TECH SALES 110

BOOK 1

FOR YOUR FIRST QUARTER

STOP WINGING IT.

3 field-tested hacks to launch your technical sales career. Each ships with a 4-week deployment plan.

PIERRE HULSEBUS

Ex-Microsoft Global Black Belt · 40 years in the field

HOW TO USE THIS SYSTEM

Most people use AI to write emails.

This system uses AI to build the entire sales engine behind the email.

PROMPT 1	**Brand Guide** — Define how you sound
PROMPT 2	**USP** — Clarify why you win
PROMPT 3	**ICP** — Target the right customers
PROMPT 4	**Personalized Outreach** — Execute with precision
PROMPT 5	**CRM Segmentation** — Prioritize your pipeline
PROMPT 6	**Re-engagement + Sales Plays** — Drive revenue

WORKS IN CLAUDE · COPILOT · CHATGPT

BEFORE WE START

Author's Note

Thirty-plus years in the field. Three hacks to kick you off. Here's why this exists.

I'm Pierre Hulsebus. I sold my first computer in 1989 | a Packard Bell XT 8088 with 256K of RAM, a CGA monitor, and two floppy drives. You booted DOS off a disk. I had no idea what I was doing.

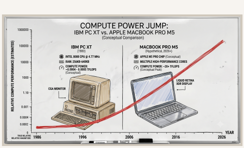
FOR THE YOUNGER CROWD

Quick translation. An **8088** was the processor inside the first IBM PCs, running at 4.77 MHz with a few hundred kilobytes of memory. **CGA** was the screen it drew on: 320 by 200 pixels, four colors, no mouse, no apps, no internet. You typed a command and waited.

RAW COMPUTE, THEN VS NOW (operations per second, log scale)

XT-class PC · 8088	~330K
MacBook Pro · M5	~10 trillion

Roughly 30,000,000× more powerful. The laptop in your bag does in one second what that machine would need about a year to finish. Same job. Different universe.



The same jump sketched on a whiteboard. Even on a log scale, the curve reads like a cliff.

Thirty-five years later I've worked my way to Global Black Belt at Microsoft, designed readiness programs for Dynamics 365 that touched teams worldwide, and consulted across industries on technical sales strategy. I've seen what works. I've watched a lot of expensive mistakes get repeated generation after generation.

This book is the shortcut I wish I had on day one.

The *52 Sales Hacks* series exists for one reason: to help people starting in technical sales skip the learning curve that cost me years. Not theory. Not "mindset content." Specific, repeatable actions — the kind you can drop into your planner on Monday morning and run by Friday.

> **A QUICK NOTE ON STRUCTURE**
>
> Each hack has three parts: the Main Idea (what it is and why it matters), SMART Goals (how to measure your work), and a 4-Week Deployment Plan (exactly what to do, week by week). You don't have to do all three in sequence. Pick the part that's most useful to you right now.

I also have dyslexia. Structure isn't optional for me — it's survival. Every deployment plan in this book is built the way I had to build my own: broken into small, clearly sequenced pieces so nothing falls thru the cracks. If you find that useful, great. If you already have a system, adapt these to fit yours.

One last thing. I built TechSales110.com specifically to give you a community around this material. Weekly office hours. People working thru the same hacks you are. Real accountability. Not a forum that goes quiet after week two. Join us.

Now let's get to work.

— Pierre

INTRODUCTION

What a "Hack" Actually Is

And why this approach beats a traditional sales playbook.

In sales, a "hack" is a clever shortcut or unconventional method that materially improves your effectiveness. Not a trick. Not a workaround. A *tested approach* that gets results faster than the standard path.

These aren't your typical sales techniques. They're designed to be counterintuitive in the right places — the places where conventional advice wastes your time.

Each hack in this series is designed to be:

- **Tailored** — to you, your company, your team
- **Discussable** — with your manager or director, not just solo projects
- **Deployable** — in about 5 hours a week without cutting into selling time
- **Measurable** — so you know if it's working before you've wasted a month

My primary audience is people starting in sales or new to the field | especially technical or technology sales. Recent graduates. First and second jobs. Sales engineers figuring out the commercial side. People transitioning from engineering or product into a quota-carrying role.

If that's you — this book is written for you specifically.

