

# SNAP Selling Questions Checklist

Created by the team at [Weflow](#) ❤️

The Four Basics of SNAP	Goal	Key Considerations
Keep it Simple	<p>Make things clear &amp; transparent for buyers. A key theme throughout Konrath's book is that you're dealing with "frazzled customers" who are juggling too many priorities. Konrath says that showing buyers everything that your solution can do can overwhelm them — even if they truly stand to benefit from what you're selling. Instead of trying to do too much at once, you'll want to feed buyers the right answers at the right time — and avoid giving more than they asked for.</p>	<ul style="list-style-type: none"> <li>• Aim for fewer higher-quality, hyper-personalized meetings</li> <li>• Propose fewer options to simplify the decision-making process</li> <li>• Keep presentations/content short and to-the-point</li> <li>• Set an agenda for each meeting</li> <li>• End meetings by going over next steps—ie: confirming the next appointment, explaining when/why you'll follow-up</li> <li>• Map out each touchpoint in the sales process</li> </ul>
Be INvaluable	<p>Stand out by positioning yourself as a go-to expert. In SNAP Selling, the salesperson must embody the role of "trusted partner." So here, the goal is connecting the value of your solution to the problem the buyer wants to solve but doesn't have the time or mental bandwidth to tackle on their own.</p>	<ul style="list-style-type: none"> <li>• Think about what can you do to add value to every buyer interaction</li> <li>• Avoid debating with buyers or using overt persuasion tactics</li> <li>• Instead, engage buyers on "equal footing" — you're aiming for an intelligent conversation between peers</li> <li>• Present data-driven, well-researched insights/solutions — you want to come across as confident and prepared</li> </ul>
Always Align	<p>Align your business goals with buyers' needs, priorities, and beliefs. You'll need to develop a clear understanding of what matters most to your buyer and keep those goals front and center throughout the sales cycle. Ultimately, it's not worth bringing up goals they're not focused on right now — even if you think they need to shift their priorities.</p>	<ul style="list-style-type: none"> <li>• Align with your audience</li> <li>• Understand their needs/concerns</li> <li>• Identify organization-wide goals and the goals of individual decision-makers</li> <li>• Align your solution with goals/pain points/concerns</li> </ul>
Raise Priorities	<p>Keep important decisions top of mind. Frazzled customers are typically juggling multiple priorities at any given moment.</p>	<ul style="list-style-type: none"> <li>• Create a quantified gap between the status quo and the ideal future state</li> <li>• Leverage trigger events</li> </ul>

	As such, you'll want to make sure you align your products/services/messaging around the priorities that matter most.	(acquisitions, IPOs, a global pandemic, etc.) to shift prospect priorities <ul style="list-style-type: none"><li>• Focus on presenting a vision of a better future</li><li>• Emphasize business drivers and metrics in your presentations</li></ul>
--	----------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Created by the team at [Weflow](#) ❤️