

CREATING HAVOC

A Sales Messaging Framework
to Disrupt the Status Quo

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HAVOC FRAMEWORK

WHY CREATE HAVOC?

Sales professionals today face tough challenges in hitting their goals. Pipeline requirements are increasing, and the market has seen reductions in attainment.

Email deliverability is a focus of tech departments, and company domains face being blocked permanently.

The explosion of tech companies with dedicated SDRs has exponentially grown email volume to record-highs. If you somehow make in into the inbox, being seen by target accounts is a Herculean task.

Professional development exists, and while there's lots of good coaching and materials available, the volume of competing information can be difficult to digest, perhaps to a point of being overwhelming.

Sales methodologies and frameworks like Sandler, BANT, MEDDIC are popular, but is there one exclusively for messaging and creating early-stage pipeline? If so, I haven't seen it.

WHAT IS THE HAVOC FRAMEWORK?

The HAVOC framework is designed to help you create personalized sales messaging across multiple platforms, with a problem-solving focus.

By laying out a simple strategy with practical examples, it can help you conquer bad practices and crowded email inboxes. Ultimately, HAVOC lives where other frameworks perhaps do not: geared towards sales messaging designed to create pipeline.

Habits

Good habits are consistent & repeatable, generating positive results.

Attract Attention

Capture attention through personalization, relevancy, and intense customer-focus.

Value + Differentiators

"Communicate value by matching personal business needs on a 1:1 basis."

Outcomes

Validate solutions through business outcomes with accompanying proof.

Call-to-Action

Establish clear understanding and requests for responses and next-steps.

Skeptical?

That's OK. Skepticism is healthy. HAVOC isn't designed to reinvent the wheel. Much of what you'll see here is already out in the market in one form or another. The framework uses common terminology, like Trigger and Pain, that we all have come to know.

But what HAVOC can provide, especially for new and junior reps, is the structure and organization to learn fundamentals from Day 1, free of confusion.

It's a foundation to start understanding what successful sales messaging looks like, and then how to craft it at a repeatable scale that yields results.

Interested?

Join us on this journey and be willing to try and fail, so that you may succeed later! What you'll find is you may want to use your own creativity to tinker with framework elements, try new messaging approaches, even disagree with some of what you read. Great! The most important thing is that HAVOC helps you to be successful, so you can make your customer successful. Don't let inflexibility stand in the way of that.

Let's go create HAVOC together!



HABITS

The most successful people will always point to establishing good habits as a precursor to their success. But change can be challenging and frightening.

Before reviewing key HAVOC habits, [click on Yoda for some wisdom.](#)



Research Your Targets

Know who you're messaging, and why. Have clear purpose. If you don't, it's a waste of time and energy.

Embrace Multiple Platforms

Utilize an array of methods to get in front of target personas. Multiply your odds.

Personalize, Be Relevant or Else

Salesloft data shows a 20% personalization sweet spot, increasing open rates 40%+ and replies 110%. If no personalization, be relevant. If no relevancy, don't send.

Customer-Focused

The customer is the focus. Make the message about them, not you.

KISS

Leave corporate lingo at the door. Speak your voice. Simplicity wins.

Clear, Precise, Professional

Optimize for time and mobile consumption. 60% of reads are on mobile devices.

Ask Why

About everything. Curiosity may have killed the cat, but the cat never sold anything. Getting to the core of problems will make you a superstar.

Stick the Landing

Your message should answer

- 1) What's relevant about this?
- 2) What's the problem you help solve?
- 3) Why should the prospect care now?

Ditch Pitch:

Leave the marketing soundbites and solutions capabilities to the Marketing team. John Barrows, one of my favorite sales trainers, says to focus on one specific area, like a problem, and call it out.

Do that well, and you don't need 20 step sequences. If you've gone over 10 touches without positive traction, it's time to craft a new approach. Assuming your solution solves multiple problems, that means you've got other entry routes from which to choose for new messaging. We'll do a PROBLEM IDENTIFICATION exercise later sketching this out.

ATTRACT ATTENTION

Attracting attention will cut through crowded email inboxes. We grab attention by being personalized and relevant. In sales terms, you may already know the common term for that – Triggers.

- RFPs
- Competitor usage/research
- Newly hired champions from your customers
- Investment into integrated solutions
- Promotion/sponsorship of conferences
- Public frustration
- Projects with specific end dates
- Churn
- M&As

What is a TRIGGER? They're personalized attention getters that usually answer your prospect asking "Why should I care?" They grab attention and garner interest to keep a prospect reading. Triggers can be anything interesting, but for HAVOC we bucket them into 3 categories:

- 1) COMPELLING EVENTS:** something of importance, consequence or relevance in the business org.
- 2) BUSINESS PROBLEMS:** specific obstacles to business goals and operations, or failure to achieve desired OUTCOMES.
- 3) PERSONAL PAINS:** the effects of those problems upon individual workers.