> **YOU WILL NEED A PLANNER**
>
> Whether digital or paper | doesn't matter. What matters is that each hack gets treated as an independent project. 5 hours a week. SMART goals. A specific accountability partner. Without those three things, these are just ideas you read and forgot.

The Accountability Math

Here's data worth knowing. When you have an idea for a goal, your probability of completing it is roughly 10%. Having an implementation plan bumps that to 25%. Committing that plan to someone takes you to 65%. Having a scheduled accountability appointment takes you to **95%**.

That's why the community exists. That's why each hack includes a structured deployment plan. The structure is the hack.

BEFORE HACK #1

Technical Sales Fundamentals

Five things you need to understand before the hacks start working.

These aren't hacks. They're the foundation the hacks stand on. Skim them if you're experienced. Read them carefully if you're new.

1

Understand Both the Technical and Business Value

Two buyer types. Business Decision Makers (BDM) write the check. Technical Decision Makers (TDM) make sure the product actually works. You need to speak both languages. BDMs want cost savings, efficiency, growth. TDMs want integration, performance, reliability. Same product | two completely different conversations.

#BusinessValue #TechnicalValue

2

Master Consultative Selling

You're not reading from a price list. You're diagnosing a problem and prescribing a solution. That means asking the right questions before you ever open a product deck. Every sales strategy in technical sales requires some form of education before the transaction. Think consultant first. Sales rep second.

#ConsultativeSelling

3

Build Relationships and Trust

Complex sales cycles involve multiple stakeholders over multiple months. No single deal closes on charm. It closes on trust built over time. Bob Burg said it best:

> *"A network of people who know you, like you, and trust you. They might never buy a thing from you, but they've always got you in the back of their minds."*
>
> — Bob Burg, *Endless Referrals*

#KLT #KnowLikeTrust

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4 Always Stay Accountable

Own your commitments | to clients, to your manager, to yourself. The best sales directors aren't scorekeepers. They're coaches who invest in your success. Bring them a plan (this book gives you one). Ask for their input. Let them be your ally. *The Man in the Arena* standing in front of a prospect represents the whole team. Act like it.

#Accountability

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5 Keep Learning and Adapting

Technology doesn't slow down. Customer needs don't hold still. The sellers who last are the ones who treat learning as part of the job | not something they do after hours when they have time. You don't have time. Do it anyway. Disruption creates opportunity for people positioned to move with it.

#GrowthMindset #Learn

CHAPTER 0 | THE FOUNDATION

The AI Sales System

Six prompts. One system. Run them in order.

