

# Sales Playbook

**Personal Selling Strategy + Moxxie Ventures Product Application**

Created by Madison Peterson

This playbook applies core sales concepts to two parallel scenarios: selling myself in the interview process and selling my mentor's product, Moxxie Ventures. It highlights how prospecting, discovery, value creation, and closing translate across both personal and professional selling contexts.

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# Products/Markets/Prospects

|  | Elevator pitch  | Ideal Prospect Profile  | Target market  | Power  |
|--|---|---|--|--|
| <p>Category Definition / Explanation</p>   | <p>An <b>Elevator Pitch</b> is a product description that can be delivered verbally in a very short time. Defined as a headline and 3 or 4 details that further explain the headline.</p>   | <p>An <b>Ideal Prospect Profile</b> defines the exact type of customer who benefits the most from your solution, including industry, company size, roles, challenges, and buying triggers. It helps you prioritize high-fit prospects and avoid wasting time.</p>   | <p>A <b>Target Market</b> is the broader customer segment your product is designed to serve, defined by shared needs, demographics, or firmographics. It guides both marketing strategy and sales outreach.</p>  | <p><b>Power</b> refers to individuals who can authorize budget, make decisions, or influence the buying process. Understanding power helps you tailor your message to the true decision-makers.</p>  |
| <p>Madison Peterson</p>  | <p>I'm a 3rd-year marketing student at the Leeds School of Business who combines creativity with data to help brands communicate their value; with experience in real marketing campaigns, content creation for a 36k+ audience for an outdoor channel, and strong customer-facing roles, I know how to understand people and turn insights into compelling strategy.</p>                                 | <ol style="list-style-type: none"> <li>1. Small businesses or organizations wanting help with social media, branding, or content strategy.</li> <li>2. Teams that value creativity + analytics, marketing departments, agencies, sports organizations, or outdoor brands.</li> <li>3. Leaders who want someone proactive and dependable, strong with communication, customer interaction, and project execution.</li> </ol> | <ol style="list-style-type: none"> <li>1. <b>Local small businesses</b> (salons, restaurants, studios, outdoor brands, sports facilities).</li> <li>2. <b>Sports and recreation</b> organizations (had experience with many projects relating to sports).</li> <li>3. <b>Creative and digital content</b> sectors (social media teams, marketing departments, content production groups).</li> </ol> | <ul style="list-style-type: none"> <li>- <b>Hiring Manager / Recruiter:</b> screens candidates and decides who moves forward.</li> <li>- <b>Marketing Director or Team Lead:</b> final decision maker for marketing roles.</li> <li>- Small Business Owner: the buyer when offering freelance or part-time marketing support.</li> <li>- <b>Creative Director / Social Media Manager:</b> influences decisions when the role involves content creation.</li> </ul> |
| <p>Moxxie Ventures</p>   | <p>The Moxxie GTM Accelerator Program helps early-stage founders rapidly build a strong go-to-market foundation. Over a 3-month sponsored engagement, founders refine their ideal customer profile, sharpen messaging, establish a sales framework, and create a 12-month growth roadmap. Those looking for deeper support can continue in a paid, hands-on GTM partnership for execution and growth.</p> | <ol style="list-style-type: none"> <li>1. Early-stage startup founders seeking structured guidance to launch or optimize their GTM strategy.</li> <li>2. Founders with a product-market fit but needing clarity on messaging, sales process, or lead generation.</li> <li>3. Leaders motivated to invest time and/or equity for accelerated growth and long-term GTM success.</li> </ol>                                    | <ol style="list-style-type: none"> <li>1. <b>Venture-backed startups</b> in Moxxie's portfolio.</li> <li>2. <b>Tech startups</b> with B2B or SaaS offerings.</li> <li>3. <b>Pre-Series A</b> startups looking to establish scalable GTM practices.</li> </ol>  | <ul style="list-style-type: none"> <li>- <b>Founder / CEO:</b> Primary decision-maker, sponsor of engagement.</li> <li>- <b>Head of Sales / Marketing:</b> May influence GTM strategy requirements.</li> <li>- <b>Investors / Board Members:</b> Provide guidance and may validate program value.</li> </ul>   |

