Boomerang

A field guide for account executives

Multithread Without Losing Your Champion

Reach every decision maker, with your champion on your side

A practical guide for account executives: how to set up multithreading on the first call, get to the economic buyer on peer terms, ask for the boss without asking for the boss, and add a thread at every meeting.

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For account executives, sales managers and founders running enterprise deals

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Why this guide

Who this is for: Account executives, sales managers and founders running enterprise deals.

Most account executives know their deal is single-threaded long before the forecast call. They know the champion is great, that the economic buyer has never been on a call, and that the deal would stall if the champion went on leave. What stops them is rarely a lack of names. It is fear: that going around the champion will cost the relationship that got them this far.

That fear is reasonable. A champion who feels ambushed stops sharing what is really happening inside the account. But staying with one contact is worse. Gong analysed 1.8 million opportunities and found that the deals that close have twice as many buyer contacts as the ones that do not. LinkedIn's research with Ipsos found that 57% of sellers do not begin multithreading until after the first meeting.

This guide is about doing it the other way round: multithreading with your champion, not around them. It covers the first call, the economic buyer, the boss ask, how to add a thread at every interaction, how to find a warm path to each person, and a ten-day plan for deals already late in the quarter. Every chapter works with a spreadsheet, a calendar and your own network. Where software helps, we say so briefly.

2x

as many buyer contacts in deals that close as in deals that don't.

Gong Labs, 1.8M opportunities closed in 2024

130%

average win-rate lift from multithreading in deals over $50K.

Gong Labs, Apr 2025

57%

of sellers don't begin multithreading until after the first meeting.

LinkedIn with Ipsos, The Trust Advantage, 2026

Chapter 1 of 7

Why good deals stay single-threaded

The problem is rarely that you can't name the CFO. It is that you have no good way in.

01

A single-threaded deal is one where your team has a real working relationship with one person at the buyer. It feels safe because that person is responsive, enthusiastic and sincere. It is fragile because that person is one vote in a group you have never met.

Gartner puts B2B buying groups at five to 16 people across as many as four functions. Gong's data shows large strategic wins involve an average of 17 buyer contacts. Your champion walks into that group alone, carrying whatever you gave them.

5 to 16

people sit in a B2B buying group, across up to four functions.

Gartner, May 2025

17

buyer contacts, on average, in large strategic deals that are won.

Gong Labs, Apr 2025

77%

of deals are already multithreaded. The winners go deeper.

Gong Labs, Apr 2025

The three reasons reps stay single-threaded

- **Fear of the champion.** Reaching out to anyone else feels like going behind their back.
- **No credible path.** A cold email to a CFO is easy to ignore. Gong found C-level executives are 30.2% less likely to reply to cold emails than other buyers.
- **Bad timing.** Multithreading feels unnecessary while the deal is going well, and desperate once it is not.

All three have the same fix: make multithreading part of how you run the deal from the first call, with your champion's agreement, and use warm paths rather than cold emails to reach senior people.

Five signs you are single-threaded right now

- [ ] The same one person from the buyer has been on your last three calls.
- [ ] Every email thread at the account has one recipient.
- [ ] Your champion answers budget questions with "I'll find out".
- [ ] Nobody on your team has spoken to the economic buyer.
- [ ] The mutual plan has no dates owned by anyone except your champion.

One thread is a relationship. A deal needs a committee.

Chapter 2 of 7

Set it up on the first call

The cheapest time to multithread is before anyone needs you to.

02

On the first call nobody is guarding the door. Asking who else will be involved is a normal discovery question, not a threat. Ask it then, and the rest of the deal becomes a plan you are executing together rather than a favour you are asking for later.

Three questions that open the committee

1. "If this goes well, who else will need to be comfortable with it?" This names the committee without asking for introductions.
2. "How have decisions like this been made here before?" This tells you who has said no in the past, and why.
3. "What will your boss ask you when you bring this to them?" This tells you what the economic buyer cares about, and lets you help your champion prepare.

Map the committee with your champion, not about them

Take the answers and build a simple grid together, during or right after the call: role, person, what they care about, and who on either side is best placed to talk to them. Share it back in your recap email. Your champion now owns the map with you, and every new thread later is a step on a plan they helped write.

Role	Person	What they care about	Who should talk to them
Champion	Named on call	A win they can take credit for	You
Economic buyer	Ask: "who signs?"	Outcome, risk, budget timing	Your executive or a warm path
Technical evaluator	Ask: "who checks fit?"	Integration, security, workload	Your solutions engineer
Skeptic	Ask: "who has said no before?"	Protecting a budget or a process	A customer peer
Procurement and legal	Ask: "how does buying work?"	Terms, precedent, vendor risk	Your champion, early

First-call recap line

```
Thanks for walking me through how decisions get made at Halvorsen.
Attached is the short map we sketched: who will weigh in, what each of them cares about,
and who on our side is best placed to help.
Can you check I have it right? I'd rather fix it now than surprise anyone later.
```

Why this protects the champion

When the champion has written the map with you, new threads are their plan in motion. Nothing feels like going around them, because nothing is.

