

SNAP Selling

Selling to Frazzled, Distracted Modern Buyers

Sales Methodology Guide · convinco.co

Overview

Developed by Jill Konrath, SNAP Selling addresses a fundamental shift in modern buying: today's prospects are overwhelmed, time-starved, and deeply resistant to anything that feels complicated or risky. Traditional sales approaches that assume an engaged, thoughtful buyer fail when that buyer is answering Slack messages and skimming your email on a phone.

SNAP Selling teaches reps to communicate with extreme clarity and simplicity, deliver rapid value, align perfectly with the buyer's world, and minimize perceived risk at every stage of the process.

The Framework

S — Simple

Eliminate complexity from every interaction. Your emails, proposals, and pitches should be the easiest thing a prospect has to deal with that day. Less information, more clarity. One ask per communication.

N — iNvaluable

Position yourself as a trusted resource, not a vendor. Bring insights, introduce ideas, share relevant research. Be worth talking to even if they never buy — and they'll be far more likely to buy.

A — Always Align

Everything you say and propose must connect directly to the prospect's stated priorities and strategic goals. If they can't see why it matters to them, it won't get attention.

P — Priority

Create urgency around the decision — but only by tying it to their existing priorities, not by applying artificial pressure. If solving this isn't a top-3 priority, find out what is and either align there or disqualify.

How to Use on Sales Calls

Cold Outreach	Lead with a single, relevant insight. One sentence on why you're reaching out, one sentence on a result relevant to them. One ask. No attachments on first touch.
Discovery	Be the most prepared person in the room. Know their business, their competition, their recent news. Make every minute feel valuable to them.
Proposals	Send concise, visual proposals. Summarize the problem, the solution, the outcome, and the investment. No 40-page decks for an SMB deal.
Follow-Up	Each follow-up should add value — a relevant case study, a new insight, a metric they'd care about. Never follow up just to 'check in.'

Pro Tips

- Rewrite your cold emails: if they're over 5 sentences, cut them in half.
- Map your messaging directly to the prospect's stated company priorities — use their language.
- Remove every word from your pitch that doesn't directly serve the buyer's needs.
- Anticipate the 3 biggest objections and pre-empt them before they're raised.

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