

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.

PROBLEM™ Checklist Sample

Part of THE REVENUE ENGINE™

- ☐ Who's our internal proponent and do they have the influence to help you navigate the buyer organisation?
- ☐ What will drive urgency within the buyer? Have multiple buyer stakeholders validated this?
- ☐ Do we know how the company actually makes B2B buying decisions? Can we name the 6+ people?