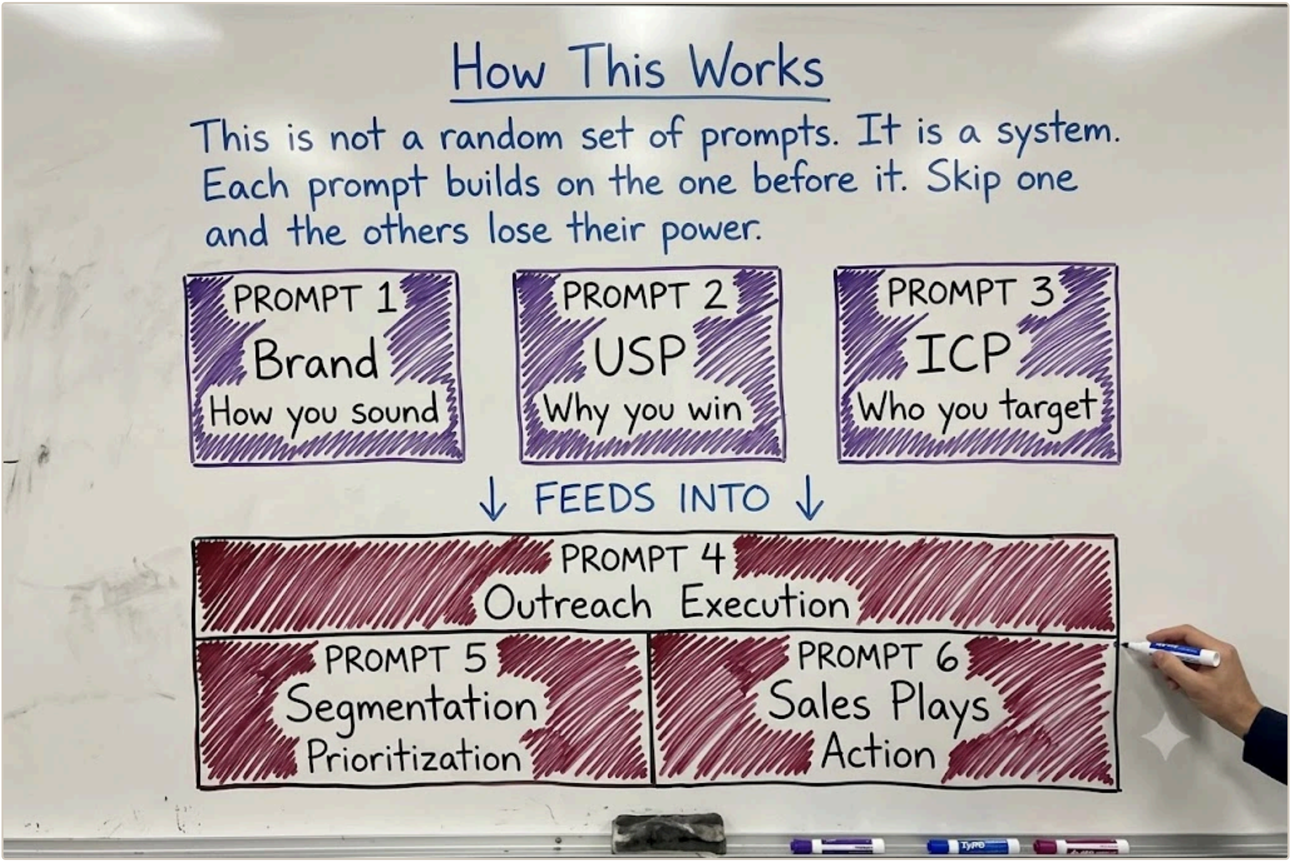
How This Works

Read this before you run a single prompt, because the order is the whole point.

This isn't a prompt library you pick from. It's a build sequence. Each step produces an asset the next step depends on, so run them top to bottom and don't jump ahead:

1. **Brand** | Lock how you sound first. Everything you write later inherits this voice, so set it once and stop reinventing it.
2. **Unique Selling Proposition** | Decide why you win before you open your mouth. If you can't say it in one sentence, you'll never say it in a cold email.
3. **Ideal Customer Profile** | Get specific about who you're for. Vague targeting is how good messaging lands on the wrong desk.
4. **Outreach** | Now you execute. With the first three locked, your emails write themselves and they don't sound like everyone else's.
5. **Segmentation** | Sort what's in your pipeline. Not every account deserves the same effort, so stop spreading yourself thin.
6. **Sales Plays** | Turn the plan into moves. This is where strategy becomes calls, expansions, and re-engagement | the actual work.

Here's the discipline: don't skip steps 1 through 3 because they feel like homework. They're the foundation. Skip them and you'll feel productive firing off outreach while quietly targeting the wrong people in a generic voice. Do the foundation once, and steps 4 through 6 get faster every time you run them.



BOTTOM LINE

Skip Brand, Unique Selling Proposition, and Ideal Customer Profile, and three things follow: your outreach sounds like everyone else's, you target the wrong accounts, and your pipeline pays for it. It's a system. Use all of it.

CHAPTER 0.5 | YOUR AI TOOLKIT

The 6 Prompts

Copy. Fill in the brackets. Run. Works in Claude, Copilot, and ChatGPT.

✦ **PROMPT 1 · BRAND GUIDE | DEFINE HOW YOU COMMUNICATE.**

```
You are a brand strategist helping me define how I communicate in sales
outreach.

Company:
[Your Company]

Do the following:

1. Define Brand Voice:
   - Tone
   - Personality traits (three to five)
   - What we sound like
   - What we do NOT sound like

2. Define Language Rules:
   - Sentence structure
   - Vocabulary
   - Words to avoid

3. Define Messaging Style:
   - Problem framing
   - Solution framing
   - Call-to-action style

4. Create five writing rules.

Rules:
- Be specific.
- Avoid generic language.

Output: A reusable Brand Guide.
```

When to use: First. Everything downstream inherits from this. | Works in Claude · Copilot · ChatGPT