Popular Trigger examples can include but are not limited to:

- Hiring/layoffs
- Funding rounds
- Launching new products/services
- Financial growth/decline
- Public interviews, C-suite media

Where can you find these?

Company websites, LinkedIn, the news, intent providers, Champions, events and tradeshow, are all great sources. Executive leadership bios and hiring statements will literally tell you what they were brought in to accomplish.

Referrals?

Referrals are excellent – but pair them with one of the Triggers above. Everyone's connected these days, so don't ask for a lazy referral. Be calculated and relevant, tying it to a Trigger to make it stand out.

The ULTIMATE Trigger? Personalization.

"PERSONA NAME, congrats on your 1 year anniv at ACME! Saw the amazing interview with WEB SERIES too, great stuff! Others PERSONAS celebrating the same told me that's usually where BUSINESS PROBLEM is making a mess of their plans. What's your experience been?"

(PRACTICE EXERCISE – Pick one of your target accounts to use for this and future exercises. Blueprint it for Triggers. 1) What Triggers did you find? 2) What sources did you use to find them?)

BUSINESS PROBLEMS & PERSONAL PAINS

BUSINESS PROBLEMS & PERSONAL PAINS are the most vital part of any sale. Compelling Events will often expose them by both arousing public scrutiny and attention, and accelerating internal urgency to solve them.

If HAVOC teaches you one thing, remember this: Customers prioritize buying on problems and pains. Step back, and be a customer. You likely do the same without consciously realizing it.

TRIGGER: "I'm going on vacation to Bali."

SOLUTION: "I like that new swimsuit. I need it because..."

PAIN: "...my old one ripped."

NICE-TO-HAVE: "...the color matches my shirt."

When a buyer prioritizes buying NOW, which reason will drive that decision? Which reason will solve a problem? PROBLEM/PAIN.

Let's review an example. For the remainder of this ebook, ACME Corp, a fictional B2B software company, will play the role of our target account from the previous exercise, with specific focus on the marketing department. You'll pick your own target account at the end of this section.

BUSINESS PROBLEM EXAMPLE:

COMPELLING EVENT: ACME Corp is laying off 25% of its workforce in marketing.

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

We've highlighted one problem. Often, there will be multiple problems causing multiple pains, forming an interconnected web. As sales professionals, we use ongoing discovery to identify which problems are the biggest obstacles to a company's success and/or pain relief. Only then have we earned the right and credibility to show how we solve those problems and pains.

BUSINESS PROBLEMS will generate **PERSONAL PAINS** for specific employees. These **PAINS** will vary in scope and severity. They are tied to the specific persona roles in an organization, and are the effects of the larger **PROBLEM**.

PERSONAL PAIN EXAMPLE #1:

COMPELLING EVENT: ACME Corp is laying off 25% of its workforce in marketing.

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

PERSONAL PAINS: Workforce reduction will mean 1) increased individual goals; 2) longer time to generate pipe; 3) delays in other projects; 4) lower pipeline numbers achieved; 5) missed targets and bonuses.

For this scenario, there are at least 5 Personal Pains as a result of the Business Problem.

FOCUSING ON PERSONSAS FOR PERSONAL PAINS

BUSINESS PROBLEMS and **PERSONAL PAINS** vary across different personas and their seniority in an organization. There is usually a Perception vs Reality battle as priorities differ.

It's critical that you understand the various personas in an organization, more specifically what they care about and what they are trying to achieve.

Many experts say that the most successful predictor of any closed/won deal is the ability to get to the right person. The MEDDICC framework specifically preaches the importance of the Champion. The best product in the world won't matter if it doesn't solve the right problem for the right person. Let's take our Personal Pain Example, add multiple personas, and see the differences.

PERSONAL PAIN EXAMPLE 2:

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

PERSONAL PAIN for a Chief Marketing Officer: Workforce reduction means we will struggle for time and resources to hit ACME's 10% annual growth target.

PERSONAL PAIN for a VP Demand Gen: Workforce reduction means our demand gen team will struggle to hit pipeline numbers as they face increased quotas.

PERSONAL PAIN for a Lead Gen Manager: Workforce reduction means my quota of MQLs increased by 40%, making it near impossible to hit personal targets.