# Prospecting/Lead Generation

|  | Prospecting/ LG Objectives   | Prospecting/LG Sources   | Prospecting/LG Activities  | Prospecting/ LG Plan of Action  |
|--|--|--|--|---|
| <p>Category Definition / Explanation</p>   | <p><b>Prospecting objectives</b> or goals are based on the number of sales needed to meet quota or other objectives. Typically calculated as the number of sales divided by the conversion or hit rate.</p>  | <p><b>Prospecting sources</b> are the channels you use to find potential leads, including LinkedIn, referrals, inbound content, networking events, CRM databases, cold outreach lists, and industry news.</p>  | <p><b>Prospecting activities</b> are the actions taken to reach prospects to generate leads, such as researching accounts, sending personalized messages, cold calling, emailing, following trigger events, and nurturing early interest.</p>  | <p>A <b>prospecting plan</b> of action outlines who you will contact, your messaging strategy, your outreach cadence, and the tools you'll use. It ensures consistent activity and helps measure what's working.</p>  |
| <p>Madison Peterson</p>  | <ul style="list-style-type: none"> <li>- <b>Assumed Sales Goal:</b> 10 meaningful connections or "sales" (could be mentorships, project opportunities, or internships for this personal sales playbook).</li> <li>- <b>Assumed Hit Rate:</b> 25% (1 in 4 connections leads to a meaningful result).</li> <li>- <b>Resulting Number of Prospects Needed:</b> 40 prospects must be contacted to reach the goal.</li> </ul> | <ol style="list-style-type: none"> <li>1. <b>LinkedIn:</b> Connect with professionals in marketing, sports tech, or outdoor/recreational industries.</li> <li>2. <b>University Network:</b> Professors, alumni, and classmates in Leeds School of Business.</li> <li>3. <b>Networking Events / Conferences:</b> Marketing workshops, student competitions, or local business meetups.</li> </ol> | <ol style="list-style-type: none"> <li>1. <b>Research accounts and contacts:</b> Look up companies, industry leaders, and alumni on LinkedIn.</li> <li>2. <b>Send personalized messages or emails:</b> Highlight shared interests (marketing, outdoor sports, content creation).</li> <li>3. <b>Engage through content or mutual interests:</b> Comment on posts, share insights, or respond to relevant industry news.</li> </ol> | <ul style="list-style-type: none"> <li>- <b>Who to Contact:</b> Marketing professionals, alumni, and local business owners.</li> <li>- <b>Messaging Strategy:</b> Short, personalized intro highlighting shared interests and purpose.</li> <li>- <b>Outreach Cadence:</b> Send messages weekly, follow up the next week, engage on LinkedIn posts 2–3 times per week.</li> <li>- <b>Regular Activities:</b> Follow-ups, content engagement, and tracking progress weekly.</li> </ul> |
| <p>Moxxie Ventures</p>  | <ul style="list-style-type: none"> <li>- <b>Sales Goal:</b> Enroll 12 new founders into the Moxxie GTM Accelerator per quarter.</li> <li>- <b>Assumed Hit Rate:</b> 25% of qualified prospects convert to program participation.</li> <li>- <b>Resulting Prospect Requirement:</b> 48 qualified prospects need to be contacted per quarter.</li> </ul>   | <ol style="list-style-type: none"> <li>1. Current <b>Moxxie portfolio founders</b>.</li> <li>2. Startup <b>incubators</b> and <b>accelerators</b> (e.g., <b>Techstars, Y Combinator</b>).</li> <li>3. Founder-focused <b>online communities</b> and <b>networks</b> (LinkedIn, Slack groups, newsletters).</li> </ol>  | <ol style="list-style-type: none"> <li>1. <b>Targeted outreach</b> via email and LinkedIn to identified founders.</li> <li>2. <b>Hosting informational webinars</b> and office hours about GTM best practices.</li> <li>3. <b>Leveraging referrals</b> from existing Moxxie founders or portfolio advisors.</li> </ol>   | <ol style="list-style-type: none"> <li>1. <b>Weekly:</b> Conduct targeted outreach to 10–15 new founders per week.</li> <li>2. <b>Biweekly:</b> Host webinars or virtual sessions to educate potential founders and generate leads.</li> <li>3. <b>Monthly:</b> Review referral opportunities and follow up with introductions from existing portfolio founders.</li> </ol>   |