How Rudy helps

Rudy maps the likely buying committee at each account from your CRM, calendars and call recordings, and shows who in your company's network already knows each person, before the first call ends.

Chapter 3 of 7

Get on peer terms with the economic buyer

Executives answer peers. Arrange a peer, not a pitch.

03

The economic buyer is rarely hostile. They are busy and protected. A cold email from an account executive competes with hundreds of others. A note from someone they already know and respect does not.

Getting on a first-name basis with an executive is not about charm. It is about who opens the door and what you bring when it opens.

Who should open the door

- Your executive. Your CEO or CRO reaching out to their CEO or CFO is a peer conversation. It is the default for any deal that matters.
- Your investors and board. Board members and investors often sit on boards or have worked alongside the executives you need. They are the strongest path to a CFO or CEO.
- Your customers. An executive at a current customer who has worked with the buyer is the most credible voice you have.
- Your champion. Still the best path, if they want to make it. Offer it to them first.

What to bring

Executives give time to people who give them something first: a view of what peers are doing, a risk they had not seen, a short benchmark from similar companies. Never a demo. Give before you ask, and the second meeting is easy.

Internal ask to your CEO

```
Hi Sam, quick ask on Halvorsen Logistics (stage 3).
We are strong with their ops team but have never met the CFO, Tom Reyes.
Maria on our board served with Tom on a nonprofit board for four years.
Could you ask Maria if she would be willing to make a short intro to you, not to me?
Priya, our champion, knows and is supportive.
Draft note for Maria attached so it takes her two minutes.
```

The connector's note (sent by the connector, from their own account)

```
Tom, hope you are well. I'm on the board at Northwind, and their CEO Sam is a good
friend.
Your ops team has been looking at their platform with Priya Nair. Sam had a thought on
how other freight CFOs are approaching the business case and asked if I would connect
you.
No pressure at all. Happy to leave it with you both.
```

Ask through the owner

Board and investor asks go through your CEO or chief of staff. Customer asks go through the account's CSM or executive sponsor. Never ask someone else's relationship directly.

How Rudy helps

Rudy finds who among your executives, employees, investors, board, customers and partners knows the economic buyer, scores how strong each relationship is, recommends who should make the ask, and drafts it for that person to approve and send from their own account.

Chapter 4 of 7

The boss ask, without "can we get your boss on the call?"

Champions hear that question as "I don't trust you to sell this." Ask a better one.

04

"Can we get your boss on the call?" puts the champion in an awkward spot. Saying yes risks wasting their boss's time. Saying no admits they are not the decision maker. Most champions deflect, and the rep backs off.

The better approach is to make the champion look good in front of their boss, and to offer an executive-to-executive conversation that sits alongside their work, not over it.

Four ways to ask

Instead of	Try	Why it works
"Can we get your boss on the call?"	"What will your boss ask you about this? Let's prepare those answers together."	Helps the champion win the internal meeting
"Who signs off?"	"Our CEO usually speaks with the executive sponsor on deals like this. Who would that be for you?"	Peer to peer, not rep to executive
"Can you introduce me to the CFO?"	"Would a one-page business case help when you take this to finance? I can build it with you."	Gives the champion something to forward
"We need the decision maker."	"Customers who rolled this out had their VP spend 20 minutes with one of our customers. Want me to set that up?"	Peer proof, low risk for the champion

The forwardable one-pager note

```
Priya, here is the one-page summary for Tom, written for a CFO: the problem, the cost of
leaving it, what a similar freight company saw, and the decision needed.
Edit anything. It goes out under your name, not ours.
If Tom wants to talk numbers, our CFO is happy to join you.
```

If the champion says "let me handle my boss"

Take it seriously. Ask what they need to make the case: a business summary, a reference call, numbers from a similar customer. Agree a date when you will check in on how it went. If that date passes with no meeting, the next ask is easier, because you gave them the first try.



“You gotta have people evangelizing for you.”

Brian Walsh Managing Director, Force Management

Chapter 5 of 7

Add a thread at every interaction

Every meeting should end with one more person who cares about the outcome.

05

Multithreading is not a single event. It is a habit: each interaction should leave you with one more person engaged than before. Plan for the committee to grow as the deal moves forward, instead of hoping it will.

The one-more-person rule

Before every meeting, decide who the next person should be and why they would want to come. After every meeting, write down who joined, who was mentioned, and who you will invite next. A meeting that ends with the same people it started with is a missed thread.

Meeting	Add this person	Invite them with
Discovery follow-up	The person who owns the process today	"You know where this breaks. Can we get 20 minutes of your view?"
Demo	A future daily user	"The demo is built around your team's workflow."
Technical review	Security or IT	Your solutions engineer, peer to peer
Business case	Finance	The one-pager your champion forwards
Executive alignment	The economic buyer	Your executive, through a warm path
Reference call	The skeptic	A customer in the same role

Rules that keep the champion on side

- [ ] No surprises. The champion knows about every new thread before it starts, even when they did not make the introduction.
- [ ] Give credit. In every meeting, name what the champion has already done to move this forward.
- [ ] One owner per thread on your side. The engineer owns technical, your executive owns the CFO, you own the champion and the plan.
- [ ] One story. Every person hears the same problem and the same success criteria.
- [ ] Different asks per role. Finance gets the business case, IT gets integration detail, the skeptic gets a peer.
- [ ] Report back. After each new conversation, tell the champion what you learned.

