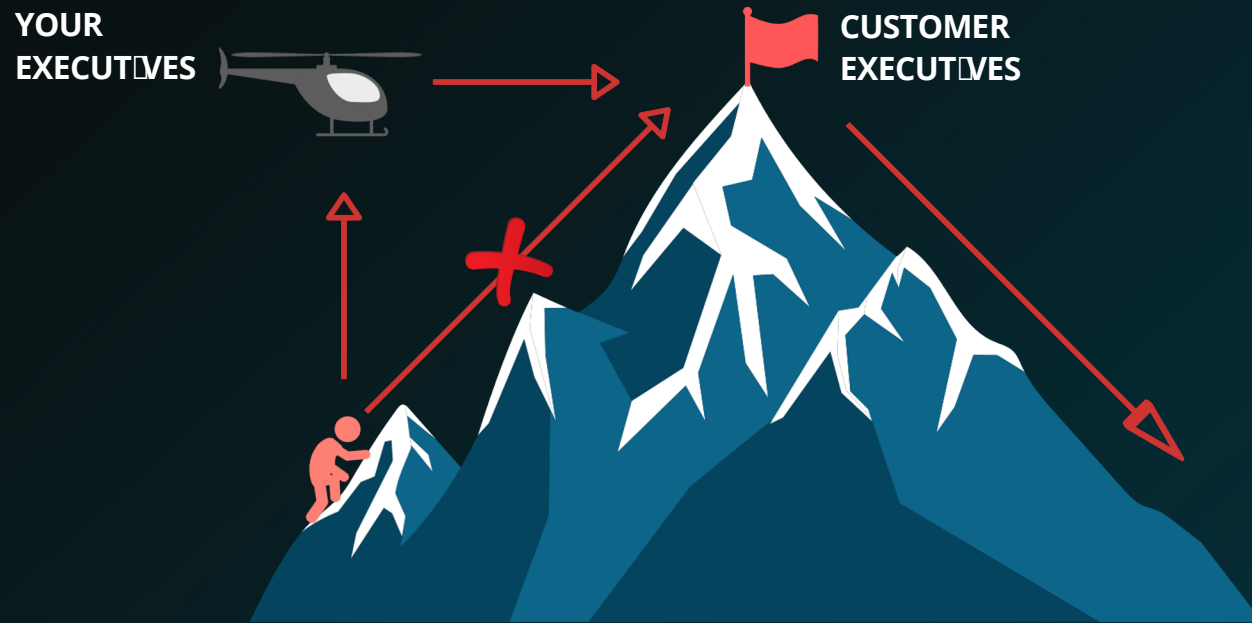
LEVERAGE YOUR EXECUTIVES



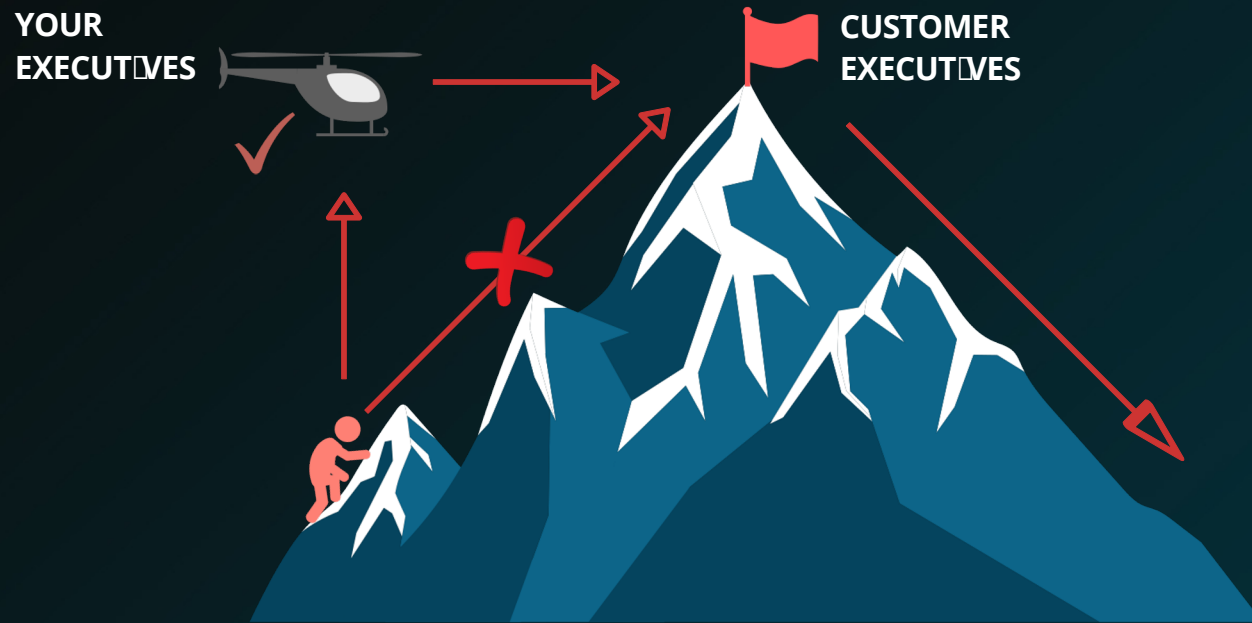
LEVERAGE YOUR EXECUTIVES



LEVERAGE YOUR EXECUTIVES



LEVERAGE YOUR EXECUTIVES





Gunner Shock





Gunner Shock

Average deal size: \$150k

3 months later: \$3.8M

Improvement: 25x

Rookie Of The Year



Takeaways

**Bigger Deals Happen Faster
With
Executive Engagement**

Mega Deals are not for superhero,
uniquely gifted sellers.

They are reps like you and me who
learn the system and lean in to
executing it.

What Executive Whispering Does

Gets you to senior stakeholders faster

Enables you to avoid getting stuck with lower level stakeholders

Increases the speed of progress and decision making

Increases the size of the deal

Executive Briefing Document

Executive Briefing Document					
Meeting with Sandra Marshall, CEO, Gatmart					
Customer	Name: Industry: Revenue: Employees:				
Opportunity Details	Account Team: Pipeline Status: Pipeline Value:				
Customer Stakeholder	Name: Title: Location: Previous Roles: University Affiliations:				
Meeting Objectives	Top 3 objectives for this meeting:				
Top Business Challenges	Top business challenges the customer is facing:				
Relationship Status	Top items related to the account:				
Existing Product & Services Footprint	Products / Services Footprint		Existing Product Footprint	Existing Competitor Product Footprint	
	Technology				
	Hardware				
	Consulting				
New Opportunities for next 12 to 18 months	Project Name	Project Description	Timing of Opportunity (FY/Quarter)	Products	Partners
Customer Issues -OR- Escalations That May Be Raised in the Meeting					
Company Overview and Recent News					

Secret #2

How to Get Customer Executives Intellectually Chasing You Instead of the Other Way Around
(So You Can Get a Mega Deal in Flight Even if You Don't Have the Best Book of Accounts)

Secret #2 is critical because:

Some run rate sellers might get to execs....

**....but have nothing compelling to say
when they get there.**

LEVERAGE YOUR EXECUTIVES



CUSTOMER
EXECUTIVES

“So how do I craft a value story that will be compelling to executives and will lead to a mega deal?”

