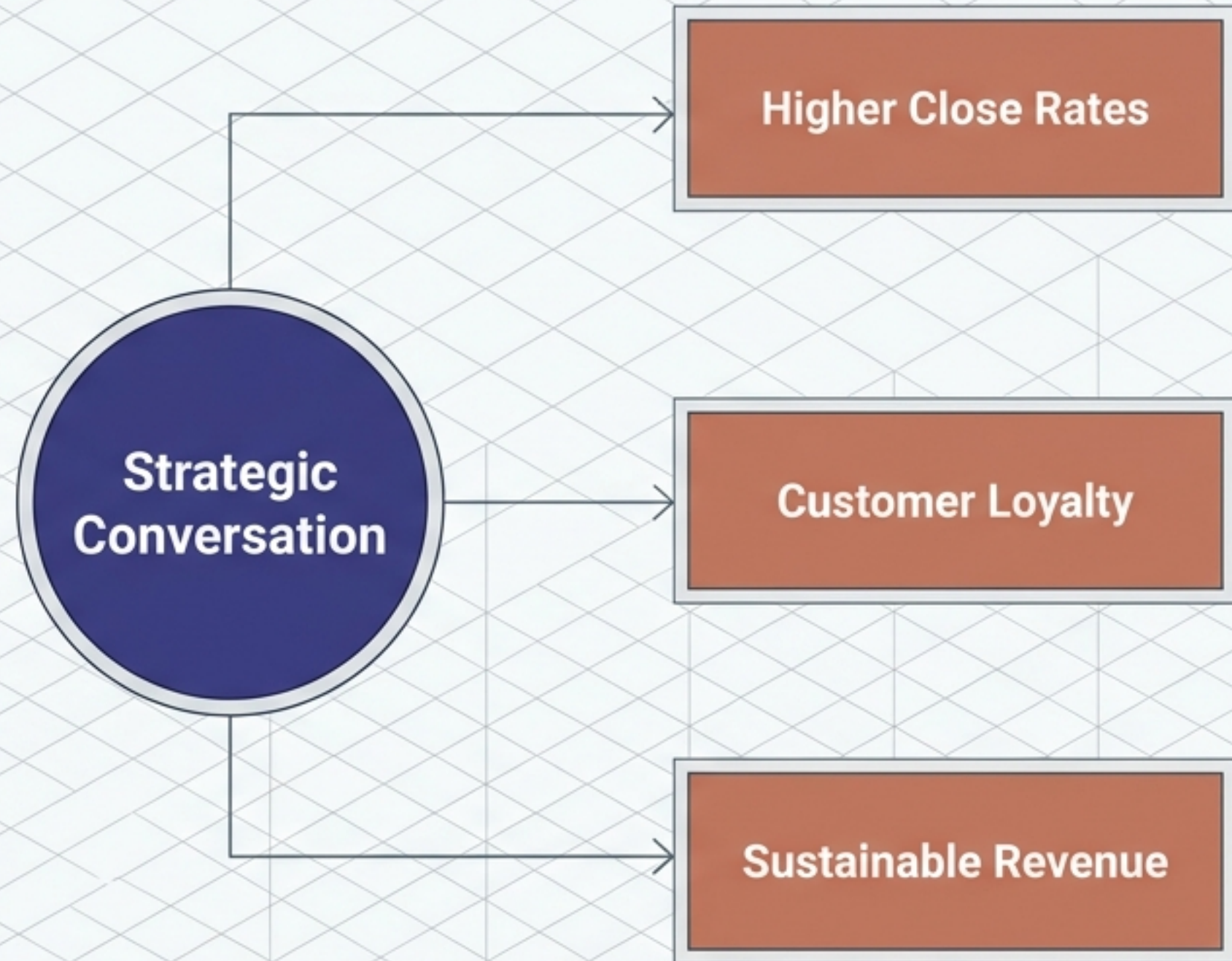


Engineering Conversations That Sell

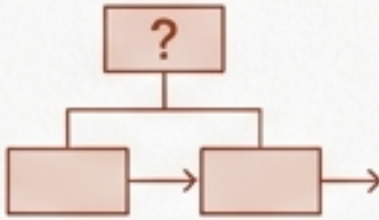
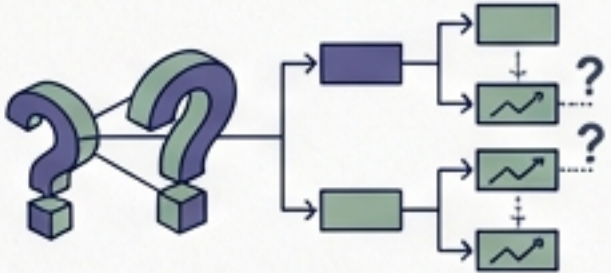
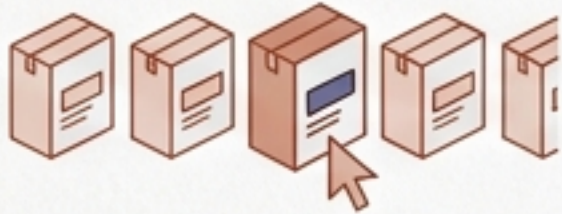
Distilled insights from
Nancy Bleeke & Jill Konrath

Designed for Sales Leaders,
RevOps, and CX Executives
seeking to eliminate
commoditized selling.