67%

larger selling teams on closed-won deals than on lost deals.

Gong Labs, Apr 2025

Multithread your side too

Matching people across both teams, engineer to engineer, executive to executive, customer to peer, is what makes a buyer's committee feel supported rather than sold to.

Chapter 6 of 7

Find the warm path to every person

Someone in your company's orbit already knows most of the people you are missing.

06

The standard advice is to ask your champion to introduce you around. That puts more weight on the one person already carrying your deal, and only reaches people your champion is comfortable approaching. Your company has four other networks that hold relationships into almost every target account.

Network	Who is in it	Best for reaching
Executives and employees	Your CEO, leaders, anyone who worked at or with the account	Economic buyers and functional leaders
Investors, advisors and board	Partners at your investors, board members, advisors	CFOs, CEOs and executive sponsors
Customer champions	Happy users and buyers at current customers	Technical evaluators and skeptics
Partners	Systems integrators, resellers, technology partners	IT, security and procurement

The workflow, one deal at a time

1. **List the gaps.** From your committee map, every role where nobody on your side has had a real conversation.
2. **Search all four networks.** For each gap, find who knows that person, and how: worked together, board seat, shared customer.
3. **Score the paths.** Prefer recent, two-way relationships over old LinkedIn connections.
4. **Pick the sender.** The person with the strongest relationship and the right seniority makes the ask.
5. **Tell the champion.** Share who will reach out and why, before anything is sent.
6. **Draft the ask for the sender.** Short, specific, forwardable. They approve and send it themselves.
7. **Track it to the meeting.** Follow up once. Log the outcome on the deal.

Telling the champion

```
Priya, this is moving well and I want to make approval easy for you.
Our CEO knows Tom through the Harbor Trust board and would like to offer him a short call
about how other freight CFOs built the business case.
You stay in the lead. Comfortable with that?
```

Proof: Armis

Armis used Boomerang to find 26,000+ warm paths into its top 5,000 accounts. Executive meetings from warm intros converted at 3x its cold baseline, and Armis reports 10x ROI on revenue booked in year one.

How Rudy helps

Rudy maps who your executives, employees, investors, board, customers and partners know at each account, scores every path on 80+ relationship signals, recommends who should ask, and drafts the ask for that person to send. It never sends on anyone's behalf.

Chapter 7 of 7

The ten-day plan for late-quarter deals

Single-threaded and the quarter ends soon? Here is the order of operations.

07

Late in a quarter, new threads read as pressure unless they come with something useful. This plan keeps every step tied to helping the champion get the deal approved.

Day	Do this	Owner
1	Score coverage: which roles have you spoken to in the last 30 days?	AE
1	Ask the champion: "What could still stop this, and who would raise it?"	AE
2	Search your four networks for paths to every uncovered role	AE
2	Tell the champion who you plan to involve and why	AE
3	Send the executive ask through the relationship owner	Your executive
3	Send the forwardable one-pager for the economic buyer	Champion
4 to 5	Engineer to engineer call with IT or security	Solutions engineer
4 to 5	Customer peer call for the skeptic	Customer, via CSM
6 to 7	Executive alignment call with the economic buyer	Your executive
8	Confirm the procurement and legal path with dates	AE and champion
9 to 10	Mutual plan updated with an owner and date for every step	AE and champion

Be honest in the forecast

If coverage is still one or two roles after ten days, the deal is not a commit, whatever the stage says. A smaller, accurate forecast beats a surprise.

Before next quarter

- [ ] Every deal above your threshold has at least one relationship beyond the champion.
- [ ] The committee map is part of the first-call recap, not the deal review.
- [ ] Your executives and board know which deals they may be asked to help with.
- [ ] Former champions are tagged so a job change reaches the right rep.

Key takeaways

What to do next

- [ ] Multithread with your champion, not around them: build the committee map together on the first call.
- [ ] Replace "can we get your boss on the call?" with help: prepare the champion for their boss, or give them something to forward.
- [ ] Reach executives through peers: your executives, investors, board and customers, asked through whoever owns the relationship.
- [ ] Add one person at every interaction, and tell the champion before every new thread.
- [ ] Match people on both sides: engineer to engineer, executive to executive, customer to peer.
- [ ] Late in the quarter, run the ten-day plan, and let low coverage lower the forecast.

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Boomerang

Meet Rudy

See who can reach every person on your deal

Connect your CRM and Rudy shows who is missing from each deal, who in your network already knows them, and who should make the ask. Start a 7-day free trial with no card, or book a demo to see it on your own accounts.

Start free at getboomerang.ai

7-day free trial on Starter, no card. About 60 minutes of technical setup.

Armis case study

26,000 warm intro paths created, 10x ROI on revenue in year one and 1,400+ hours of manual research eliminated.

Storylane case study

12 percent reply rate on champion re-engagement, against about 1 percent cold, and 2 meetings in the first 2 weeks.

The GTM teams closing on relationships run on Boomerang.

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