

SALES METHODOLOGY DESIGN & ROLLOUT



FOR
ANONYMIZED

EXAMINING SALES METHODOLOGIES

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VALUE SELLING MEDDDIC
COMMAND OF THE SALE

SANDLER
SNAP

GAP

CHALLENGER

ACCOUNT BASED SELLING
IMPACT

SOLUTION SELLING

SALES METHODOLOGY DEVELOPMENT

Design adaptable *buying systems* that evolve with clients, market and company journey through *small, continuous adjustments*

DIAGNOSTIC

- People (Economic Buyers, Mobilizers, Decision Making Networks, etc.)
- Companies (Size, Stage, Focus, Goals, Industry, etc.)
- Relationships (Stage, Connection, Trust, Outside Influences, Referrals, etc.) Become Trusted Advisor

DESIGN

- Process (Account Planning, Building Pipeline, Working Opportunities, etc.)
- Sales Process (Actual Steps/Stages mapped to what to solve for to win)
- Accurate qualification and forecasting



KEY FOCUS AREAS

- **40+ Years of GTM Execution Experience**
- **Psychology of Human Decision-Making**
- **Applied Neurology in Sales Environments**
- **Pattern Recognition from Real Deal Cycles**
- **Integration of Process, Behavior, and Systems**

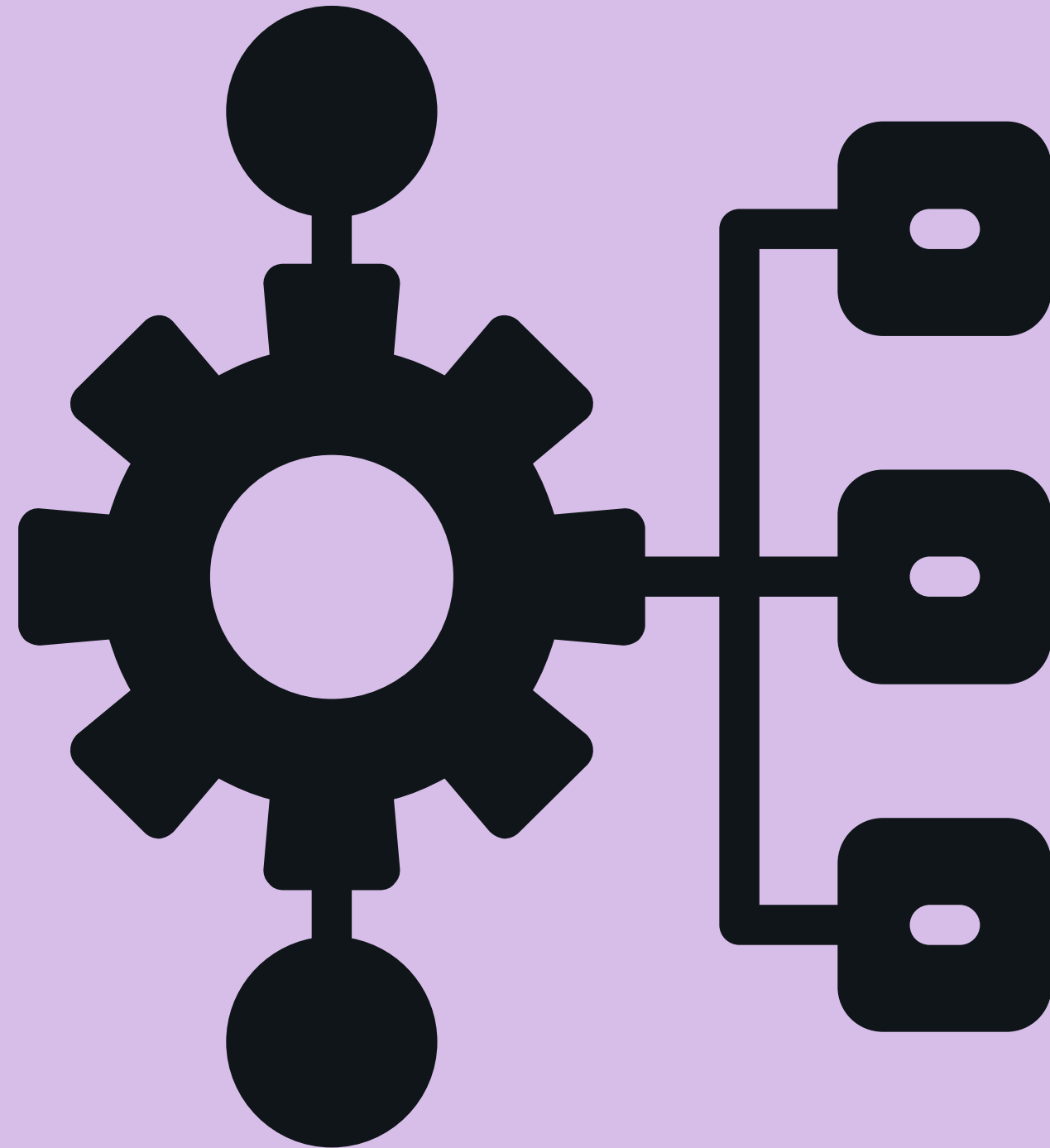
LEARNING MODEL

This is the area where Limitless will differ from most enablement firms. Sales Learning is unique in that most teams plan to “attend” but not engage, “complete” but not adopt, and show up with a level of skepticism that reduces impact and results. Managing Sales Teams for decades has informed our approach to get *actual* buy-in.

~~Role Playing~~ > Real Playing
~~Memorization~~ > Mesmerization
~~Attention~~ > Involvement
~~Certification~~ > Integration

LEARNING WORKSTREAMS

Foundational Alignment



New Logo Acquisition

Account Expansion

Portfolio Level Penetration

LEARNING MODEL

PREPARATION + ALIGNMENT

- Strategic involvement of key players + those with influence
- Examples and exercises informed by actual Closed Won / Closed Lost Deals, real scenarios and challenges
- Aligned to internal language, actual comp plans, and available systems/ tools
- Building excitement and anticipation before kickoff

ONSITE KICKOFF + FACILITATION

- Personalized kickoff video to set the tone that this is going to be unlike any other sales training they've ever attended
- ½ day combined session followed by ½ day workshops for each of the 3 groups
- Meaningful learnings applied to real prospects and accounts they're focused on
- Closing challenge announced

ADOPTION + REINFORCEMENT

- Biweekly calibration sessions to deepen and reinforce initial learnings, examine challenges, and inspect progress
- Monthly Open Office Hours for optional Q&A, guided practice, and deal strategy
- Ongoing Leaderboard communications, highlighting impact and results