**Enter:
The Mega Deal
Premise**



MEGA DEAL PREMISE

**Core
Imperative**

**What the C-suite needs
to achieve this fiscal year**

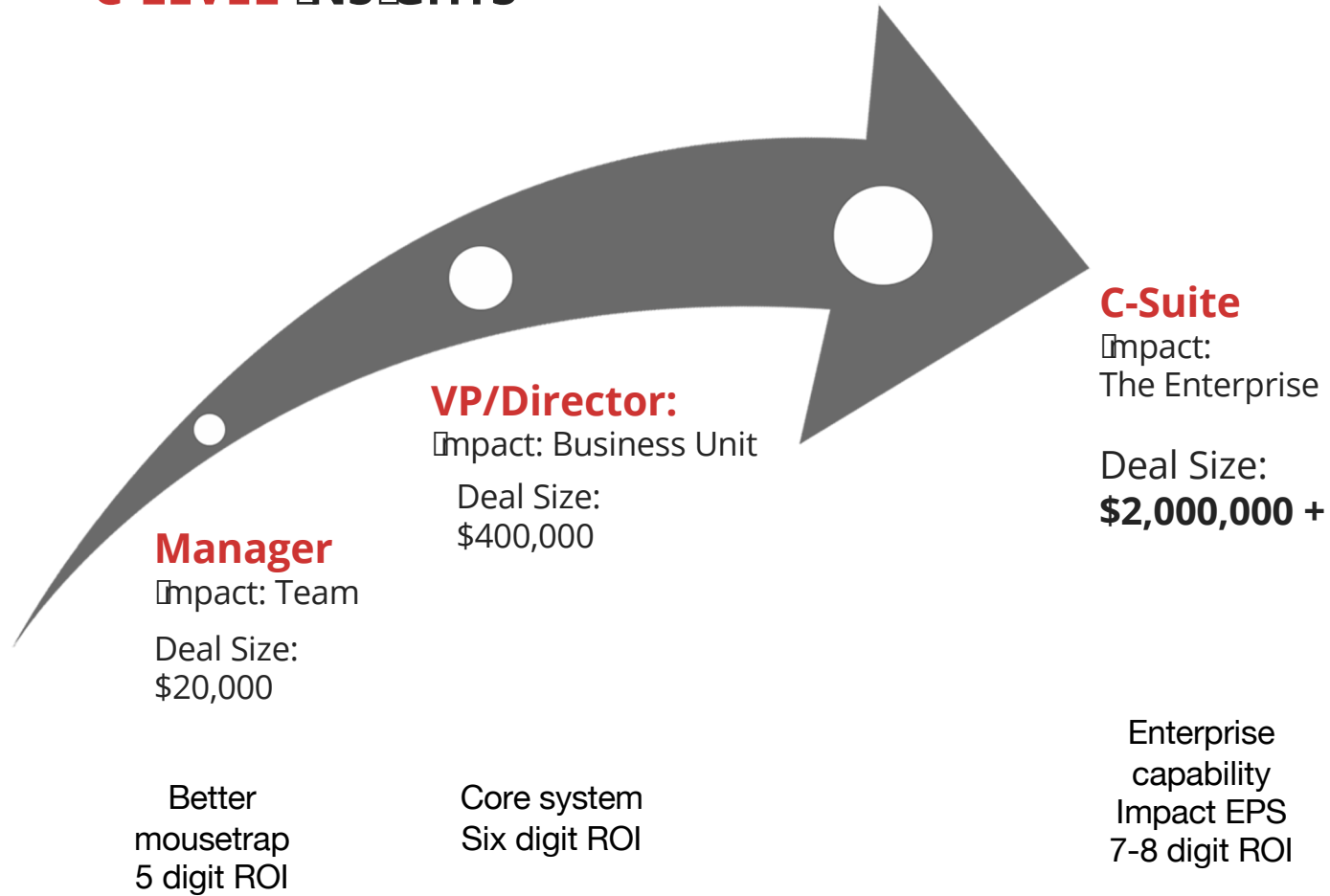
**Distinctive
Value
Proposition**

Your secrets sauce