# Preparation for Discovery

## Category Definition / Explanation

**ValuePrompter:** A framework to identify and communicate the specific value you can provide to a prospect, both personally (skills, insights, problem-solving) and professionally (projects, results, solutions). Helps you clearly articulate “what’s in it for them.”

O-P-C Questions:

**Open Questions:** Encourage the prospect to share broader insights about needs, challenges, or priorities.

**Probing Questions:** Dig deeper into pain points, motivations, and current processes.

**Clarifying Questions:** Ensure you understand the details accurately and avoid assumptions.

**How to Use These in Preparation:** Before a discovery call or meeting, research the prospect thoroughly to tailor your ValuePrompter and craft O-P-C questions. This ensures the conversation is relevant, builds credibility, uncovers needs, and sets up opportunities for meaningful solutions. Preparation shows professionalism and increases the likelihood of a productive meeting.

## Madison Peterson



**Open Question:** “Can you describe the main responsibilities and goals for this marketing role?”

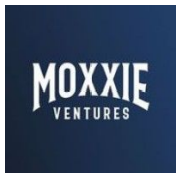
**Close Question:** “Is this role expected to lead or support current campaigns directly?”

**Confirming Question:** “So, the key priority for this position is driving engagement and improving campaign performance, correct?”

Discovery Prep Activities

1. **Research the Company & Team:** Review the company website, social media, and recent marketing campaigns to understand priorities and initiatives.
2. **Analyze Competitors & Industry Trends:** Look at competitors’ campaigns and current marketing trends to prepare insights relevant to the role.
3. **Prepare Your Relevant Examples:** Highlight class projects like Helmet Force Tracker and personal like YouTube content creation that demonstrate skills and results applicable to the position.

## Moxxie Ventures



**Open Question:** “Can you describe your current GTM strategy and what’s working or not working?”



**Close Question:** “Are you currently looking for structured guidance to refine your sales and messaging processes?”

**Confirming Question:** “So, your main priority is building a repeatable GTM engine to accelerate growth over the next 12 months, correct?”



Discovery Prep Activities

1. **Research the Founder & Startup:** Review the company website, LinkedIn profiles, funding stage, and current GTM activities to understand their goals and pain points.
2. **Review Moxxie Case Studies & Past Engagements:** Study previous portfolio founder experiences to identify relevant successes and lessons that could apply.
3. **Prepare Value-Based Questions & Examples:** Have O-P-C questions ready and have examples of how the Moxxie GTM Accelerator has helped similar startups achieve measurable growth.