✦ **PROMPT 2 · UNIQUE SELLING PROPOSITION | DEFINE WHY YOU WIN.**

```
You are a sales strategist helping me articulate why my offering wins.

Product (one sentence):
[Plain-language description of what it does and for whom]

Target industry:
[The specific industry or sub-segment you sell into]

What you already know about the buyer:
[Their current tools, workarounds, or the status quo you're displacing]

Do the following:

1. Define the core problem.  State the single most expensive or painful
problem this
   product solves.  Describe it the way the buyer experiences it day to
day — not the
   way a marketer would frame it.  Name the cost of leaving it unsolved
(lost revenue,
   wasted hours, risk, or missed growth).

2. Define the differentiation.  Explain what you do that competitors and
the status
   quo cannot.  Be concrete: a specific capability, a specific
integration, a specific
   outcome, or a specific way of working.  Avoid claims any competitor
could also make
   ("better," "faster," "easier") unless you can immediately prove them.

3. Define the measurable impact.  Translate the differentiation into a
number the
   buyer cares about — time saved, cost avoided, revenue gained, downtime
reduced,
   accuracy improved.  Give a realistic range, not a fantasy figure, and
note what
   drives it.
```

```
4. Write it three ways:
   - A one-sentence version for a cold opener.
   - A two-to-three sentence version for a discovery conversation.
   - A short proof point (one example, metric, or customer scenario) that
backs the
     claim.

Rules:
- No vague language.  Every claim must be specific enough to defend in a
live
  conversation.
- No jargon the buyer wouldn't use themselves.
- Must sound like something a person would say out loud — not marketing
copy.

Output: A reusable Unique Selling Proposition you can drop into any
conversation,
email, or deck.
```

When to use: Before you write any messaging or outreach. | Works in Claude · Copilot · ChatGPT

✦ PROMPT 3 · IDEAL CUSTOMER PROFILE | DEFINE EXACTLY WHO YOU SHOULD BE SELLING TO.

```
You are a strategist who advises companies that sell to other businesses.

Context I'm giving you:
- Product: [Plain-language description]
- Unique Selling Proposition: [Paste the output from Prompt 2]

Do the following:

1. Define the Ideal Customer Profile at the company level:
   - Company size (by revenue, employee count, or locations — whichever
predicts fit
     best).
   - Industry or sub-segment, named specifically.
   - Operational signature: what does a company that genuinely needs this
look like?
     (For example: a field workforce above a certain size, a specific
system they
     already run, a regulatory pressure they face, a growth stage they're
in.)

2. Define the people inside that company:
   - Three buyer titles — the people who control budget and sign off on
the purchase.
   - Three user titles — the people who live with the product day to day
and influence
     whether it sticks.
   - For each, note what they personally win or lose if this problem gets
solved (or
     doesn't).

3. Define the trigger events — three observable signals that a company has
just become
   a strong prospect.  Things you can actually detect: a leadership hire,
a funding
   round, an acquisition, a new facility, a competitor switch, or a
regulatory
```

```
   deadline.

4. Define the industry-specific challenges — the concrete pains this type
of buyer
   faces.  Tie each one back to your Unique Selling Proposition so the
connection
   between their problem and your answer is obvious.

5. Define the anti-profile — the companies that look like a fit on the
surface but
   aren't, and the one or two tells that let you disqualify them early.

Rules:
- Be concrete.  No generic segments like "mid-market companies" without
the specifics
  that make them real.
- Every attribute should be something you could verify from the outside
before you
  reach out.

Output: A reusable Ideal Customer Profile for target lists, lead
qualification, and
briefing anyone who prospects on your behalf.
```

When to use: Before you build lists or start prospecting. | Works in Claude · Copilot · ChatGPT

✦ **PROMPT 4 · OUTREACH | GENERATE OUTREACH THAT EARNS A REPLY.**

```
You are a technical sales assistant.

Input:
- Prospect info
- Brand Guide
- Unique Selling Proposition
- Ideal Customer Profile

Do the following:

1. Identify the top three industry challenges.
2. Select the two most relevant to the prospect.
3. Find a company or industry trigger.
4. Assess the persona.

Write:
- An initial email under 120 words.
- A follow-up under 80 words.

Rules:
- No clichés.
- Short sentences.
- No generic pitch language.

Output: Outreach messages.
```

When to use: The execution stage | once Brand, USP, and ICP are set. | Works in Claude · Copilot · ChatGPT