C-Level Insight

**An undiscovered or
underappreciated reality
about their business**

C-LEVEL INSIGHTS



C-LEVEL INSIGHTS

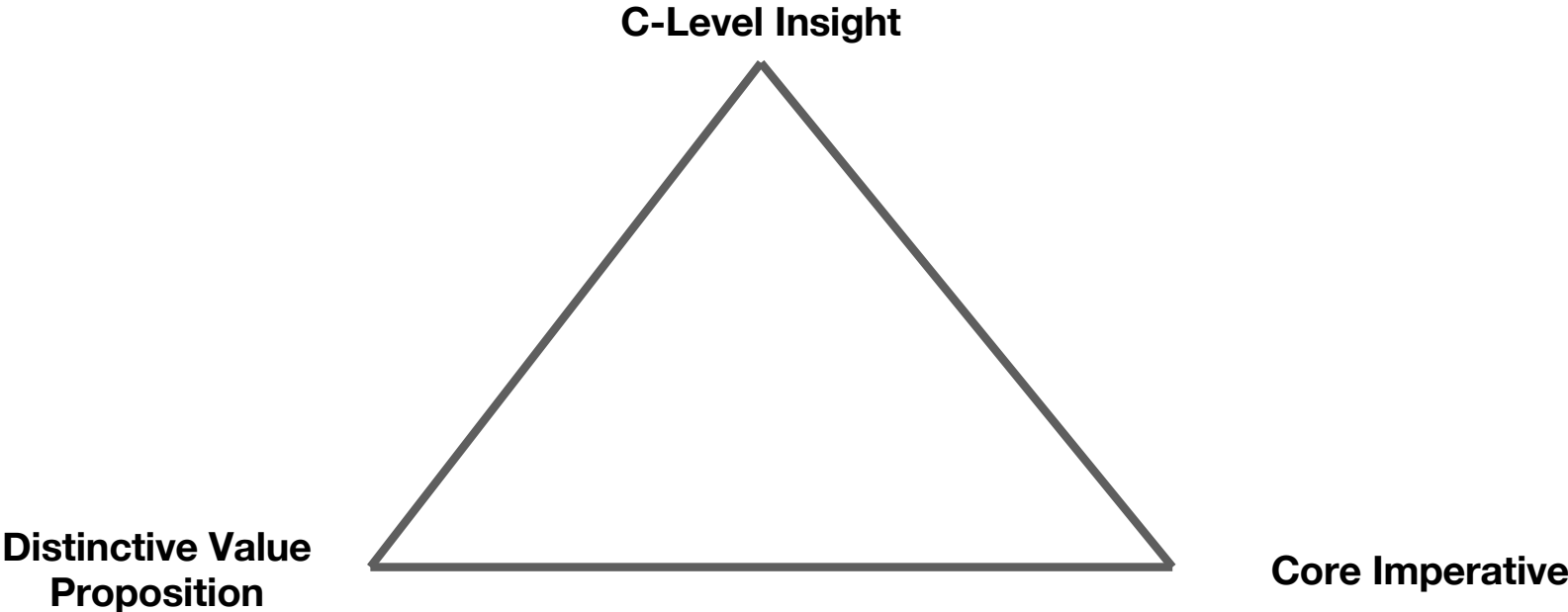
C-Level Insight

Distinctive Value
Proposition

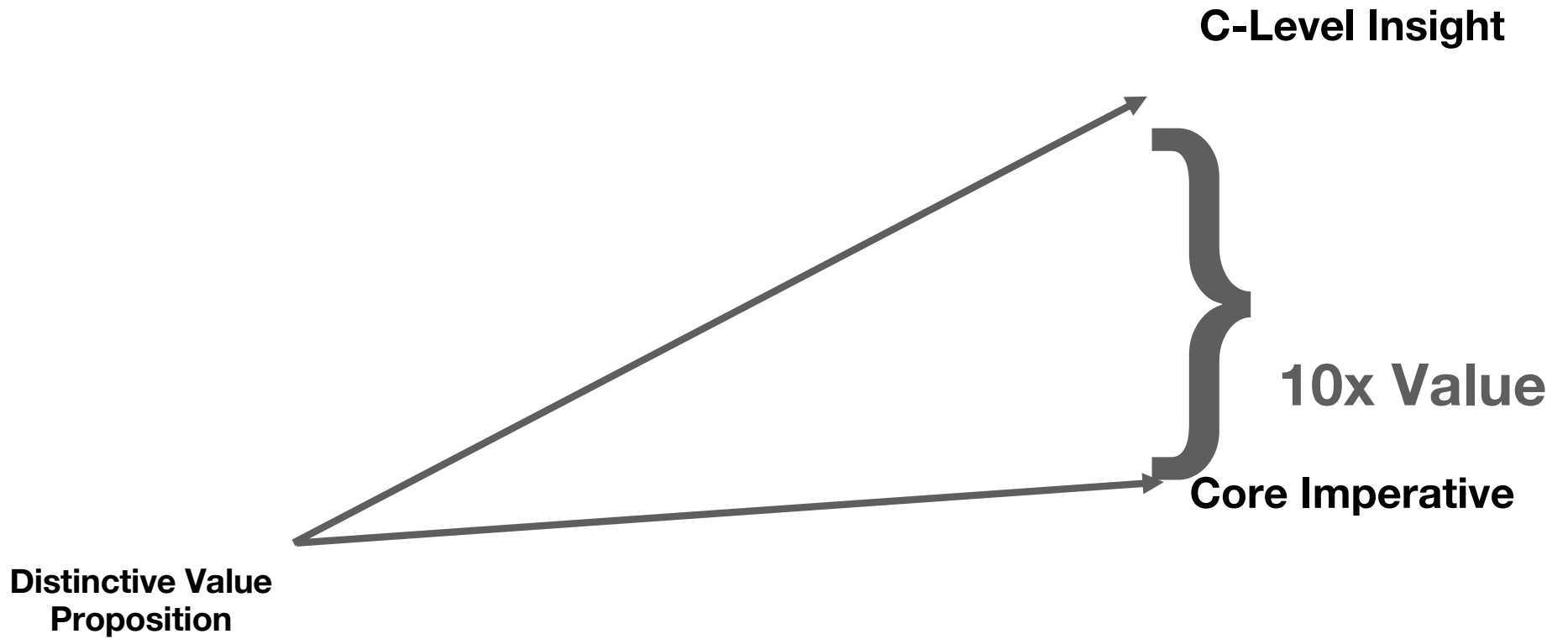