Why are all 3 different? CMOs are mostly goaled on overall pipeline and company revenue; Demand Gen on pipeline; Lead Gen Managers on leads generated/converted. While all of those metrics are important to ACME, they aren't measured or perceived equally among the 3 personas.

(PRACTICE EXERCISE 1) Take your target account. What is an overall Business Problem? 2) Now pick two target personas from that account. What Personal Pains might each experience because of that Problem?



PROBLEM IDENTIFICATION

Most times it will be necessary to attract and retain the attention of multiple personas, especially senior decision makers who will give their approval and budget to our solution. All of that requires understanding differences in personas. But there is one common thread that links them all. Let's look at how ID'ing the overall problem can help you navigate an organization, and secure priority and budget over competing solutions.

The key to positioning yourself as a priority solution, the “must-have,” is to always think bigger. Bigger problems mean bigger pains, which means they take more priority, time and money to solve. They also attract the attention and sponsorship of decision makers who will ultimately sign off on a solution, pushing you through to close while others will fail.

Watch “Moneyball – What is the problem?” Scene from Moneyball – What is the problem?

https://www.youtube.com/watch?v=pWgyy_rlmag.



Solving bigger problems is more complex. More time, more resources, more risk. But the payoff is bigger and ultimately ensures we drive long-term value and customer success. It makes us a trusted partner to our customers, elevating us past the “just another vendor” label.

“Mountain Peak”

As you saw in the last section, there’s numerous problems causing numerous pains. There’s a trickle down here, one you can visualize as “Mountain Peak.” It’s what executives are constantly talking about and their priority is to scale the mountain and conquer it.

Identifying the Mountain Peak opens up the C-suite and allows you to take priority, money and time where other competing sales professionals will fail. Since it’s an origin for many other problems, it’s critical to fix.

Not everyone you speak to at a company will understand the Mountain Peak, or lend support to solving it. Help doubters first by solving their personal pains. Use earned trust and positive outcomes to advance higher in the organization and get closer to discussing Mountain Peak problem.

Remember, problems generate pains. Those pains require solutions. Solutions need time and money to implement.

(PRACTICE EXERCISE 1 – What is the Mountain Peak problem in your industry? One you identify it, what are the ways you solve it?)

(PRACTICE EXERCISE 2 – Throw away the question “What keeps you up at night?” Having completed the previous exercise, what question would you ask instead?)



PERSONA MAPPING

We've got our Mountain Peak. It's a big problem with executive attention that causes a lot of pain. Let's break that down across your target personas to learn which Triggers will Attract Attention:

Step 1: Create a list of all your potential buyers by persona/title.

Step 2: Map all Business Problems caused by the Mountain Peak to their appropriate persona/title.

Step 3: Map all Personal Pains as a result of those problems to their appropriate persona/title.

(PRACTICE EXERCISE 3 – See the PERSONA MAPPING MATRIX on Page 35. Using those 3 steps, refer to the matrix you just created. 1) Which business problems are critical to your customers to solve? 2) Which personal pains are the biggest headaches for individual contributors? When you've answered that, 3) rank how well your solution solves them. Eliminate the weakest problems and solutions in preparation for the next section.)

Last, traditional sales discovery has taught salespeople to ask customers what their problems are. In reality, companies expect us to tell them what the problems are, especially the problems they do not see or understand.

See a great example of this from the film *The Big Short* (and get educated on the 2009 housing crash.)

The Big Short (2015) – Jared Vennett's Pitch to Front Point Partners (Jenga Blocks Scene) [HD 1080p]

<https://www.youtube.com/watch?v=xbiDrzTd8fE>



If you're pitching that room, which do you think is more impactful?

"What problems are you having investing in the housing market?" or "The housing market is about to crash, no one is the wiser, and you can make a ton of money tomorrow or lose it all."

Bringing problems to customers displays intelligence, builds credibility, and is one of the few true ways to actually CREATE urgency, not just leverage it. That will advance you to trusted partner status and help facilitate more conversations aligned with executive priorities.

(PRACTICE EXERCISE 4 – What business problems in your customer industries are going unnoticed or ignored? Make a list and see which of them you can bring to the table.)



VALUE + DIFFERENTIATORS

We often communicate solutions to customers through a value proposition. VALUE PROPS offer solutions by being product/service oriented as a “this is what we do” statement.

You cannot offer a solution until you highlight a problem – there’s no context. Solutions **MUST** be tied to the problem.

The television series *Mad Men* has some fantastic marketing and sales lessons, and Don Draper’s pitch to Dow Chemical among very best. Watch the below scene:

Mad Men – “But what is happiness?”

