

NEAT Selling

Need, Economic Impact, Access to Authority, Timeline

Sales Methodology Guide · convinco.co

Overview

NEAT Selling was developed by The Harris Consulting Group as a modern evolution of BANT, designed specifically for complex B2B and SaaS sales cycles. The key difference from BANT: NEAT goes deeper on each dimension, pushing reps to understand the true core need, quantify the economic impact, access the real authority, and build urgency around a compelling event.

NEAT is built for consultative, discovery-heavy selling where the goal is not just to qualify a deal but to deeply understand the buyer's situation well enough to build a truly compelling case for change.

The Framework

N — Need

Not just 'do they have a problem?' but 'what is the core need beneath the surface?' NEAT pushes reps to distinguish between stated needs (what they say they want) and core needs (the underlying business or personal driver). Probe: 'If you could solve one thing in this area, what would it be and why?'

E — Economic Impact

Quantify the business value of solving the problem. This goes beyond pain acknowledgment to dollar-level impact: 'If your reps ramped 30% faster, what would that mean for your Q3 pipeline?' Economic impact turns a 'nice to have' into a 'must have.'

A — Access to Authority

This is not just 'do you have an economic buyer?' NEAT asks whether you have (or can get) direct access to that person. A gatekeeper who passes your materials up is not the same as a Champion who advocates for you.

T — Timeline

What is the compelling event that creates urgency? A board meeting, a contract renewal, a product launch, a fiscal year-end? Timeline without a compelling event is artificial pressure. Find the real one.

How to Use on Sales Calls

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| Need Excavation | Ask layered questions: 'What's the symptom?' → 'What's causing it?' → 'What happens if it's not solved?' Move from surface to core need. |
| Economic Impact | Calculate live on the call: 'If you have 20 reps and each saves 2 hours per week, that's 40 hours recaptured. What does an hour of selling time cost you?' |
| Access to Authority | Don't just ask who the decision-maker is — ask for an introduction: 'Would it be useful to have a brief call with your VP to make sure we're aligned on priorities before we move forward?' |
| Compelling Event | Ask: 'Is there a specific date or event this needs to be in place for?' and 'What happens if that date passes without a solution?' |

Pro Tips

- Economic Impact is the most underdeveloped NEAT element in most rep conversations — practice it.
- If you can't identify a compelling event, create one collaboratively: 'What would make this urgent for you?'
- Access to Authority is a process, not a one-time ask. Build toward it over multiple calls.
- Map NEAT in your CRM for every deal above a threshold value — gaps are your risks.

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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