

The Sales Conversation Framework™

A Proven Framework for Leading Conversations That Create Value and Move Deals Forward.



**COMMON
SENSE
SELLING™**
SIMPLIFY. FOCUS. SUCCEED.



EXECUTIVE SUMMARY

Most sales conversations feel like interviews, presentations or pitching sessions. That's not a conversation—it's noise.

Top performers use a simple framework to lead conversations that uncover needs, create value and move deals forward.

The Sales Conversation Framework™ gives you a repeatable structure for every stage of the conversation. Use it to build trust, uncover what matters, align on value and guide the customer to the next right step.

Better conversations lead to better outcomes.



THE SALES CONVERSATION FRAMEWORK™

Use this 6-step framework to lead conversations that create value and drive results.



1. PREPARE WITH PURPOSE

Research. Plan. Understand the business, the people and the potential. Go in ready to listen and add value.



2. OPEN AND BUILD RAPPORT

Start with connection. Build trust quickly by showing genuine interest and respect.



3. UNCOVER NEEDS AND PRIORITIES

Ask better questions. Listen deeply. Uncover what matters most and why.



4. ALIGN ON VALUE

Connect your solutions to their goals, challenges and desired outcomes. Make the value real and relevant.



5. CONFIRM AND COMMIT

Validate understanding. Confirm next steps. Ensure there is clarity, commitment and mutual agreement.



6. FOLLOW THROUGH

Deliver on promises. Stay in touch. Keep the momentum going.



THE CLOSING THOUGHT

Every conversation is an opportunity to create value and strengthen relationships. Great conversations don't happen by chance. They happen by design.

Use the framework. Lead the conversation. Win more business.



WHY A FRAMEWORK MATTERS

Without a framework, conversations are inconsistent and outcomes are unpredictable.

With a framework, you stay in control, the customer stays engaged and deals move forward.

A proven framework helps you:

- ✓ Stay focused on what matters
- ✓ Uncover what others miss
- ✓ Lead with confidence and impact



COMMON SENSE INSIGHT™

The quality of your results is determined by the quality of your conversations.

Lead better conversations. Get better results.



THE DIFFERENCE IT MAKES

The same seller. The same product.
Different conversations. Different results.

WITHOUT A FRAMEWORK		WITH THE FRAMEWORK
Random conversations	>	Focused conversations
Uncovers symptoms	>	Uncovers root causes
Talks too much	>	Listens and learns
Pushes solutions	>	Creates value
Low commitment	>	Strong commitment
Deals stall or die	>	Deals move forward

Better conversations. Better relationships. Better results.



LEADERSHIP CHALLENGE™

Listen to your recent sales calls.

- Where did you follow the framework?
- Where did you fall out of it?

Identify one area to improve this week.

Small changes in your conversations lead to big changes in your results.



CLOSING THOUGHT

You can't control the outcome of every deal. But you can control the quality of every conversation. Use the framework. Keep improving. The results will follow.

That's Common Sense.



COMING UP NEXT
ARTICLE 3

The Value Creation Roadmap™

How to connect your solutions to what matters most to your customers and drive measurable impact.