# Discovery Questions/ Creating a VisionMatch (PT. 1)

|  | “Business Issue”  | “Problem”   | “Solution”  |
|--|---|---|---|
| <p>Category Definition / Explanation</p>   | <p>A <b>Business Issue</b> is the major challenge or opportunity affecting the buyer. We use O-P-C questions to uncover what’s causing it and why it matters.</p>   | <p><b>Problems</b> are the specific pains behind the business issue. They can be known or unknown to the buyer, so discovery helps reveal the full picture.</p>   | <p>A <b>Solution</b> is how the buyer plans to fix their problems. In discovery, we gauge their current solution vision and expand it so our offering fits their needs better.</p>  |
| <p>Madison Peterson</p>  | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What qualities or skills make someone successful in this role?”</li> <li>- “What does an ideal candidate bring to the marketing team from day one?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Are there particular experiences you value most in this position?”</li> <li>- “Have past hires struggled in any areas that I should be aware of to avoid?”</li> </ul>   | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What challenges would this role be expected to address immediately?”</li> <li>- “Are there current opportunities where this role can make the biggest impact?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Which tasks or responsibilities tend to be the most difficult for new hires?”</li> <li>- “Are there skills or experiences that previous candidates lacked that limited success?”</li> </ul>                            | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What would success look like for this role in the first 3–6 months?”</li> <li>- “Which accomplishments would demonstrate that someone is the right fit for this position?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “How could a new hire contribute unique skills to improve outcomes?”</li> <li>- “Are there particular strategies you’d like someone to bring to the team?”</li> </ul>                   |
| <p>Moxxie Ventures</p>   | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “Can you describe the key GTM challenges your startup is currently facing?”</li> <li>- “What goals are you aiming to achieve over the next 12 months in terms of revenue or growth?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “How do these challenges impact your ability to scale or onboard new customers?”</li> <li>- “Have you experienced gaps in messaging, lead generation, or sales processes that slow growth?”</li> </ul> | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What obstacles are preventing your team from hitting your sales or marketing targets?”</li> <li>- “Where do you see the most friction in your current GTM efforts?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Have you noticed areas where your messaging isn’t resonating with potential customers?”</li> <li>- “Are there hidden bottlenecks in lead conversion or pipeline management you haven’t yet addressed?”</li> </ul> | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What would an ideal GTM support program look like for your team?”</li> <li>- “Which areas messaging, sales process, lead generation. Would benefit most from external guidance?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Would hands-on support from a GTM expert help accelerate adoption and growth?”</li> <li>- “Have you considered structured coaching to refine your ICP, CVP, and PMF?”</li> </ul> |



# Discovery Questions/ Creating a VisionMatch (PT. 2)

|   | “Power”  | “Plan”   | “Value”   |
|---|--|--|---|
| <b>Category Definition / Explanation</b>  | <p>In this context, <b>Power</b> includes anyone who can influence or approve the decision. Plan means understanding how they intend to move forward.</p>  | <p>A <b>Plan</b> includes the buyer’s steps, timeline, stakeholders, and criteria for making a decision.</p>   | <p><b>Value</b> means the measurable outcomes the buyer gets, such as time saved, efficiency gained, or cost reduced.</p>   |
| <b>Madison Peterson</b><br> | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “Who is most involved in evaluating candidates for this position?”</li> <li>- “Who defines the priorities or expectations for the role?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Are there multiple team members whose input influences hiring decisions?”</li> <li>- “Who ultimately decides if a candidate is a good long-term fit for the team?”</li> </ul>                            | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What is the onboarding plan or initial projects for this role?”</li> <li>- “How do you expect the person in this role to prioritize responsibilities early on?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Are there milestones or key deliverables that indicate someone is performing well?”</li> <li>- “How are tasks and expectations communicated to new hires?”</li> </ul>                  | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What impact would make someone stand out as an exceptional hire?”</li> <li>- “Which contributions would make the biggest difference to the team?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “How do you evaluate whether a candidate’s skills and experience align with your needs?”</li> <li>- “What results or behaviors show that someone truly fits the role and team culture?”</li> </ul>                                 |
| <b>Moxxie Ventures</b><br>  | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “Who in your organization is responsible for GTM strategy and decision-making?”</li> <li>- “Who else would influence the adoption of an external GTM program?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Do your investors or board members provide guidance or approvals on GTM initiatives?”</li> <li>- “Are there team leads who would be directly impacted by this program?”</li> </ul> | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “What steps have you already taken to improve your GTM strategy?”</li> <li>- “Do you have a roadmap or plan for scaling sales and marketing over the next 12 months?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “What resources or support would help you execute your plan more effectively?”</li> <li>- “Are there milestones or timelines that are critical for your GTM execution?”</li> </ul> | <p><b>Open Questions:</b></p> <ul style="list-style-type: none"> <li>- “How will you measure the success of improving your GTM strategy?”</li> <li>- “Which metrics matter most when evaluating external support for GTM?”</li> </ul> <p><b>Probe Questions:</b></p> <ul style="list-style-type: none"> <li>- “Would faster lead conversion or improved messaging clarity provide tangible value to your team?”</li> <li>- “Are there specific revenue or growth targets that would justify investing in a GTM accelerator program?”</li> </ul> |

