

These are just 3 questions from each framework, enough to challenge your current thinking, not enough to build a winning sales engine. The full frameworks include 20+ battle-tested prompts, used across tech sales teams to transform strategy into revenue.

## TEACH™ Checklist Sample

Part of THE REVENUE ENGINE™

- ☐ What insight, stat, or trend would stop our buyer mid-scroll?
- ☐ Why should they care right now, not next quarter?
- ☐ Are your messages starting a conversation or begging for a meeting?