SALES ENABLEMENT FRAMEWORK

Sales Training Catalog

A starting point for inspiration that can be customized for your sales team

LIMITLESS
GROWTH CONSULTING AGENCY

Most Popular Sessions & Courses

Sales Effectiveness

Discovery Excellence
Executive Conversations
Objection Handling
Value Based Selling
Qualification Frameworks
Negotiation & Deal Strategy
Pipeline Management
Forecasting
Territory Planning
Competitive Positioning
Enterprise Selling
CRM Best Practices
Sales Productivity/ Time Management
Neuroscience of Sales

Commercial Capability

Go To Market Fundamentals
Revenue Operations for Leaders
Sales Methodology Adoption
Business Acumen for Revenue Teams
Financial Acumen for Sales Leaders
Metrics That Matter
Pipeline Inspection
Customer Success Best Practices
Pricing Strategy
AI for Revenue Teams
Cross Functional Collaboration
Scaling Revenue Organizations
Commercial Decision Making
Revenue Operations Fundamentals

Leadership & Influence

Executive Presence
Coaching for Performance
Leading Through Change
Leading High Performing Teams
Accountability & Ownership
Influence Without Authority
Difficult Conversations
Strategic Decision Making
Conflict Resolution
Cross Functional Leadership
Building High Performance Cultures
Emotional Intelligence for Leaders
Communicating with Impact
Driving Organizational Alignment
Executive Nervous System Regulation

All tailored to your market, buyers, value prop, and growth goals + custom designed options

EXAMPLE

STRATEGIC SELLING SESSION

Value vs. Price

Built for Anonymized (growth stage fintech)

THE FRAMEWORK

What price ignores

Buyer Persona	→	Finance and ops leads at small to mid size fintech platforms, thin margins, high customer expectations, often comparing your platform to spreadsheets, legacy banking tools, or cheaper point solutions
The Market	→	Race to the bottom thinking ignores that churn, failed transactions, and compliance fines cost them far more than your platform fee

Why price-first conversations are a trap in this market: race-to-the-bottom thinking ignores that churn, f ailed transactions, and compliance fines cost them far more than your platform fee.

Price vs. Value vs. Cost: definitions everyone should use the same way

- **Price:** what they pay you
- **Cost:** what it actually costs them to run the business without solving the problem (turnover, failed transactions, reconciliation errors, the finance lead's own time)
- **Value:** the gap between cost of the problem and price of the solution

DISCOVERY

Identifying prospect and client pain

Sources of Pain

- Failed or delayed transactions, reconciliation chaos
- Lost customers, overtime
- Compliance or documentation gaps
- Fines, lost partnerships, regulatory risk
- Manual reconciliation or reporting errors
- Cash flow delays, unbooked revenue
- Engineering or ops turnover
- Onboarding costs, integration debt
- Customer communication gaps
- Reputation, referrals
- What else?

Sounds like → What does it cost?

“I'm always firefighting” → **I can't spend time on growth → $$$**

“I worry about audits” → **?**

“I reconcile this by hand every week” → **?**

“I can't keep engineers” → **?**

“Customers call me directly when something breaks” → **?**

OBJECTION HANDLING

Inevitable comparisons

Leading with value means reading the prospect's position and filling in the gaps

Competitor X is cheaper

Don't give in to the temptation to discredit competitors, instead ask what's included at that price (often less support, fewer compliance features, no onboarding)

I can just use a spreadsheet

Acknowledge it's free today, then walk through where it breaks at their growth stage, and share why others in their position choose a platform over spreadsheets

I need to think about it

Dig deeper rather than discount. “Thinking about it” usually means they didn't get the information needed to make a confident decision, or you're missing something important

EXPANSION & RETENTION

Value selling isn't just for new sales

1

Renewal Conversations

Show usage data, time saved, and support tickets resolved. Proactively surface ROI before the renewal or price conversation happens (e.g., quarterly “here's what the platform did for you” check-ins)

2

Customer Satisfaction

“You processed $2.4M in transaction volume this quarter.” You're not selling but rather you're helping them connect the dots to value

3

Expansion

Tie any upgrade or add-on to a specific pain point already voiced by the customer, for example, frustration around transaction limits

The best upsell feels like a recommendation from a trusted advisor because that's exactly what it is.

THE PIVOT

From “what does it cost?” to “what does it solve?”

Handling “Cost”

- Acknowledge the price concern based on their response being positive, neutral, or negative
- Quantify the cost of the status quo (their time, their turnover, their risk)
- Connect your product to that specific cost
- Anchor to a number or story, not a feature list

Leading with Value

- “I hear you, $X a year feels like a lot when you're running a fintech platform. I'm curious, how many hours a week does your team spend on manual reconciliation?”
- “If one failed transaction this month leads to a customer churning, how much would that cost?”
- Introduce a value ROI: (hours saved × team's hourly value) + (reduced turnover cost) + (avoided compliance risk) vs. monthly price