# Presentation of Capability (Differentiated VisionMatch)

|  | “Anxiety Questions”   | Differentiation   | VisionMatch   | Value  |
|--|---|---|---|--|
| <p>Category Definition / Explanation</p>   | <p><b>Anxiety questions</b> are questions that uncover a buyer’s worries or hesitations. I would use them if the buyer seems unsure so I can address concerns early.</p>  | <p><b>Differentiation</b> means showing what makes our solution uniquely valuable. In a Differentiated VisionMatch, this means proving how our approach fits the buyer’s needs better than alternatives.</p>  | <p><b>VisionMatch</b> is presenting our solution in a way that directly aligns with the buyer’s goals and clearly stands apart from competitors.</p>  | <p><b>Value</b> explains the measurable impact of your solution<br/> <b>Personal Value:</b> Helps the the individual (less stress, easier work, better performance)<br/> <b>Business Value:</b> How it benefits the organization (cost reduction, revenue growth, lower risk).<br/> <b>Differentiation</b> is why our value is stronger than alternatives.</p> |
| <p>Madison Peterson</p>  | <ol style="list-style-type: none"> <li>1. “Are there any areas of experience you feel a new hire in this role might need to develop quickly?”</li> <li>2. “Do you have concerns about someone contributing immediately to your marketing initiatives?”</li> </ol>                             | <ol style="list-style-type: none"> <li>1. <b>Hands-on experience</b> designing marketing strategies with measurable results (Helmet Force Tracker, Blue Sport Stable).</li> <li>2. Strong social media and <b>content creation skills</b>, including data-driven analysis to optimize campaigns.</li> <li>3. Ability to <b>manage projects independently</b>, including research, presentation, and <b>cross-functional collaboration</b>.</li> </ol> | <ol style="list-style-type: none"> <li>1. I can <b>design campaigns</b> that drive engagement and conversions, addressing gaps in current initiatives.</li> <li>2. I can <b>increase brand awareness</b> and audience interaction through strategic posts and content.</li> <li>3. I can <b>plan, organize, and execute</b> initiatives efficiently, saving time for the team and ensuring results are delivered on schedule.</li> </ol>                          | <p><b>Personal Value:</b> My skills allow faster ramp-up, reducing onboarding time and mistakes, providing immediate contributions.</p> <p><b>Business Value:</b> Projects I manage could improve engagement metrics by ~15–20%, increase social reach, and enhance campaign effectiveness, offering measurable ROI compared to the “cost” of hiring me.</p>   |
| <p>Moxxie Ventures</p>  | <ol style="list-style-type: none"> <li>1. “How confident are you that your current GTM strategy can scale consistently without structured guidance?”</li> <li>2. “Have you considered the impact on growth if your team continues without refining messaging and sales processes?”</li> </ol> | <ol style="list-style-type: none"> <li>1. <b>Tailored GTM coaching</b> specifically for early-stage, portfolio-backed founders.</li> <li>2. Combination of <b>sponsored 3-month engagement</b> plus optional ongoing <b>hands-on partnership</b>.</li> <li>3. <b>Focused methodology</b> with ICP, CVP, PMF, 5-step sales process, and lead generation <b>framework</b>, not just generic advice.</li> </ol>  | <ol style="list-style-type: none"> <li>1. <b>Structured GTM Foundation:</b> Builds clear ICP, CVP, PMF, and a growth roadmap to reduce wasted effort and speed up revenue.</li> <li>2. <b>Sales Enablement:</b> Improves messaging, funnels, and discovery to save time and boost early conversion.</li> <li>3. <b>Execution Support:</b> Offers fractional GTM help to guide hiring, coaching, and execution, reducing risk and accelerating scaling.</li> </ol> | <p><b>Personal Value:</b> Founders build lasting confidence, clarity, and repeatable GTM skills they can use far beyond the program.</p> <p><b>Business Value:</b> Startups often gain \$500k–\$1M in first-year growth, and GTM coaching reduces failed outreach by 20–30%, making the program’s cost small compared to the revenue and risk reduction.</p>   |

