

Sales Framework Picker

Fillable worksheet. Type your answers. Save the file.

Describe the situation. Pick a framework. List the first call's key questions. Name the single piece of evidence that reframes the prospect.

01 SALES SITUATION DESCRIPTION

Who is the buyer. What is at stake. What is the current state of the relationship.

02 FRAMEWORK PICKER

Tick the framework that fits. Only one.

PSS <i>Problem Solving Selling.</i>	SPIN <i>Situation, Problem, Implication Need.</i>	CHALLENGER <i>Teach, Tailor, Take control.</i>	MEDDIC <i>Qualify on six criteria.</i>
SANDLER <i>Disqualify early, hold the frame.</i>	CONSULTATIVE <i>Diagnose first, prescribe second.</i>	NLP-AWARE <i>Language patterns. Rapport. Reframing.</i>	

03 WHY THIS FRAMEWORK FITS THIS SITUATION

Three sentences. Tie it to the buyer and the stakes.

04 THE THREE TO FIVE KEY QUESTIONS FOR THE FIRST CALL

Order them. The first question sets the frame.

01

02

03

04

05

05 THE SINGLE PIECE OF EVIDENCE THAT REFRAMES THE PROSPECT'S THINKING

A stat, a case, a quote. Specific. Memorable.