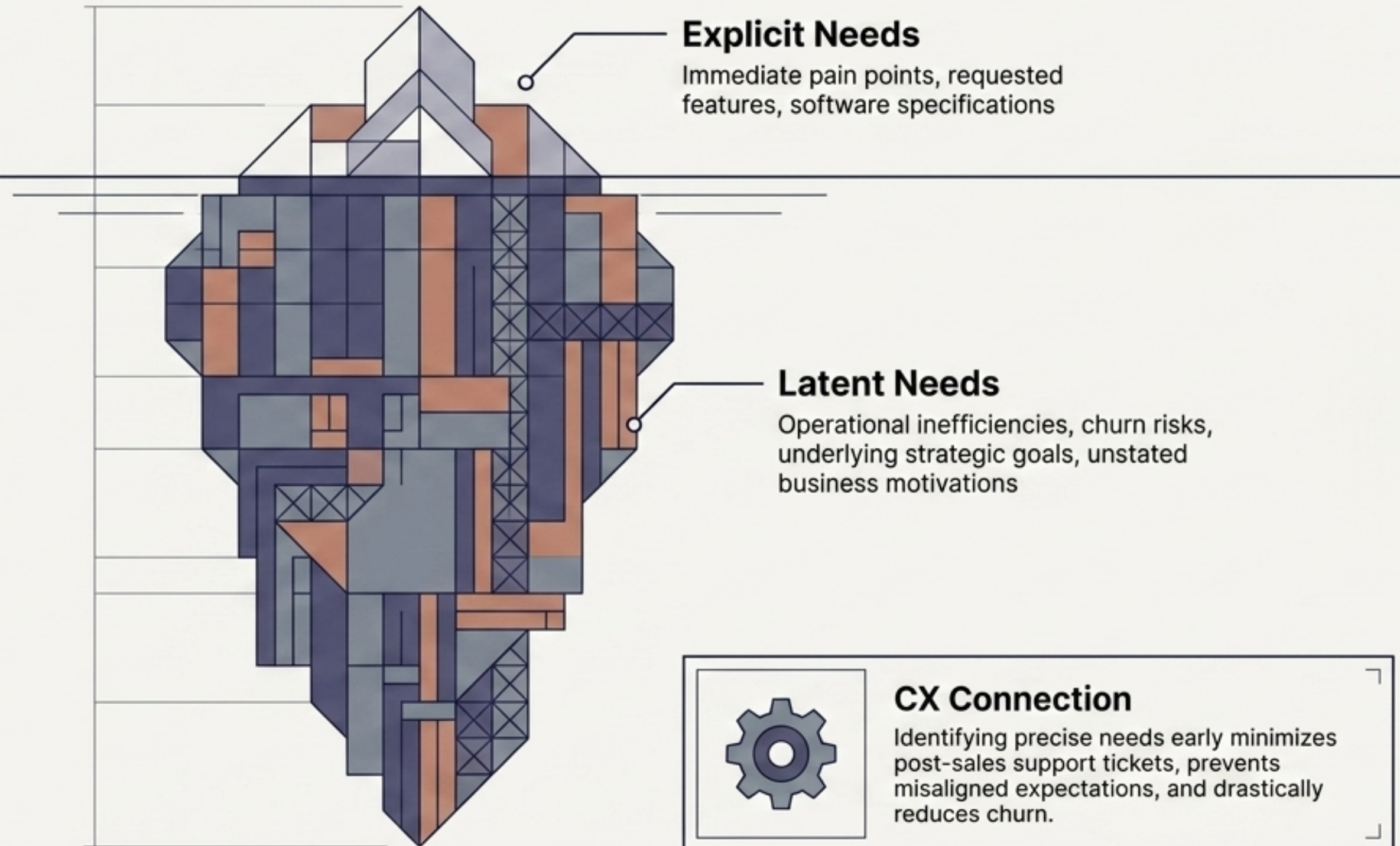


Core Thesis: Transforming sales from a transactional pitch into a problem-solving collaboration is the ultimate driver of sustainable revenue.

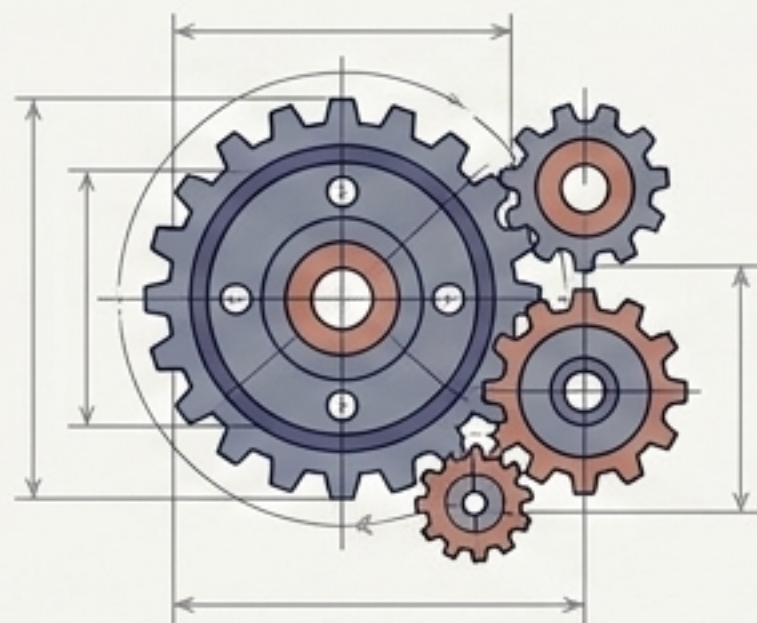
The Paradigm Shift: From Feature Pitching to Outcome Consulting

	The Old Way (Transactional)	The Strategic Blueprint
Core Focus	Product Features 	Quantifiable Business Outcomes 
Listening Style	Waiting for a turn to speak 	Uncovering latent, unstated needs 
Questioning Strategy	What do you need? 	Why now? and What if? 
Seller Status	Interchangeable Vendor 	Trusted Advisor 

