Triangle Selling Framework Checklist

Created by the team at Weflow ❤️

Step	Description	Actions to Take
Reason	Why will the prospect buy?	Uncover the lead's pain or desired reward, understand how your solution can help, and communicate it. To do this, ask the following types of questions: **Probative:** Can you be more specific? **Socrative:** Why did you ask X? Is there a particular reason? **Qualifying:** What are your top priorities right now?
Resources	What needs to happen in order to buy?	Ask the following questions to understand the resources you and your lead are working with: **1. Emotional:** Is your solution going to cause pain or reward to your lead? In other words, what's in it for them? **2. Intellectual:** Does it make logical sense in terms of ROI, opportunity cost, and benchmarks? **3. Human:** Are there people in place to provide implementation, training, change management, support, and continuous improvement? **4. Technical:** Do they have the infrastructure and IT resources to support your solution? Does it integrate with their existing tech stack? **5. Financial:** Can the lead afford your solution? Who approves the budget? **6. Political:** Who are the different stakeholders involved and what are their roles? (E.g., champion, economic buyer, executive sponsor, administrator) **7. Energy:** Is your solution really needed?
Resistance	What obstacles will be encountered during the buying process?	Identify the type of resistance and handle objections accordingly: **1. Reactance:** The lead is resisting to the sales process itself. Handle objections by: ● Sharing customer success stories ● Asking them to do as little work as possible ● Validating their feelings/concerns

		● Asking qualifying questions to help determine their needs for a solution **2. Skepticism:** The lead is skeptical of your solution. Handle objections by: ● Creating a satisfaction guarantee ● Reframing the offer ● Creating a future-focus **3. Inertia:** The lead is resisting change. Handle objections by: ● Acknowledging the resistance to change ● Disrupting and reframing ● Taking a deep dive into Reason to uncover the problem the lead is trying to solve

Created by the team at Weflow ❤️