✦ **PROMPT 5 · SEGMENTATION | PRIORITIZE ACCOUNTS.**

```
You are a sales strategist.

Input:
[CRM data]

Segments:
- A = Most Valuable
- B = Growable
- C = At Risk
- D = Prospect

Tasks:

1. Assign all accounts.
2. Rank the top B accounts.
3. Identify:
   - Expansion opportunities
   - Churn risk

Rules:
- Be decisive.
- Use data only.

Output: A segmented account list.
```

When to use: To focus your pipeline and allocate effort where it pays off. | Works in Claude · Copilot in Excel · ChatGPT

✦ **PROMPT 6 · SALES PLAYS | TURN STRATEGY INTO ACTION.**

```
You are a sales coach.

Input:
Segmented accounts

Reference:
- Brand Guide
- Unique Selling Proposition
- Ideal Customer Profile

Tasks:

1. For each segment:
   - Objective
   - Strategy

2. B Accounts:
   - Expansion plan
   - Alignment strategy
   - Executive escalation

3. C Accounts:
   - Re-engagement plan
   - Value reset

Output: Actionable sales plays.
```

When to use: After segmentation | to drive the work. | Works in Claude · Copilot · ChatGPT

HACK
#1

ASK STAGE | CONSULTATIVE SELLING

Personalize Email Templates for Each Prospect

Generic emails get deleted. This is how you stop sending them.

The Main Idea

Most sales email templates are lazy. They swap a name and a company into a paragraph that reads like it was sent to 500 people | because it was. Buyers know. They can feel it in the first sentence.

Personalization at the level that moves the needle means doing the research before you write a single word. Their industry. Their specific role. Their company's challenges right now | not three years ago. What product or competitor they're already using. Whether you have any connection in common.

That research turns into a message that reads like you wrote it for one person. Because you did.

> **WHY THIS WORKS**
>
> When a prospect receives an email that directly addresses their specific situation, two things happen: they feel seen, and they trust you more before you've said a word about your product. That trust is the door you need to open.

Practical elements to personalize:

- Reference a specific challenge their industry is facing right now
- Mention a shared connection by name | only if it's real
- Align the technical depth of your message to their role
- Reference something recent | a company announcement, a funding round, a hire
- Keep it short. One problem. One connection. One ask.

SMART Goals | Hack #1

Element	Your Goal
Specific	Research and write 10 individually personalized outreach emails per week, each referencing a specific business challenge or company event for that prospect.
Measurable	Track open rate, reply rate, and booked meeting rate. Baseline against your current template performance. Target: 2× reply rate within 30 days.
Achievable	10 emails in 5 hours per week = 30 min per email including research. Use a research checklist to keep this efficient.
Relevant	Directly tied to pipeline creation. More replies = more booked calls = more pipeline. This is the top of the funnel.
Time-bound	Review performance at end of Week 4. If reply rate is not improving, audit the research quality | not the template length.

4-Week Deployment Plan | Hack #1

WEEK 1 | BUILD THE RESEARCH SYSTEM

- Create a one-page prospect research checklist: industry trend, company news, role-specific pain, shared connection, current tech stack
- Audit your current outbound templates — identify the 3 most-used ones
- Build a "personalization layer" skeleton: placeholders for each research element above
- Research and send 5 personalized emails using the new skeleton
- Log each send in your CRM with a "personalization score" (1 = name swap only, 5 = fully customized)

Outcome: You have a repeatable research process and your first 5 true personalized emails in flight.

WEEK 2 | VOLUME + REFINEMENT

- Send 10 personalized emails using your refined checklist
- Review replies from Week 1 — what resonated? What didn't?
- Set up a simple tracking spreadsheet: prospect | sent date | open | reply | meeting booked
- Write one follow-up sequence for prospects who opened but didn't reply
- Share one strong personalized email example with your manager — get feedback

Outcome: You have 15 emails in flight, a tracking system running, and one follow-up sequence deployed.

WEEK 3 | A/B TESTING

- Split your next 10 emails: 5 leading with a business problem, 5 leading with a shared connection or mutual reference
- Compare open and reply rates between the two approaches
- Tighten your subject lines based on what's getting opens
- Schedule an accountability check-in with your manager to review the data so far

Outcome: You know which personalization angle works better for your ICP.