Strategic Listening Uncovers the Latent Drivers of Buying Behavior

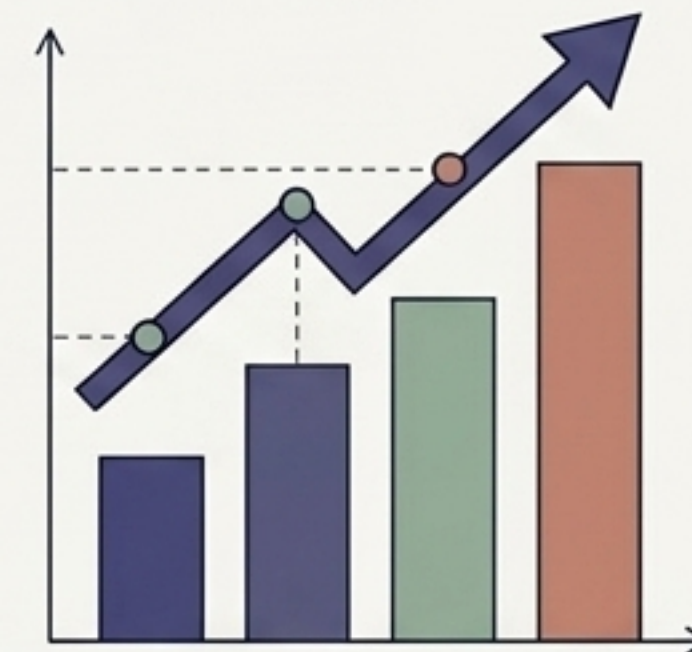
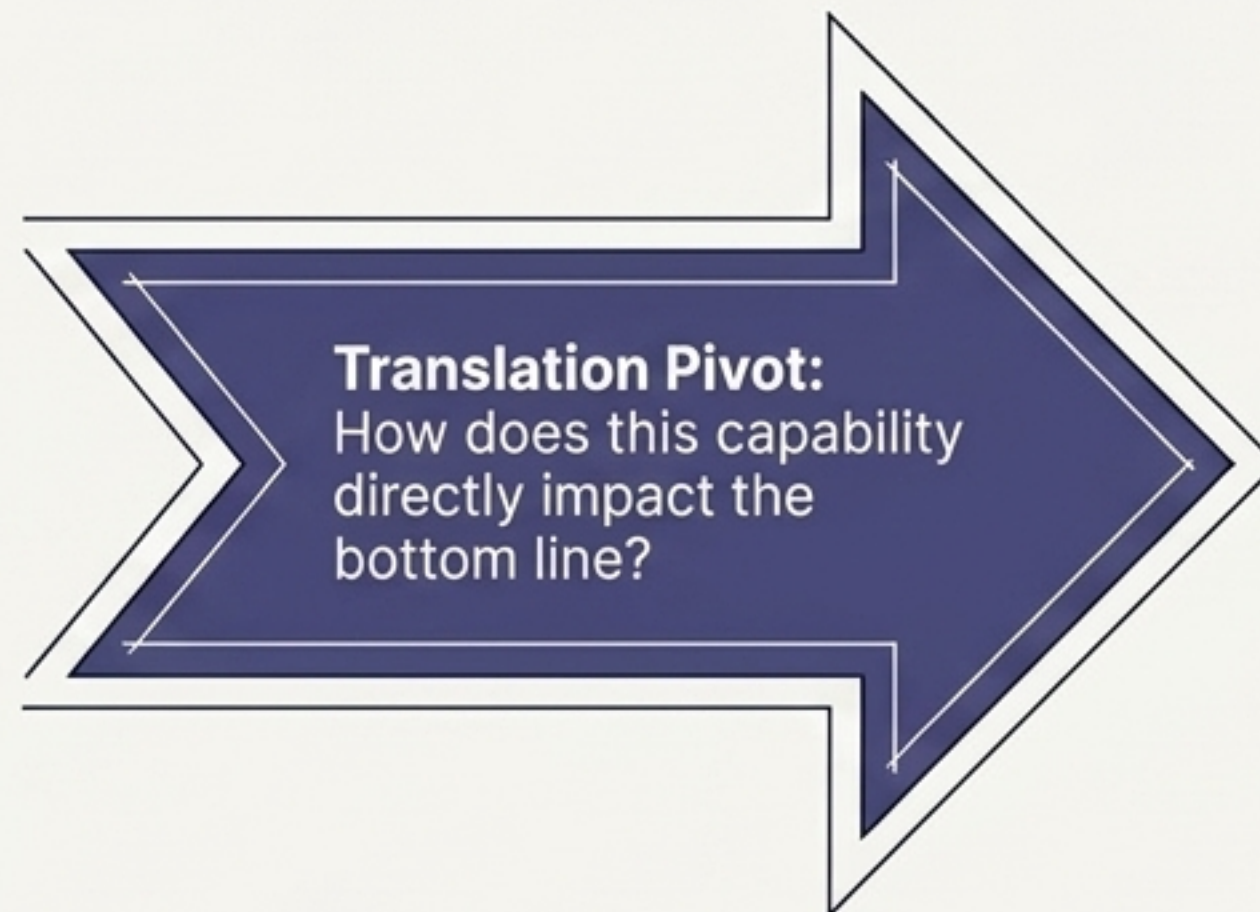


Translating Technical Specs into C-Suite Currency



Input Stage

Software Specifications & feature-benefit recitation.