<https://www.youtube.com/watch?v=iTJrNHdzmOk>



Don could pitch a standard value prop: “We have award-winning creative for companies like Mohawk Airlines and Kodak,” but he knows that won’t address the business problem.

Dow’s business problem isn’t bad creative or gap in capabilities. Dow’s business problem is that they want to grow beyond 50% market share, they aren’t satisfied until they do, and their current agency isn’t doing enough to get them there.

So what does Don pitch? A custom value prop: “I won’t settle for 50%, I want 100%, same as you, and I won’t stop until you get it.”

Most cold outreach customers pushes static a marketing department-created value prop. They aren't attached contextually to identified problems, nor personalized for the persona. That makes them easy to ignore.

How do we tie solutions to problems to garner interest? We customize our value props to specific personas, their problems, and pains.

Before we dive into the example, let's establish our fictional company for this and future examples. CHAOS is a marketing consulting agency with the standard value prop of "Our marketing consulting provides bespoke strategies to create healthy pipeline."

VALUE PROP EXAMPLE:

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

PERSONAL PAIN for a Chief Marketing Officer: Workforce reduction means we will struggle for time and resources to hit ACME's 10% annual growth target.

VALUE PROP #1: Our marketing consulting helps small teams reallocate their resources for better performance to achieve annual growth targets.

PERSONAL PAIN for a VP Demand Gen: Workforce reduction means our demand gen team will struggle to hit pipeline numbers as they face increased quotas.

VALUE PROP #2: Our marketing consulting strategies will more effectively target prospects and convert them to pipeline at higher numbers.

PERSONAL PAIN for a Lead Gen Manager: Workforce reduction means my quota of MQLs increased by 40%, making it near impossible to hit personal target.

VALUE PROP #3: Our marketing consulting enables lead gen to increase their conversion rates to hit volume and quality goals

3 personas, 3 different Personal Pains. The language of our standard value prop has been altered to focus on the specific business problems, personal pains, and outcomes that each persona desires. Make it make sense for your prospect, so they can easily connect the dots.

(PRACTICE EXERCISE 1 – Take your company's value prop. Take the two personas from the last section's exercises, and rewrite the VP specifically for each of them to attach to their problem and relevance.)

(PRACTICE EXERCISE 2 – Go back to the Persona Mapping exercise in Problem Identification. Take your company’s value prop, and rewrite at least one example for all of the personas you sell to with appropriate customization.)

DIFFERENTIATORS

DIFFERENTIATORS make your company/solution different than other solutions in the marketplace. They should be unique to your organization, but not necessarily proprietary.

Differentiators will compliment value props with added color, and draw distinctions between competing solutions. Importantly, they should be validated by evidence, data and resources (more in OUTCOMES.)

Poor differentiators include “We have the best customer service...” or “we have the only product that allows you to ____.” These differentiators cannot be quantified, validated and are otherwise unbelievable.

Let’s watch a brief video to identify multiple differentiators. Check out this scene from Top Gun Maverick:

Top gun graduates meets maverick Top Gun: maverick

<https://www.youtube.com/watch?v=HHoNKLHnhnY>



2 examples of differentiators mentioned here:

1) The pilots > technology. With enemies now possessing the same technology capabilities, “success now more than ever comes down to the man or woman in the box.” The pilot is the differentiator because the technology is on a level playing field.

2) Pilots > Pilots. “But what the enemy doesn’t know is your limits.” Pilots will distinguish themselves from each other based on skills and experience. Better skilled pilots are differentiated from lesser skilled ones.

Too close for missiles. Let’s switch to business.

Again, for our example CHAOS marketing consulting agency, we are going to pretend that our core differentiators include the identification of underutilized targets, a proprietary 1st-party data/advertising network, and access to exclusive professional networks:

DIFFERENTIATORS EXAMPLE:

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

PERSONAL PAIN for a Chief Marketing Officer: Workforce reduction means we will struggle for time and resources to hit ACME’s 10% annual growth target.

VALUE PROP #1: Our marketing consulting helps small teams reallocate their resources for better performance to achieve annual growth targets.

DIFFERENTIATOR #1: Our specialists will help you identify and strategize campaigns to underutilized target accounts to ensure that you remain on track for forecasted goals.

PERSONAL PAIN for a VP Demand Gen: Workforce reduction means our demand gen team will struggle to hit pipeline numbers as they face increased quotas.

VALUE PROP #2: Our marketing consulting strategies will more effectively target prospects and convert them to pipeline at higher numbers.