WEEK 4 | REVIEW + SCALE

- Pull your 4-week data: emails sent, open rate, reply rate, meetings booked
- Calculate your conversion rate at each stage vs. your old template baseline
- Write a revised "best practice" skeleton incorporating what worked
- Present findings to your manager — this is a coaching conversation, not a report card
- Decide: continue this hack at scale, or modify and run another 4-week cycle

Outcome: You have a personalized outbound system you can repeat and scale. Data to back it up.

HACK
#2

HUNT STAGE | PROSPECTING

Use LinkedIn Sales Navigator for Targeted Prospecting

Stop guessing who to call. Start finding the exact people who need you.

The Main Idea

LinkedIn Sales Navigator is the most underused prospecting tool in technical sales. Most people use it as a fancy search bar. That's not how it works.

The real power is in *ongoing intelligence*. You don't just find prospects | you track them. Job changes. Company growth signals. Posts that reveal a problem they're actively trying to solve. When someone at a target account posts about a challenge your product solves, that's your opening. Most reps never see it because they only check LinkedIn when they're desperate.

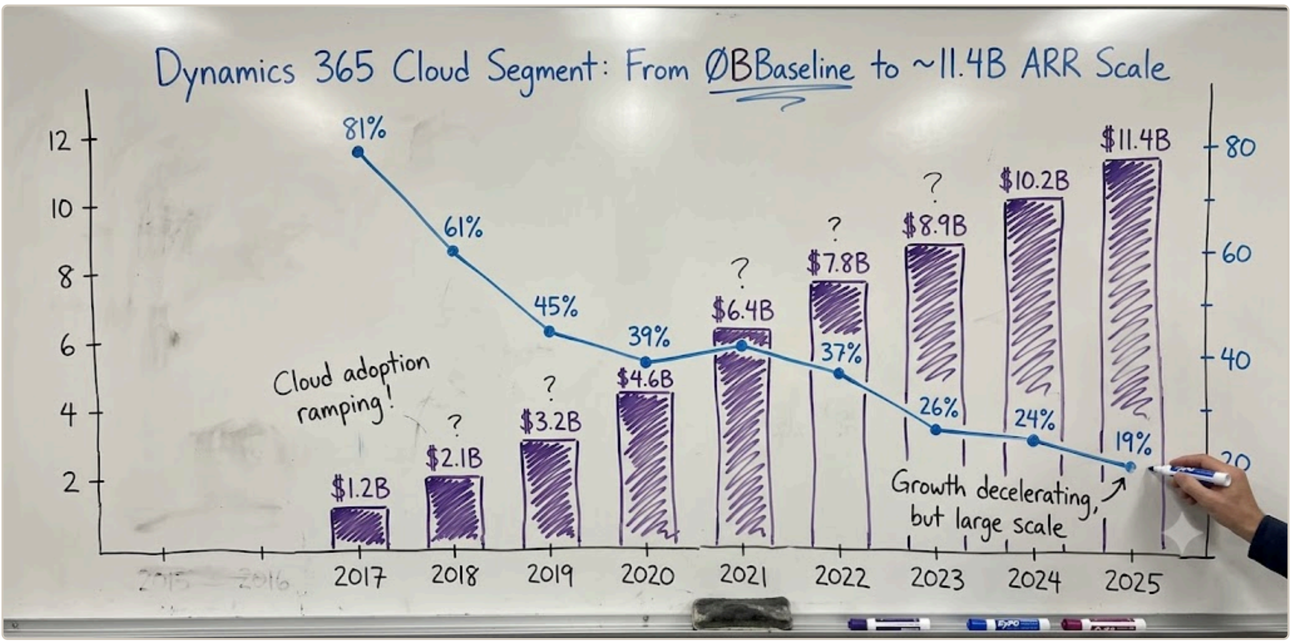
> **DEFINE YOUR ICP FIRST**
>
> Before you open Sales Navigator, write down your Ideal Customer Profile: industry, company size, roles that buy, roles that use, signals that indicate they need you. Navigator is a filter machine. If you don't know what you're filtering for, you're just browsing.

How to use it right:

- **Account lists** — build a list of 50–100 target accounts, not 5,000
- **Lead lists** — layer roles, seniority, and tenure on top of your account list
- **Alerts** — set alerts for job changes, company news, and posts from your saved leads
- **InMail** — use it sparingly and personally. Reference a specific post or event. Never send a template InMail.
- **Engagement before outreach** — like and comment genuinely on their content for 2–3 weeks before you send anything

The goal isn't to blast 500 InMails. It's to show up as a relevant, informed presence so that when you do reach out, it doesn't feel cold.