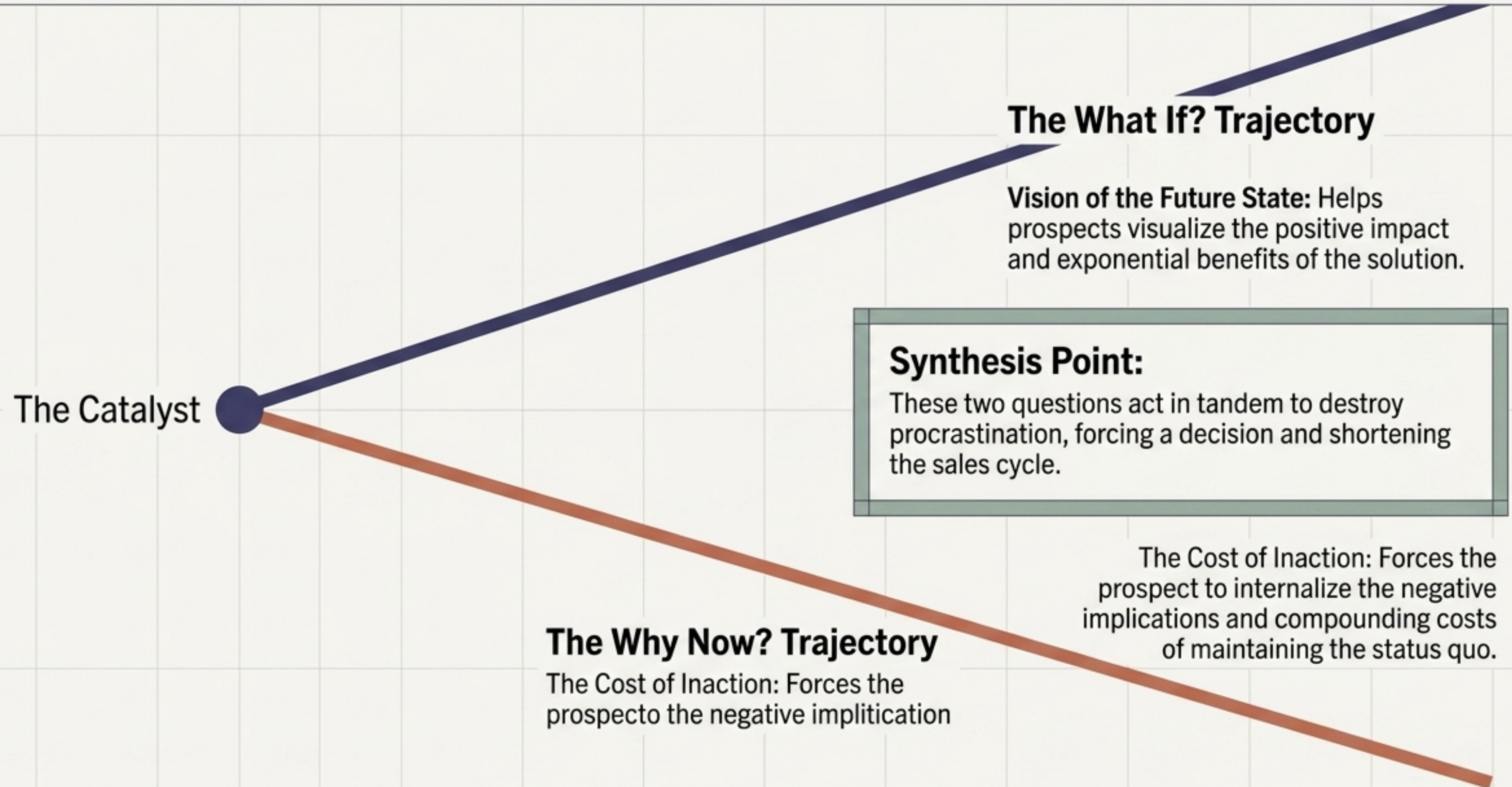


Output Stage

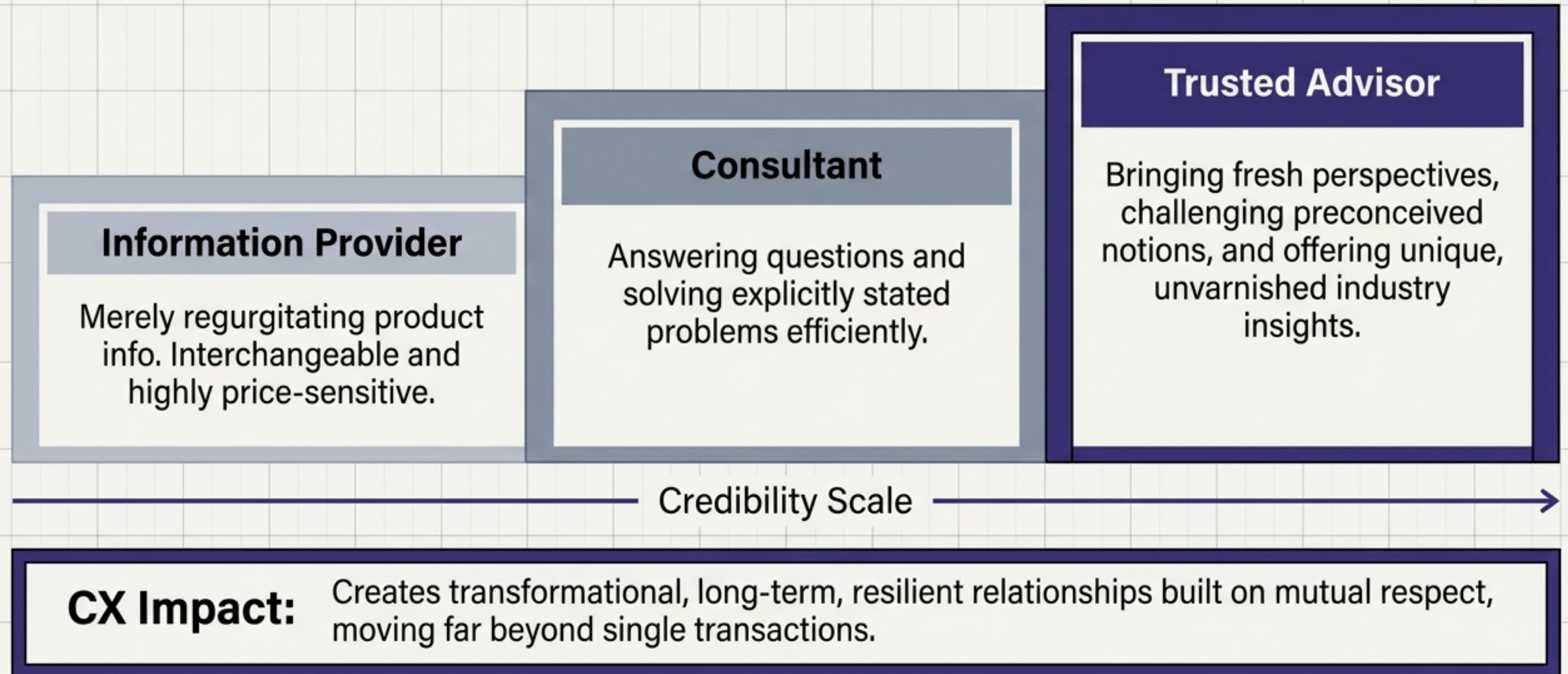
C-Suite Currency:
Increased profitability, reduced operational costs, enhanced employee productivity.

Key Takeaway: Align proposals with strategic objectives to engage executive decision-makers, turning expenses into strategic investments.