DIFFERENTIATOR #2: Our 1st-party ad network will help you optimize spend and placement of ads, targeting in-market prospects and converting them to pipeline more quickly.

PERSONAL PAIN: Workforce reduction means my quota of MQLs increased by 40%, making it near impossible to hit personal target.

VALUE PROP #3: Our marketing consulting enables lead gen to increase their conversion rates to hit volume and quality goals.

DIFFERENTIATOR #3: Our network of trusted vendors will help you spread content across high-quality professional networks, creating more volume and higher conversion compared to previous efforts.

See how our differentiators compliment the value props by illustrating unique value provided in the context of the persona’s specific problem and pain?

Remember, differentiation is not just drawing distinctions from competing companies, but also other solutions (both internal and external) that require the same time, resources, interest and budget that our target personas may review. And as always, there's the dreaded "status quo" or inaction.

VALUE PROPS + DIFFERENTIATORS

Creating HAVOC starts with good habits. So let's put the two of these together in a way that saves space and retains the power of a compelling message. Pair the value props + differentiators together to create a single, customized statement:

VP + DIFFERENTIATORS EXAMPLE:

VALUE PROP #1: Our marketing consulting helps small teams reallocate their resources for better performance to achieve annual growth targets.

DIFFERENTIATOR #1: Our specialists will help you identify and strategize campaigns to underutilized target accounts to ensure that you remain on track for forecasted goals.

VALUE PROP + DIFFERENTIATOR: : Our marketing consulting identifies underutilized target accounts, reallocating resources to get better pipeline performance.

VALUE PROP #2: Our marketing consulting strategies will more effectively target prospects and convert them to pipeline at higher numbers.

DIFFERENTIATOR #2: Our 1st-party data network will help you optimize spend and placement of ads, targeting in-market prospects and converting them to pipeline more quickly.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting uses 1st-party data to create strategies optimizing ad placement and spend to target and convert more pipe, more quickly.

VALUE PROP #3: Our marketing consulting enables lead gen to increase their conversion rates to hit volume and quality goals.

DIFFERENTIATOR #3: Our network of trusted vendors will help you spread content across high-quality professional networks, creating more volume and higher conversion compared to previous efforts.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting utilizes trusted high-conversion networks of potential leads, leading to higher response and conversion rates.

(PRACTICE EXERCISE 1 – Make a list of all major competitors to your solution, including internal and external solutions. 1) Rank them based on overall strength. 2) List where you differentiate.

(PRACTICE EXERCISE 2 – Take your work from the past sections, and craft custom differentiators for each of the two value props you built for your target personas.)

(PRACTICE EXERCISE 3 – Pull up your company's value prop and the Persona Mapping exercise from Problem Identification. Write a Value Prop + Differentiator for each of the target personas that is customized.)

OUTCOMES

OUTCOMES are positive progress that can be achieved by using the solution to solve problem/pains. Let's bucket them into two categories:

- 1) Non-numerical: Emotional statements, adding capabilities or services, pain relief w/o specific metrics.
- 2) Metrics: ROI, COI, cost savings, labor hours – anything that can be quantified.

(There is definite similarity here to the MEDDIC framework and how they use M1s and M2s. If you're interested in learning, Andy Whyte has a fantastic book and online course w/ full certifications.)

When we incorporate OUTCOMES, we should tie them to PERSONAL PAINS first, then scale upwards to BUSINESS PROBLEMS.

Why? We build trust with the prospect we are speaking to by showcasing solutions and positive progress to solve their personal pains. In turn, that allows us to work together to move upstream to tackle larger problems with more personas.

Think of building a house – we start ground floor and work our way up. People's self-interest dictates they will care more about what's afflicting them rather than thinking aspirationally about a business problem that personally affects them less.

1) NON-NUMERICAL OUTCOMES

The marketplace increasingly sees OUTCOMES expressed in sales messaging as non-numerical, non-quantifiable means.

The ability to create positive emotions, fix problems in the business, add new capabilities/services – all of these are successful outcomes that may not require metrics to validate them. That's not to say they cannot be measured in the future, but have you ever sprained your ankle and put ice on it?

When you wake up the next day and felt better, you knew the feeling of relief, but could you quantify a specific % of improvement? In the moment, shopping for ice packs, would you have wanted a story about "achieving 67% better ankle functionality in 24 hours" or "free from pain relief all day?"

PROSPECTS BUY ON PROBLEMS AND PAINS! If you focus on pains and problems, you will win against competitors selling on solutions and metrics nearly every time. While metrics-based stories are important, there's a believability and humanity in sharing stories that generate positive outcomes not tied to business spreadsheets.

