THE C.L.E.A.R. SELLING SYSTEM

The Question Map

Questions built for enterprise buying committees. The seller brings a point of view, tests it, and gives the buyer language they can carry into the room you are not in.

C Calibrate

Find out what is real before you say anything about it.

- “What put this on your list for this quarter instead of next year?”
- “How is this handled today, and who owns it?”
- “When did the current approach last get a hard look, and what came out of that?”

L Lead with Insight

Bring a point of view, then test it out loud.

- “Teams your size usually hit a wall around [specific pattern]. Is that showing up for you, or have you gotten ahead of it?”
- “Where does the current setup break down first when volume spikes?”
- “What has your team stopped trying to fix because it seemed too hard?”

E Earn the Room

One champion is not a buying committee.

- “If this works, what changes for you specifically, and what changes for your CFO?”
- “Who else has to see this as a win for it to get funded?”
- “What has stopped this from getting solved internally?”

A Align and Advance

Put a cost on standing still and a date on the next step.

- “If nothing changes for another twelve months, what does that cost, and who feels it first?”
- “Which part of what we’ve covered maps most directly to the problem you described?”
- “What has to be true for you to take this to the steering committee?”

R Retain and Grow

Most question frameworks stop at signature. Enterprise revenue does not.

- “Ninety days in, how will you know this was the right call?”
- “Who on your side should we be checking in with that we haven’t met yet?”

Before you go: you need to know

01 · IS IT WORTH CONTINUING?
Whether your solution has earned continued discussion, in their words, not yours.

02 · WHO DECIDES?
How many people are involved in the decision, and who they are.

03 · WHAT HAPPENS NEXT?
A date for the follow-up and an agenda for that meeting you agreed on together.

Do not use a high-pressure close early. You haven’t earned their trust yet, and you are likely not the only one they are talking to.