

Command of the Sale

Force Management's Framework for Predictable Revenue

Sales Methodology Guide · convinco.co

Overview

Command of the Sale was developed by John Kaplan and John McMahon at Force Management and is paired with the Command of the Message framework. It is one of the most rigorously operationalized methodologies in enterprise B2B sales, widely adopted by high-growth SaaS companies including Splunk, Hubspot, and Drift.

The framework builds on MEDDIC and adds a disciplined focus on the quality of the sales conversation itself — specifically, the ability to connect your solution's differentiated value to the prospect's required capabilities in language that resonates with each buyer persona. It's as much about sales messaging as it is about process.

The Framework

Required Capabilities

Translate the prospect's problems into the capabilities they need in a solution. Not 'features' — but the outcomes and functions they require. This keeps the conversation in the buyer's language, not your product roadmap.

Differentiated Value

Identify where your solution is genuinely differentiated — not just different, but better in ways that matter to this specific buyer. Mediocre differentiation is as dangerous as none: it invites commoditization.

Proof Points

For every differentiated claim, have a proof point: a customer story, a metric, a reference. Assertions without evidence are just marketing claims.

Positive Business Outcomes

Connect your differentiated capabilities to the business results the prospect cares about. Revenue growth, cost reduction, risk elimination, time-to-value. Every selling conversation should end in business outcomes, not feature lists.

Command of the Decision Process

Actively manage the steps required to close the deal. Know every stakeholder, every approval, every potential blocker — and have a plan for each.

How to Use on Sales Calls

Discovery	Uncover required capabilities through problem-focused questions: 'If you could solve this perfectly, what would that need to do?' 'What's non-negotiable for any solution you evaluate?'
Differentiation Conversation	Once required capabilities are clear, map your differentiated capabilities to them explicitly: 'The reason [customer] chose us over [competitor] is that we specifically solve [required capability] through [differentiator].'
Proof Points	Share a relevant customer story for every major claim. Make it specific: company, problem, approach, result, in 90 seconds.
Business Outcome Anchoring	Close every significant conversation by re-anchoring to the business outcome: 'If we execute on this, what does that mean for your Q4 number?'

Pro Tips

- Build a messaging matrix: Required Capability → Your Differentiator → Proof Point → Business Outcome.
- Practice your proof point stories until they're under 90 seconds and feel natural.
- Coach reps to anchor every call to a business outcome — not a product capability.
- Review MEDDIC alongside Command of the Sale — the two frameworks are designed to complement each other.

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

◆ 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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