> "I spent years selling Dynamics 365 when we were growing at 40–80% a year. That kind of growth doesn't exist in normal industries. It barely exists anywhere. And here's what most people miss | even at 17% today, D365 is still outpacing the S&P 500. You're not entering a dying market. You're entering a market that has matured. That's actually better for a new seller | because when growth was 81%, anyone could wing it. At 17%, skill wins. That's where you come in."



Dynamics 365 cloud segment, 2017 to 2025. ARR climbed from $1.2B to ~$11.4B while annual growth cooled from 81% to 19%. A maturing market | not a dying one.

SMART Goals | Hack #2

Element	Your Goal
Specific	Build and maintain a Sales Navigator list of 75 high-fit prospects segmented by industry and role. Engage with 5 of them per week before outreach.
Measurable	Track: leads saved, engagement actions per week, InMails sent, InMail acceptance rate, discovery calls booked. Target: 3 new discovery calls booked per month from Navigator.
Achievable	2–3 hours per week in Navigator: 30 min building/refining lists, 1 hour reviewing alerts and engaging with content, 30 min on outreach.
Relevant	Navigator-sourced leads are warmer and better-qualified than cold list buys. Directly tied to pipeline quality and conversion rate.
Time-bound	Review list quality and engagement metrics at end of Week 4. Adjust ICP filters if acceptance rate is below 20%.

4-Week Deployment Plan | Hack #2

WEEK 1 | BUILD YOUR FOUNDATION

- Write out your ICP criteria: industry | company size | decision-maker title | buying signal
- Build your first Account List in Sales Navigator (50 accounts)
- Layer a Lead List on top: 75 contacts matching your ICP roles
- Set up Job Change and Mentioned in News alerts for all saved accounts
- Update your own LinkedIn profile | your prospects will look you up

Outcome: You have a clean, targeted prospect list and alerts running.

WEEK 2 | ENGAGE BEFORE OUTREACH

- Spend 15 min per day reviewing feed alerts from your saved leads
- Comment genuinely on 2–3 posts per day from target accounts | add a real point of view, not just "great post"
- Review 10 prospects' profiles in depth | note any trigger events (new role, company milestone)
- Draft but do NOT send outreach yet — use this week to build familiarity

Outcome: You're visible in your prospects' feeds before you've asked for anything.

WEEK 3 | FIRST OUTREACH WAVE

- Send personalized InMails to the 10 prospects you've engaged with most — reference a specific post or event
- For prospects who accepted your connection request, send a short message (not a pitch) to open the conversation
- Track: InMails sent | acceptance rate | replies
- Schedule a Manager check-in — share your list and your outreach approach

Outcome: First outreach wave in flight with a warm engagement layer underneath it.

WEEK 4 | FOLLOW-UP + OPTIMIZE

- Follow up with non-responders using a different angle (different trigger event or different format)
- Review your acceptance and reply rates | compare to LinkedIn's benchmark (~20–25% InMail acceptance)
- Prune your list: remove low-fit accounts, add 10–15 new ones
- Document 3 things you learned about your ICP from this month's activity

Outcome: A refined, active prospect list you can run continuously. At least 2 discovery conversations booked.

HACK #3

CONVEY STAGE | ACCOUNT SEGMENTATION

Leverage CRM Data to Identify Your Best Opportunities

Your biggest growth isn't hiding in new leads. It's in your existing accounts.

The Main Idea

Most sales teams spend most of their time on the wrong customers. They overinvest in their best accounts (who don't need the attention) and underinvest in the ones with the most growth potential.

The ABC segmentation framework fixes that. Four customer types. One rule: spend your time where growth lives.

A	**Most Valuable Customers (MVC)** Loyal, committed, deep product adoption. Great for retention and reference. Limited growth potential — they've already bought in. Service them well. Don't over-sell into them.
B	**Most Growable Customers (MGC) — THIS IS WHERE YOU FOCUS** They've made an initial purchase. They believe in you enough to start. They haven't gone deep yet. Maybe they hit an implementation bump. Maybe they don't fully understand what else you offer. This is where the Most Potential Net New Revenue lives. These customers can become your next A accounts.
C	**At-Risk or Lost Customers** On old versions, moved to a competitor, or disengaged. Worth a targeted reactivation play but not your primary focus. They have valuable feedback about why they left.
D	**Prospects | No Commitment Yet** Cold lists, marketing-sourced leads, inbound inquiries. Worth working but don't over-invest. Use a script. Mix junior and senior reps. Qualify fast.

