

# CHAMP

## Challenges, Authority, Money, Prioritization

Sales Methodology Guide · [convinco.co](https://convinco.co)

### Overview

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CHAMP is a modern qualification framework developed as an alternative to the classic BANT model. Its key innovation is prioritization: instead of starting with budget (which can prematurely kill promising conversations), CHAMP leads with Challenges — the prospect's actual pain.

The framework acknowledges that budget is often found for the right solution to a real problem, and that the most important thing to establish first is whether the prospect has a problem worth solving. CHAMP is particularly well-suited to SaaS and B2B sales cycles where budget flexibility exists if the value case is compelling.

### The Framework

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#### C — Challenges

What specific challenges is the prospect facing? What's broken, inefficient, painful, or risky in their current situation? This comes first — everything else follows from genuine pain. Lead with: 'What's the biggest challenge you're facing in [relevant area] right now?'

#### A — Authority

Who are the decision-makers and influencers involved in this purchase? Are you talking to the right people? Do you have access to the economic buyer? Ask: 'Who else would typically be involved in a decision like this?'

#### M — Money

Is there budget allocated for solving this challenge? What are they currently spending on alternatives or workarounds? Frame budget conversations around value, not just affordability.

#### P — Prioritization

How urgent is this? What's on their roadmap for this quarter and year? Is solving this problem a top priority, or is it competing with 10 other initiatives? Ask: 'Where does solving this rank against your other priorities right now?'

## How to Use on Sales Calls

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<b>Discovery</b>	Open with Challenge-focused questions. Build depth before breadth. Understand the full impact of the challenge before moving to the next element.
<b>Authority Mapping</b>	Ask open questions about the buying process: 'How have you made similar decisions in the past?' 'Who would need to sign off on this?'
<b>Budget Conversation</b>	Tie budget to value: 'Solving this challenge is worth approximately \$X based on what you've told me — what kind of investment makes sense in that context?'
<b>Prioritization Check</b>	At the end of discovery: 'On a scale of 1–10, how urgent is solving this? What would make it a 10?'

## Pro Tips

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- If Challenges aren't compelling, don't force the other elements — re-qualify or disqualify.
- Use authority questions to multi-thread without threatening your primary contact.
- Budget conversations go better after value is established — don't lead with price.
- Prioritization is your early warning system: low priority = long or dead deal.

## Powered by Convinco — Your Invisible AI Sales Copilot

Every sales methodology in this guide becomes dramatically more effective when your reps can execute it flawlessly on live calls — without relying purely on memory or experience. That's exactly what Convinco enables.

### Key Features

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#### ◆ Real-Time AI Guidance

Convinco listens to your live call and surfaces the right question, reframe, or talk track at exactly the right moment — invisibly, so your prospect never knows.

#### ◆ RAG-Powered Knowledge Base

Upload your whitepapers, battle cards, pricing sheets, and case studies. Convinco instantly retrieves verified answers to complex technical questions mid-call.

#### ◆ Objection Handling

Never freeze on a tough objection again. Convinco generates contextual, on-brand responses based on your playbook and the live conversation.

#### ◆ Shadow Mode for Managers

Sales leaders can enforce their winning playbook across the entire team without joining every call. Scale coaching effortlessly.

#### ◆ Post-Call Speech Analysis

After every call, get feedback on tone, filler words, pacing, and clarity — so every rep improves with every conversation.

#### ◆ Cross-Platform Compatibility

Works with Zoom, Google Meet, Teams, and virtually any calling platform. Zero friction to get started.

**Never freeze on a sales call again.**

Equip your reps with an invisible, real-time AI sales copilot.

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