

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.

CLARITY™ Checklist Sample

Part of THE REVENUE ENGINE™

- ☐ What problem are our ideal buyers trying to solve and how does it show up in their day-to-day?
- ☐ How would our buyers describe that problem in their own words (not ours)?
- ☐ What would our competitors say about why we're not the right fit?