ADOPTION EXCELLENCE

SIMPLIFIED PROCESS ALIGNED TO ACTUAL WORK



CLEAR EXPECTATIONS FROM THE TOP DOWN



ONGOING INSPECTION OF ADOPTION AND IMPACT



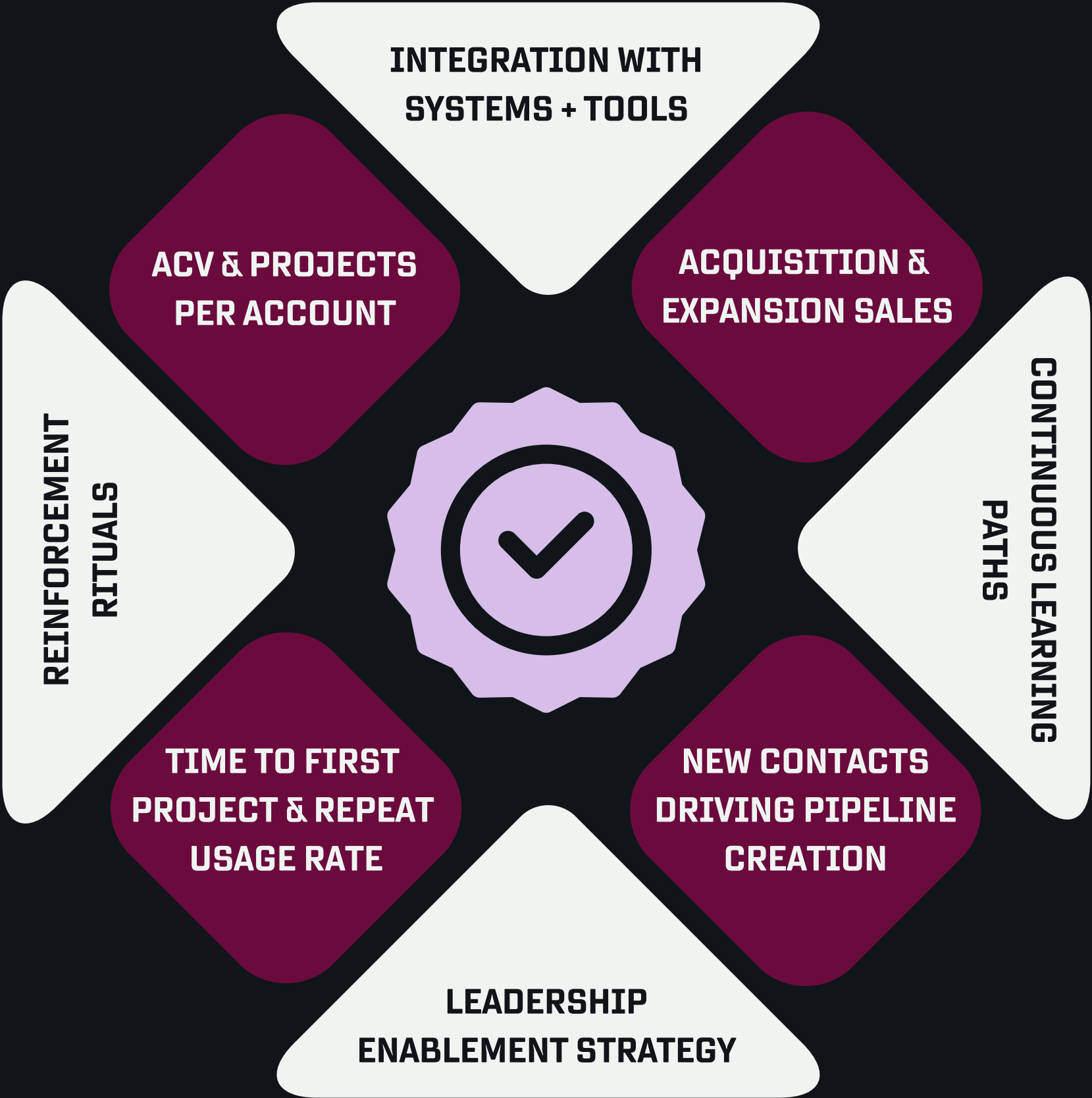
REMEDICATION AND REINFORCEMENT PATHS



CONTINUED VISIBILITY AND COMMUNICATION

DRIVING IMPACT + RESULTS

STRATEGY



EXECUTION

MEET YOUR TRAINERS



Brooke Hamrick



Shar Babaie

When we partnered to build Limitless, it was rooted in the combined experience we've had leading sales organizations across environments ranging from Fortune 300 enterprises to PE- and VC-backed startups. Having sat through dozens of sales trainings ourselves, we know firsthand what actually sticks and becomes part of a team's day-to-day operating rhythm, and what gets forgotten the moment the session ends.

That perspective shapes everything we build. Our approach is grounded in the people, processes, and sales dynamics unique to each company. We design practical, high-adoption enablement experiences that teams can actually use in the field and leaders can reinforce with confidence, because the best sales methodology is not the one that sounds the smartest in training. It's the one that shows up and adds value in pipeline reviews, deal strategy, and real customer conversations.

