

# Strategic Selling Framework Checklist

Created by the team at [Weflow](#) ❤️

Step	Goal	How to
1. Categorize your contacts	Determine which of these four categories your contact fits in:  <ol style="list-style-type: none"><li>1. Champion</li><li>2. User buyer</li><li>3. Technical buyer</li><li>4. Economic buyer</li></ol>	<ul style="list-style-type: none"><li>• <i>What is this contact's position within the company?</i></li><li>• <i>What are the goals this contact is trying to achieve?</i></li><li>• <i>How will this purchase or change impact their day-to-day?</i></li><li>• <i>What is most important to this contact? How does this purchase or change impact that?</i></li><li>• <i>What information does this contact need to make a decision?</i></li></ul>
2. Determine key contacts' attitudes	Determine which of these four attitudes your contacts have:  <ol style="list-style-type: none"><li>1. Growth</li><li>2. Problem</li><li>3. "Everything is fine"</li><li>4. Euphoria</li></ol>	<ul style="list-style-type: none"><li>• <i>What existing challenges does this contact face? How are they handling those challenges?</i></li><li>• <i>What measures are they taking to solve the challenges they're seeing? What roadblocks are they experiencing?</i></li><li>• <i>What challenges might appear in the near future? Are they prepared?</i></li><li>• <i>What challenges might this contact be unaware of?</i></li></ul>
3. Influence your contacts	Put buyer category and attitude together to craft individualized pitches that speak to each contact's unique needs and concerns.	<ul style="list-style-type: none"><li>• <i>What unique pain points need to be addressed to convert this contact?</i></li><li>• <i>How much persuasion is necessary to connect with this contact?</i></li><li>• <i>Could another team member help persuade this contact?</i></li></ul>

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