NON-NUMERICAL OUTCOMES EXAMPLE:

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

PERSONAL PAIN for a Chief Marketing Officer: Workforce reduction means we will struggle for time and resources to hit ACME's 10% annual growth target.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting identifies underutilized target accounts, reallocating resources to get better pipeline performance.

NON-NUMERICAL OUTCOME 1: As a result, CUSTOMER COMPANY exceeded their annual target utilizing us to overcome headcount reductions and bolster their marketing execution.

PERSONAL PAIN for a VP Demand Gen: Workforce reduction means our demand gen team will struggle to hit pipeline numbers as they face increased quotas.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting uses 1st-party data to create strategies optimizing ad placement and spend to target and convert more pipe, more quickly.

NON-NUMERICAL OUTCOME 2: As a result, CUSTOMER COMPANY leveraged our superior data to exceed demand gen targets while enriching their automation system data.

PERSONAL PAIN for a Lead Gen Manager: Workforce reduction means my quota of MQLs increased by 40%, making it near impossible to hit personal target.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting utilizes trusted high-conversion networks of potential leads, leading to higher response and conversion rates.

NON-NUMERICAL OUTCOME 3: As a result, CUSTOMER COMPANY, crushed their annual lead volume with all managers surpassing personal targets.

The OUTCOMES have been altered to focus on emotional and operational benefits without mentioning a single metric, yet remain customized to each persona.

2) Metrics-based Outcomes generally use a customer story / case study of work done with a particular customer, industry, segment, or market – a tangible “Before & After” to primarily show growth and value in your solution.

METRICS OUTCOMES EXAMPLE:

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting identifies underutilized target accounts, reallocating resources to get better pipeline performance.

METRICS OUTCOME 1: As a result, CUSTOMER COMPANY exceeded their annual target by 15% working with us to alleviate the same challenges.

PERSONAL PAIN for a VP Demand Gen: Workforce reduction means our demand gen team will struggle to hit pipeline numbers as they face increased quotas.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting uses 1st-party data to create strategies optimizing ad placement and spend to target and convert more pipe, more quickly.

METRICS OUTCOME 2: As a result, CUSTOMER COMPANY hit their demand gen goals 30 days before EOY despite similar workforce reduction.

PERSONAL PAIN for a Lead Gen Manager: Workforce reduction means my quota of MQLs increased by 40%, making it near impossible to hit personal target.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting utilizes trusted high-conversion networks of potential leads, leading to higher response and conversion rates.

METRICS OUTCOME 3: As a result, CUSTOMER COMPANY saw record high reply and conversion rates 2x their norm utilizing our expertise.

Each outcome specifically calls back to the persona, problem and pain. Random numbers and stories thrown at personas lack context and relevancy, and won't move the needle.



Now watch this 2nd scene from Top Gun Maverick and try to pick out METRICS OUTCOMES and NON-NUMERICAL OUTCOMES from the clip:

Top Gun: Maverick (2022) – Maverick's Test Run Scene | Movieclips

<https://www.youtube.com/watch?v=IXbnzEHZDPg>

Did you catch them?

Non-numerical Outcome: By personally executing the test mission he has asked of his students, Maverick converts their (and his superiors') doubt into confidence, and shows that the impossible is indeed real.

Metrics Outcome: By completing the test mission under the time allotted, Maverick also shows that the mission criteria is achievable (and in classic sales fashion, gets a better result than advertised.)

WHICH ONE TO CHOOSE?

Metrics and ROI in messaging have become increasingly unbelievable as companies make bold claims about their results, and highlight only their most successful customer studies.

And corporate IT is increasingly adding ROI figures to corporate spam filters in an effort to block unwanted sales emails.

It's critical to showcase solving problems and provide pain relief early in the sales process, whereas ROI/COI cases generally are developed nearer the final decision – but don't wait until too late.

Therefore, **NON-NUMERICAL OUTCOMES** that embrace problem solving seem to be performing more strongly compared to their **METRIC OUTCOMES** counterparts.

If you do use numerical ROI, make it believable. Use it to validate interest, and don't be dishonest. Like Maverick, it's always better to understate and overdeliver.

(PRACTICE EXERCISE – Building on the last few exercises, create 1 Metrics and 1 Non-numerical **OUTCOMES** statement each for your two target personas.)



CALL-TO-ACTION

What are you asking of the person you're messaging? That's the CTA.

CTAs can be anything determining the next step: requests for meetings or replies; to share information; FYIs.

It's important to be clear and concise in your ask, and that starts in knowing what you want to achieve from your CTA. What is your final goal in contacting this person? If you're struggling to understand that, stop what you are doing and craft your from the CTA and work backwards on the rest.