# Objections

|   | Time  | Need   | Product/Service  | Source  | Money  |
|---|---|--|--|---|--|
| <b>Category Definition / Explanation</b>  | <p>The <b>Time</b> objection relates to the buyer's inability or unwillingness to dedicate time to a certain task</p>   | <p>The <b>Need</b> objection relates to the buyer's feeling that the status quo is acceptable, i.e. there isn't a need for the product.</p>  | <p>The <b>Product</b> objection relates to the buyer's dissatisfaction with the ability of the product to meet one or more of the identified needs, wants.</p>   | <p>The <b>Source</b> objection relates to the buyer's dissatisfaction with the company or organization that manufactures or delivers the product.</p>   | <p>The <b>Money</b> objection relates to the buyer's inability or unwillingness to spend the money necessary to buy the product.</p>   |
| <b>Madison Peterson</b><br> | <ol style="list-style-type: none"> <li>1. "Will it take too long for a new hire to get up to speed?"</li> <li>2. "Does the role require more hours or availability than a student can realistically provide?"</li> </ol>                    | <ol style="list-style-type: none"> <li>1. "Do we really need someone in this role right now?"</li> <li>2. "Could current team members handle these responsibilities without hiring a new person?"</li> </ol>   | <ol style="list-style-type: none"> <li>1. "Does this candidate have enough marketing strategy experience to contribute immediately?"</li> <li>2. "Are their social media and content creation skills sufficient for our campaigns?"</li> </ol> | <ol style="list-style-type: none"> <li>1. "Does coming from a student background provide enough practical experience?"</li> <li>2. "How does this candidate compare to others with internships or full-time work experience?"</li> </ol>                          | <ol style="list-style-type: none"> <li>2. "Is the value of hiring this candidate worth the time and effort invested?"</li> <li>3. "Will training or onboarding costs outweigh the benefit of hiring this person?"</li> </ol>                         |
| <b>Moxxie Ventures</b><br> | <ol style="list-style-type: none"> <li>1. "I don't have enough time to dedicate to a 3-month GTM program right now."</li> <li>2. "My team is already stretched thin with current projects; we can't focus on external coaching."</li> </ol> | <ol style="list-style-type: none"> <li>1. "We already have a sales and marketing plan; we don't see the need for additional guidance."</li> <li>2. "Our current GTM efforts are producing some results; this program might not be necessary yet."</li> </ol> | <ol style="list-style-type: none"> <li>1. "I'm not sure this program can address the specific challenges of our niche market."</li> <li>2. "I'm concerned the program won't provide hands-on help with actual sales execution."</li> </ol>     | <ol style="list-style-type: none"> <li>1. "I don't know Moxxie or RevLaunch Partners well enough to trust their guidance."</li> <li>1. "We've had mixed experiences with consultants in the past, so I'm hesitant to engage another external advisor."</li> </ol> | <ol style="list-style-type: none"> <li>1. "The cost of ongoing GTM partnership (\$3–10k/month) seems high for our current budget."</li> <li>2. "Equity or cash investment may not make sense until we see stronger early revenue growth."</li> </ol> |

# Responding to Objections

## Category Definition / Explanation

**Objections** are the concerns or barriers a buyer raises that slow down their decision. A seller should handle them by staying calm, asking clarifying questions, and reconnecting the concern back to the value discovered. The framework I recommend for handling objections is the LAER (Listen, Acknowledge, Explore, Respond) to understand the real issue and address it clearly.