THE COUNTERINTUITIVE MOVE

It feels wrong to spend less time on your A customers. They're the ones you have the best relationships with. But they're not where your growth comes from. Your B customers are the uncut diamonds. They've already committed once — which means trust exists. Your job is to deepen that relationship, solve whatever slowed them down, and show them what else you can do for them.

Your CRM has this data right now. Segment your account list by product adoption, revenue, and recent activity. Flag every account that bought but hasn't expanded. Those are your B customers. That's your Monday morning list.

SMART Goals | Hack #3

Element	Your Goal
Specific	Segment your current account list into A/B/C/D using CRM data. Identify your top 15 B-segment accounts with the highest growth potential. Build an engagement plan for each.
Measurable	Track: number of B accounts contacted, meetings booked, expansion proposals sent, upsell revenue generated. Target: 20% of B accounts move to an active expansion conversation within 30 days.
Achievable	One 2-hour CRM audit session in Week 1. 30 minutes per day on B account outreach and follow-up in subsequent weeks.
Relevant	Expansion revenue from existing customers is typically 3–5× easier to close than net-new. This directly improves quota attainment with less prospecting effort.
Time-bound	Full 4-week cycle. Review segmentation accuracy with your manager at end of Week 2. Present expansion pipeline at end of Week 4.

4-Week Deployment Plan | Hack #3

WEEK 1 | THE CRM AUDIT

- Pull your full account list from CRM with: total revenue, last purchase date, products owned vs. full portfolio, last contact date
- Tag each account A / B / C / D based on the criteria above
- Identify your top 15 B accounts — the ones with both the highest revenue potential and the most existing trust
- For each B account: note what they have, what they're missing, and what might have slowed them down
- Review your segmentation with your manager — get their input on which B accounts they see as highest priority

Outcome: A segmented account list with a focused top-15 B-account hit list.

WEEK 2 | RE-ENGAGE YOUR B ACCOUNTS

- Reach out to 10 of your top 15 B accounts — personalized touchpoint for each (email, LinkedIn, or call depending on relationship)
- Your objective this week is NOT to sell — it's to understand where they are. Ask about their current usage, any challenges, their priorities for the next quarter
- Log every conversation and update CRM notes with what you learn
- Identify any accounts where an introduction to a product specialist or solution engineer would help move things forward

Outcome: 10 B accounts re-engaged. At least 3–4 discovery conversations scheduled.

WEEK 3 | BUILD THE EXPANSION CASE

- For accounts with active conversations: map what they have vs. what they need using your product portfolio
- Build a simple "current state vs. potential state" one-pager for your top 5 expansion opportunities
- Practice your expansion pitch with a colleague or your manager — focus on business value, not feature list
- Present expansion proposals to at least 2 B accounts this week

Outcome: 2+ expansion proposals in active discussion. A repeatable expansion framework you can use across all B accounts.

WEEK 4 | PIPELINE REVIEW + NEXT CYCLE

- Update your CRM with current status for all 15 B accounts
- Calculate how many moved from B to active pipeline or upsell conversation
- Flag any that should be reclassified: accounts that went cold (back to C) or expanded significantly (approaching A territory)
- Present your expansion pipeline to your manager — this is the accountability conversation that drives results
- Identify the next 10 B accounts and plan your next cycle

Outcome: A running expansion pipeline built entirely from accounts you already had. A replicable motion you can run every month.

YOU'RE JUST GETTING STARTED

The Other 49 Hacks

Here's where this goes.

These three hacks are the beginning. The full *52 Sales Hacks* series covers five stages of the sales cycle:

Stage	What It Covers	Hacks
Hunt	Finding the right prospects and creating pipeline	1–5
Ask	Discovery, qualifying, and understanding the real need	6–19
Convey	Presenting, demonstrating, and building the business case	20–31
Keep	Closing, onboarding, and locking in retention	32–43
Scale	Expanding accounts and building referral momentum	44–52

Every hack follows the same format you've seen here: Main Idea, SMART Goals, 4-Week Deployment Plan. Work one hack a month, and by the end of the year you've deployed 12 tested strategies into your workflow. That's the whole idea.

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