Don't ask questions you don't want answers to. It's a waste of time, space and energy.

There are different CTAs for different scenarios. Let's analyze using a theoretical goal of booking a 10am phone meeting with a target persona:

QUESTION: Are you free 10am for a call?

STATEMENT OF INTENT: I'll call you tomorrow 10am to share more info.

STATEMENT OF COMMAND: Call me tomorrow 10am to discuss.

Permission-based CTAs are beloved in today's sales world. They convey empathy and confidence w/o the boring and ineffective blind ask for someone's time.

PERMISSION-BASED EXAMPLES:

May I share more information?

Can we connect on LinkedIn to share data?

May I send a customer study explaining OUTCOMES further?

Reply if you'd like to know more.

Will provide more info when you reply.

No matter which CTA you choose, the priority is ALWAYS to qualify first for INTEREST, not TIME! Get a positive response before pushing for any meeting.

QUESTION CTA:

May I send a customer study explaining OUTCOMES further?

PROSPECT: Yes, I'd like to read that.

SCHEDULE TIME:

Great! I'll send that now. I'm also sending a calendar invite for Tuesday 10am to walkthrough that with you. If that doesn't work, use my calendar link to schedule a different time.

STATEMENT OF COMMAND CTA:

Send me a reply if you want to learn more.

PROSPECT: I'm interested. How does it work?

SCHEDULE TIME:

Best to discuss via phone. I'm sending a calendar invite for Tuesday 10am, does that work?

Don't wait to reply to people who show positive interest! Best practice is to call to schedule, then email if no connect. Capitalize on your good outreach!

CREATE HAVOC

We've gone through a lot! So let's pivot back to our ACME example, and write a complete email using the framework we have discussed and the best practices from the guide's beginning. First, a recap: Our target will be the CMO:

COMPELLING EVENT: ACME Corp is laying off 25% of its workforce in marketing.

BUSINESS PROBLEM: Because of workforce reductions, ACME Corp will lack time/headcount to generate pipeline and sales compared to pre-reduction numbers.

PERSONAL PAIN for a Chief Marketing Officer: Workforce reduction means we will struggle for time and resources to hit ACME's 10% annual growth target.

VALUE PROP + DIFFERENTIATOR: Our marketing consulting identifies underutilized target accounts, reallocating resources to get better pipeline performance.

NON-NUMERICAL OUTCOME 1: As a result, CUSTOMER COMPANY exceeded their annual target utilizing us to overcome headcount reductions and bolster their marketing execution.

ACME CMO HAVOC EMAIL EXAMPLE:

CMO, saw on LinkedIn you're downsizing 25%. Hitting your annual rev target just got a lot harder, right?

Our marketing consulting finds underutilized target accounts and reallocates limited resources to drive more pipeline.

Your peer at CUSTOMER COMPANY used us in desperate times, exceeding annual targets and enhancing productivity. Reply if you'd like to learn more.

(PRACTICE EXERCISE 1 – Study the above email. Identify the framework parts of this email according to the framework on page 1, and label them as such. What are they? What do they do well?)

(PRACTICE EXERCISE 2 – Craft your own emails to each of the two personas you've been using for this guide, using your own choice of framework elements and the guide's best practices.)

FAQs

“HAVOC sounds simple, but what if I can’t find that info? I don’t see Triggers at my prospect..”

Consider 2 options:

1) Utilize the PERSONA MAPPING MATRIX from PROBLEM IDENTIFICATION to craft messaging using the commonly recognized problems for your target personas.

2) There’s plenty of accounts in the sea. Is it worth messaging this account/persona at all? Focus on the lowest hanging fruit, the ones you can help, the ones showing they need help now. John Barrows says “align with executive priorities and sell to that 20%.”

“I can’t personalize every email, it takes too much time.”

Here’s a secret: We ALL use form templates. We have built areas into the templates that we personalize, and keep a library of templates to select for particular personas/situations.

There’s some templates later in the guide. Invest some time into creating more for your individual needs.

“Our leaders insist it’s a contact sport, and volume is the priority. More emails, more pipeline.”

Most data supports prioritizing personalization and relevance over volume-based, form templates with endless touches. Standard reply rates already hover from 1-3%. Email technology is increasingly sophisticated to block low-effort, volume-heavy approaches, casting doubt even on high open rates. Recipients themselves say they are immediately deleting content not relevant or personalized to them.

This industry is changing, and so should our approach. We have to be better. I can’t speak for your individual leaders, but encourage you to ask them how much daily volume they receive. How much of it is relevant to them? How much do they read? How many do they respond to?

