

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.

VALUE™ Checklist Sample

Part of THE REVENUE ENGINE™

- ☐ What problems are our customer facing right now and not 6 months ago?
- ☐ Who else within the buyer feels the value of our product or service and can your champion connect you?
- ☐ If procurement challenged your renewal, what proof of value would you show?