**Listen:** Hear the concern fully.

**Acknowledge:** Show that you understand the objection.

**Explore:** Ask clarifying questions if needed.

**Respond:** Provide examples, evidence, or solutions that address the concern.

## Madison Peterson



**Objection:** “Not practical experience for this role.”

Response Using LAER:

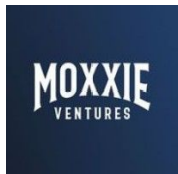
**Listen:** “I understand that you’re looking for candidates who can contribute immediately and have hands-on experience.”

**Acknowledge:** “It’s a valid concern, especially in a fast-paced marketing environment.”

**Explore:** “Would you like me to highlight specific projects where I led marketing strategies and delivered measurable results?”

**Respond:** “I’ve managed my YouTube channel with over 36,000 subscribers, where I plan and execute content strategies, optimize social media promotion, and analyze engagement metrics to grow my audience. This experience has given me hands-on marketing skills, including content creation, campaign planning, analytics, and audience engagement, that directly translate to this role.”

## Moxxie Ventures



**Objection:** “I don’t have enough time to dedicate to a 3-month GTM program right now.”

Response Using LAER:



**Listen:** “I understand that you’re concerned about committing time to a 3-month program while managing your current workload.”

**Acknowledge:** “That’s a valid concern, especially for early-stage founders juggling multiple priorities.”

**Explore:** “Would it help if I explained how the program is structured to minimize disruption and maximize efficiency?”

**Respond:** “The program combines bi-weekly working sessions with asynchronous feedback, allowing you to make meaningful progress without taking large blocks of time from your schedule. Founders often find that this focused guidance saves time overall by clarifying messaging, streamlining lead generation, and accelerating early revenue growth.”

# Summary Statements and Closing Questions

|   |   |
|---|---|
| <p>Definition</p>   | <p><b>Closing statements</b> or <b>Questions</b> are used to summarize that there are reasons to proceed to the next, most appropriate step in the buyer's buying process and to ask for a commitment from the buyer to do so.</p>  |
| <p>Madison Peterson</p>  | <p><b>Summary Statement:</b><br/>“Based on my hands-on experience growing my YouTube channel to 36,000 subscribers, working with brands on sponsorships, my background in developing data-driven marketing strategies in my classes, and my ability to manage projects independently and collaboratively, I believe I can contribute immediately and help your marketing team achieve its goals.”</p> <p><b>Closing Questions:</b></p> <ol style="list-style-type: none"><li>1. “What would be the next steps in the hiring process, and how can I best prepare to move forward?”</li><li>2. “Based on what we’ve discussed today, do you feel my skills and experience align with what you’re looking for in this role?”</li></ol> |
| <p>Moxxie Ventures</p>  | <p><b>Summary Statement:</b><br/>“Based on what we’ve discussed, it’s clear that building a strong, repeatable GTM engine will help your startup accelerate growth, clarify messaging, and optimize your sales process—while minimizing wasted time and resources.”</p> <p><b>Closing Questions:</b></p> <ol style="list-style-type: none"><li>1. “Would you like to move forward with a 3-month Moxxie GTM Accelerator engagement to start building this foundation?”</li><li>2. “Which areas—sales process, messaging, or lead generation—would you like us to prioritize first in our work together?”</li></ol>  |

# Contact

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