

Inbound Selling

Meet Buyers Where They Are in Their Journey

Sales Methodology Guide · convinco.co

Overview

Developed by HubSpot in the context of the inbound marketing revolution, Inbound Selling recognizes that the modern buyer has already done significant research before ever talking to a salesperson. By the time they reach out, they may know more about your product than your newest rep.

Inbound Selling flips the traditional model: instead of pursuing leads cold, inbound sellers work with leads who have already expressed interest — through content downloads, free trials, demo requests, or website engagement. The framework aligns sales motions to the buyer's stage of awareness and decision-making.

The Framework

Identify

Focus on leads who are already showing intent signals: website visits, content downloads, trial sign-ups, email opens. Prioritize inbound over cold outreach whenever possible. Use behavioral data to identify who's actively researching.

Connect

Personalize your outreach to the specific content or action that triggered the lead. Reference what they engaged with. Frame your outreach as helpful, not transactional.

Explore

Conduct a deep discovery to understand where the prospect is in their journey, what they've already learned, and what questions remain unanswered. Never assume you know their situation because they downloaded a whitepaper.

Advise

Position yourself as the guide who helps them navigate the rest of their journey. Share relevant case studies, answer technical questions, and help them build their internal business case for the purchase.

How to Use on Sales Calls

Connect Call	Open by acknowledging the action that brought them in: 'I saw you tried our product last week — what were you hoping to explore?' This immediately signals relevance and removes the cold-call feel.
Explore Phase	Ask: 'What have you already looked at?' 'What's your timeline for making a decision?' 'Who else is involved in this?' Map their journey to date.
Advise Phase	Provide specific, actionable guidance. Share the 2–3 things they need to know to make a confident decision. Position yourself as their advocate, not their vendor.
Close	Make the next step easy and low-friction. Offer a free trial extension, a tailored demo, or an introduction to a similar customer.

Pro Tips

- Review intent data before every connect call — know exactly what they engaged with.
- Use the content they consumed to infer their pain points and questions.
- Your job in inbound is to be more helpful than their self-serve research — not to pitch harder.
- Score and prioritize leads by recency and depth of engagement before working the queue.

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.

Start for free at convinco.co or book a demo at tally.so/r/eqYkZk