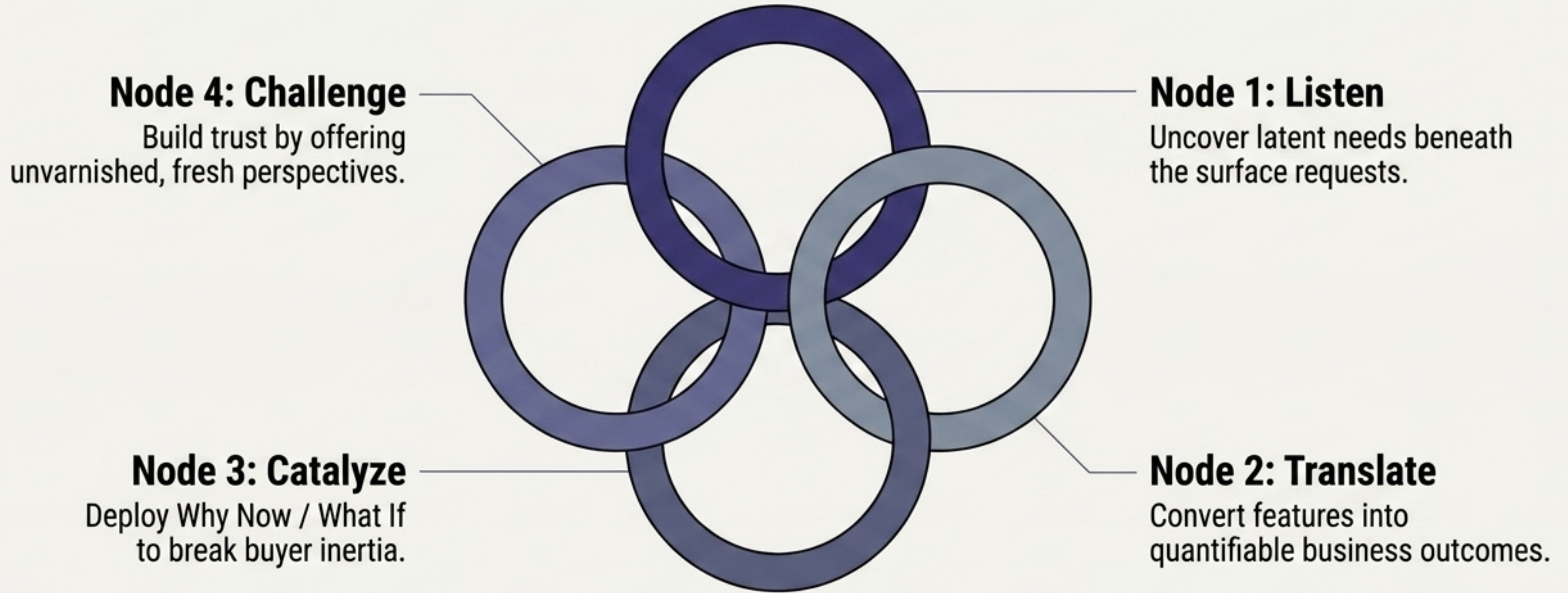
The Urgency Engine: Overcoming Buyer Inertia



The Credibility Spectrum: Escaping the Vendor Trap



The Complete Architecture of a High-Converting Conversation



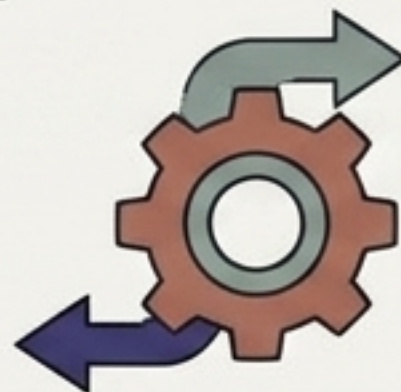
System Warning: Missing any single node collapses the structure, reverting the conversation back to a commoditized transaction.

Operationalizing the Framework: Sales Training Overhaul

1

Shift the Script

Eradicate
“What do you
need?” from
initial calls.



Replace with:
“What business challenges
are you facing, and what
are the implications if they
persist?”

2

Role-Play Reality

Mandate practice sessions
strictly focused on uncovering
unstated needs and
articulating the specific cost of
doing nothing.