HABITS+

Now that we went through HAVOC, continue creating good habits by following these tips:

- Ensure messages are between 3-5 sentences/fragments MAX. 60%+ reads are now on mobile.
- Avoid hyperlinks & photos to prevent corporate spam filter blocks. This includes your email signature.
- Confirm their receipt via reply, or minimum 3 opens, before adding links, files or photos.
- Don't ask more than 1 question (includes CTA.) Don't confuse them as to what ? needs an answer.
- Leave recipient email address blank until ready to send.
- ROI outcomes generate less interest. Solving business problems does.
- 'Greetings' and 'regards' phrases are a waste of digital real estate.
- So's 'hope you are well,' or 'Happy Friday.' Get to the point.
- Shorter, personalized, & relevant sequences perform better than endless, robotic touches.
- Relevance > Personalization. If you can't truly personalize, don't fake it.
- Have empathy, be human. How do you feel when getting unsolicited emails?



EMAIL TEMPLATES

Here are some basic templates to help you get started using HAVOC elements.

#1 – Difficult Life

Subject line

TRIGGER.

VALUE PROP + DIFFERENTIATOR.

If BUSINESS PROBLEM / PERSONAL PAIN is making life difficult, worth a chat?

#2 – TRIGGER and common PROBLEM/PAINS

Subject line

Saw TRIGGER.

I often hear from PERSONAS that BUSINESS PROBLEM / PERSONAL PAIN.

VALUE PROP & DIFFERENTIATOR.

Worth exploring further?

#3 – OUTCOMES to share

Subject line

TRIGGER. We recently studied (INSERT CASE STUDY) this with some unusual results!

May I share with you? Happy to send.

#4 – Building Rapport

Subject line: Congratulations

In keeping myself updated on your business, I noticed COMPELLING EVENT.

Hope this means amazing things for you professionally and personally!

Be well!

#5 – Sell More

Subject Line

Saw your comments on TRIGGER.

We VALUE PROP so you can sell more.

OUTCOME.

Do you think this could help?

#6 – Two Problem Confirmation

Subject Line

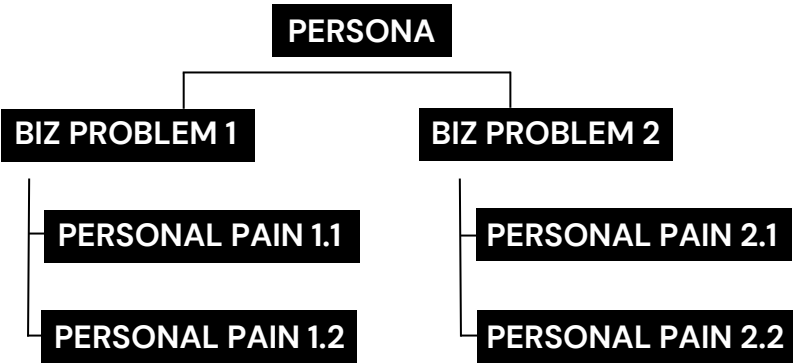
TRIGGER

PERSONAS tell us BUSINESS PROBLEM 1 / BUSINESS PROBLEM 2 cause PERSONAL PAIN.

Before I offer any help, either of these a challenge right now?

PERSONA MAPPING MATRIX

Example Matrix to use for **PRACTICE EXERCISE #3** in **PROBLEM IDENTIFICATION**. To start, focus on 2 Biz Problems for your target personas, and 2 Personal Pains as a result of reach.



THANKS

On the first page, I mentioned the reasons behind creating the HAVOC framework. Thank you to the following experts for their exceptional contributions to the sales community. Follow them and learn from them – they will make you better!

John Barrows, Founder @ JB Sales/SellBetter.xyz

www.sellbetter.xyz

Nick Cegelski, Founder @ 30 Minutes to President's Club

www.30mpc.com

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ABOUT THE AUTHOR

Brian Wolff is a sales & customer success leader with 15 years of B2B sales and marketing experience. As a President's Club winner, he has both some fantastic success stories and coachable fall-on-his-face moments.

Creating HAVOC and The HAVOC Framework is the endgame from having seen much of sales messaging's best and worst practices throughout his career, a desire to constantly improve, and to help coach peers."

You can find additional content and tips on his [LinkedIn profile](#).

"Massive thanks to all who have had positive impacts on my career journey. Your help and support is never forgotten. I'm forever grateful.

Try new things. You will fail. And then you will get back up, and learn more from failing than from any past success."