Core Imperative

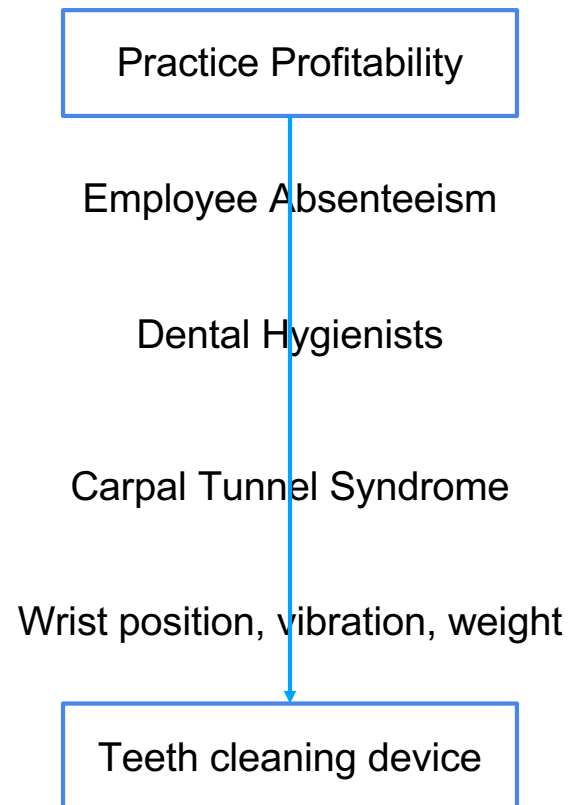
C-LEVEL INSIGHTS



C-LEVEL INSIGHTS



Dentsply Insight - Challenger Customer





Kira Systems: AI for Contracts

SVP's mandate:
"Grow 30% via acquisitions"