3

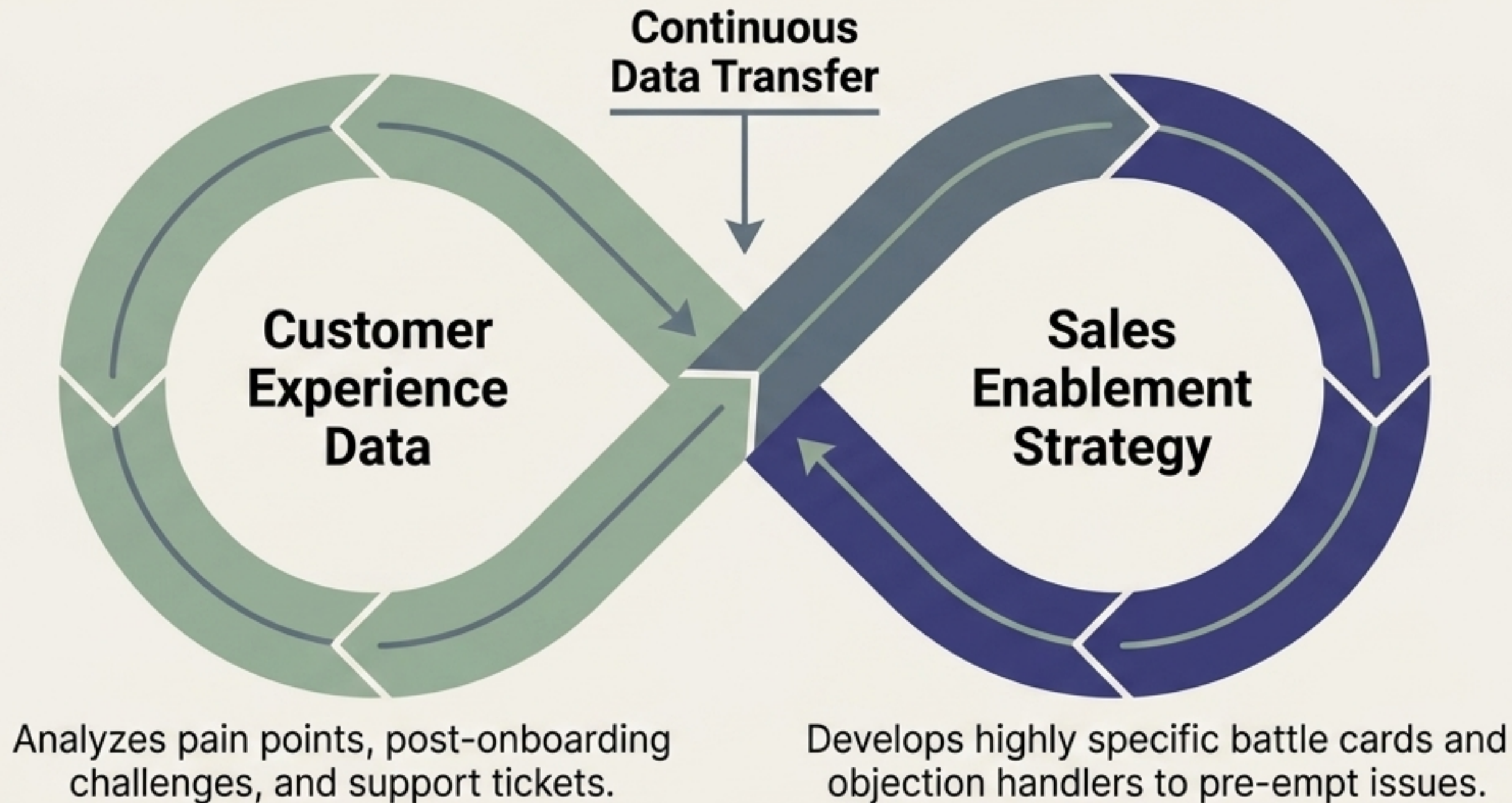
Measure Discovery

Stop just tracking dials.

Correlate the volume of
open-ended, strategic questions
asked in initial calls with funnel
progression rates.



The Growth Engine: Closing the CX-Sales Feedback Loop



The Result: Sales reps proactively address potential weaknesses, setting realistic expectations that lead to smoother handoffs and reduced day-one churn.

Executive Verdict: The ROI of Strategic Conversations

9.2 / 10

Methodology Score: A highly actionable guide to re-engineering the sales approach.

Target Implementer

Mandatory for organizations struggling with long sales cycles, price-sensitive prospects, or a **perception of being just another vendor**.

Skip If

You are already achieving **top-tier retention** via **advanced consultative selling methodologies**.

The Bottom Line

These principles are not mere sales tactics. They are fundamental approaches to building enduring business relationships, operational efficiency, and sustainable revenue.