More quality acquisitions
faster

Higher volume of deal flow

New way: his product, \$90k, 6 hours

Old way: human attorneys
\$10M, 3 months

M&A Due Diligence Tool

C-LEVEL INSIGHTS

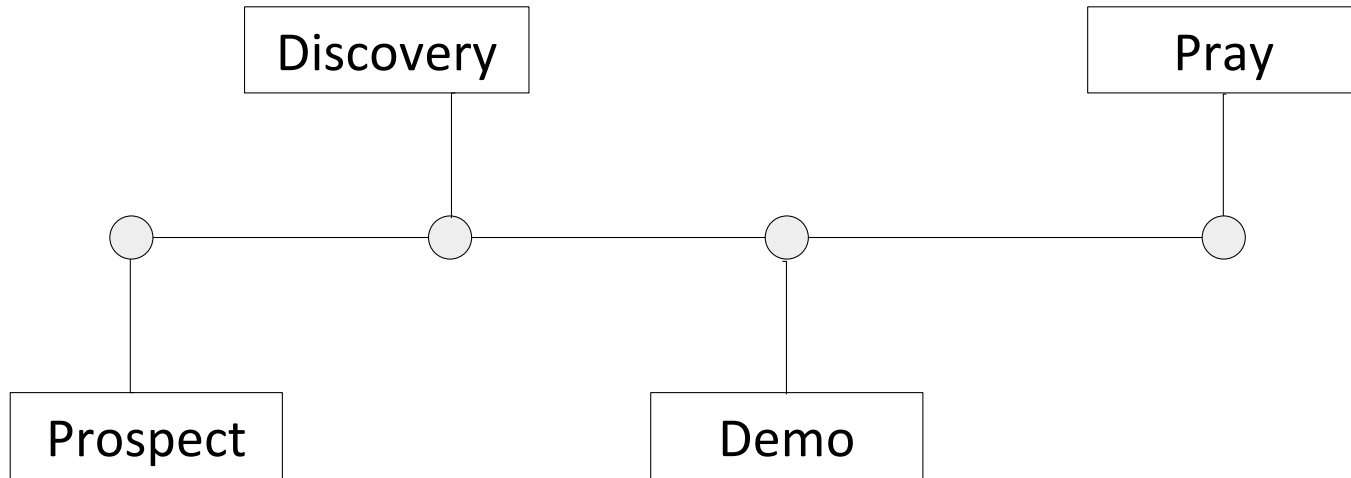
**The C-Level Insight is the money maker
because it is compelling, measurable,
proven and has a significant impact.**

Secret #3:

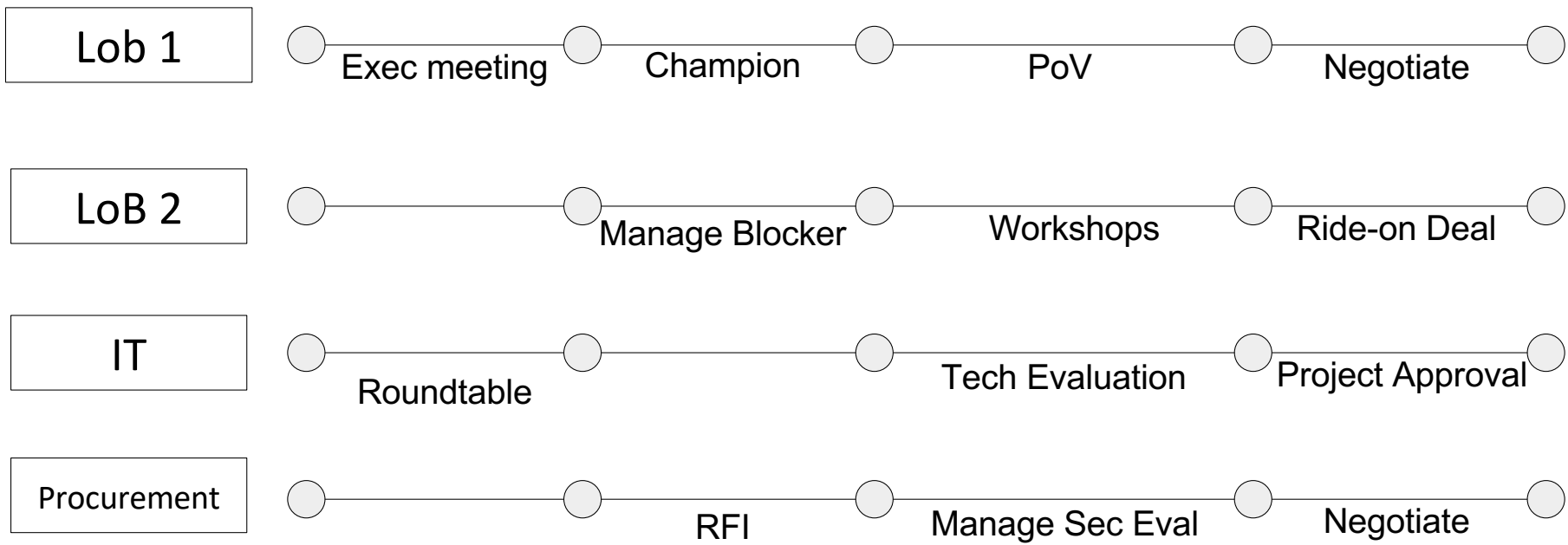
Mega Deal Sale Cycle Domination

*(So you don't wind up with a
small land and expand deal)*

Run-Rate Sales Process



Enterprise Sales Process



Mega Deal Sales Cycle Components

Multiple, simultaneous workstreams

Bigger internal deal team

Executive engagement

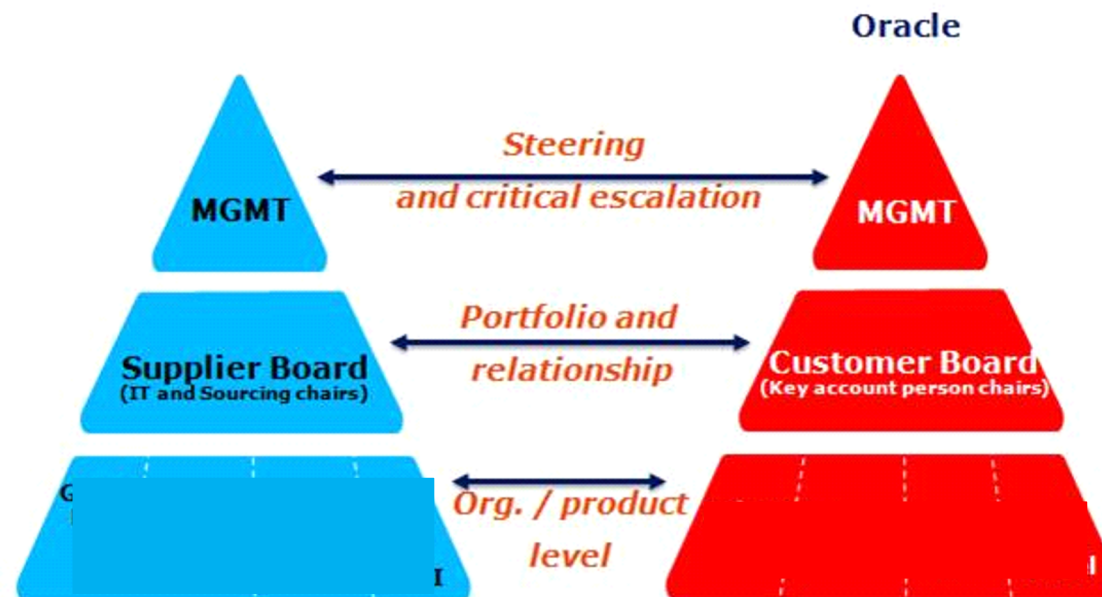
Non-standard activities

- HQ visit
- Executive events
- Strategic Customer Programs

Governance

GOVERNANCE MODEL

Formal Mutual Relationship Structure



Story of governance at work

Executive Whispering

+

Mega Deal Premise

+

Mega Deal

Sales Cycle Domination

=

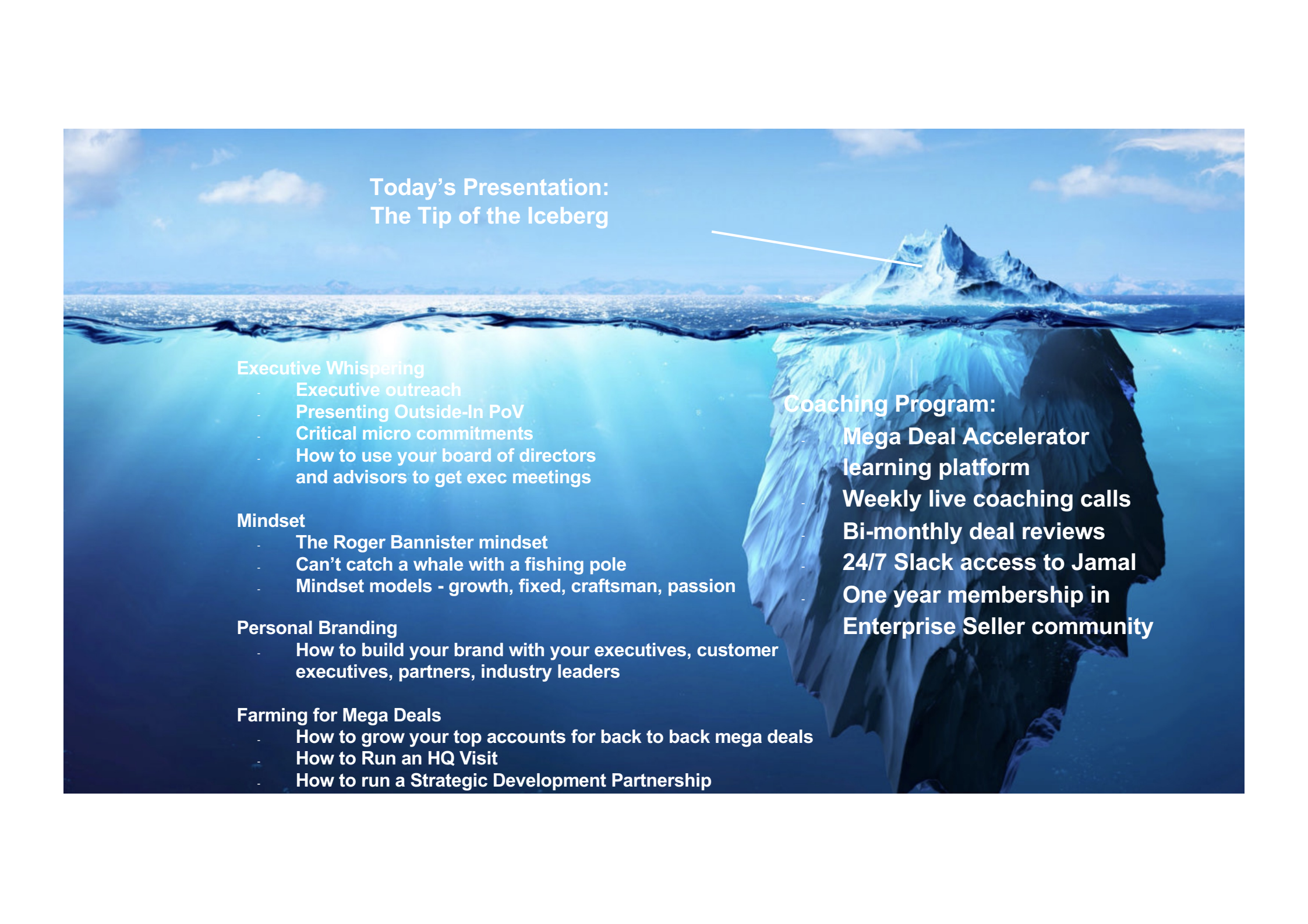
Mega Deal Formula

How to 10X Your Deal Size

Even During a Recession

Let me ask you
a question...



An image of an iceberg floating in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, submerged part is below. A white line points from the text 'Today's Presentation: The Tip of the Iceberg' to the visible tip of the iceberg. The background is a blue sky with light clouds and a blue sea.

Today's Presentation: The Tip of the Iceberg

Executive Whispering

- Executive outreach
- Presenting Outside-In PoV
- Critical micro commitments
- How to use your board of directors and advisors to get exec meetings

Mindset

- The Roger Bannister mindset
- Can't catch a whale with a fishing pole
- Mindset models - growth, fixed, craftsman, passion

Personal Branding

- How to build your brand with your executives, customer executives, partners, industry leaders

Farming for Mega Deals

- How to grow your top accounts for back to back mega deals
- How to Run an HQ Visit
- How to run a Strategic Development Partnership

Coaching Program:

Mega Deal Accelerator
learning platform

Weekly live coaching calls

Bi-monthly deal reviews

24/7 Slack access to Jamal

One year membership in

Enterprise Seller community

Tie back story

Thank You

2025

SALES
SUCCESS
SUMMIT