

# Solution Selling

## From Product Pitching to Problem-First Positioning

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

### Overview

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Created by Michael Bosworth in the 1980s, Solution Selling was one of the first methodologies to explicitly shift focus from product features to customer problems. It was revolutionary at the time and remains foundational to most modern consultative approaches.

The core premise: buyers don't want to be sold a product — they want someone to help them solve a problem. Solution Selling trains reps to diagnose before they prescribe, to build a 'pain chain' from individual to organizational impact, and to propose solutions that map precisely to uncovered needs.

### The Framework

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#### Stimulate Interest

Open with a relevant reference story or provocative question that signals you understand their world and have helped others like them.

#### Diagnose the Pain

Use a structured questioning approach to move from latent pain (problems they haven't fully recognized) to active pain (acknowledged, felt urgency). Build the full 'pain chain' from individual frustration to business impact.

#### Establish Capabilities

Match your solution's capabilities directly to the pain diagnosed. No feature-dumping — every capability should answer a specific pain point.

#### Propose a Vision

Co-create the vision of the solution with the prospect rather than presenting a pre-packaged pitch. They should feel ownership of the proposed approach.

## Evaluate and Select

Support the prospect through their evaluation process. Provide references, case studies, and proof points that reduce risk.

## How to Use on Sales Calls

<b>Reference Story Opening</b>	Open with: 'I was working with a company similar to yours that was facing [X problem]. Here's what happened...' This builds credibility and frames the conversation.
<b>Pain Ladder Questions</b>	Start with the job title's typical pain, then ladder up to business impact. 'What does that mean for your team?' → 'And what does that cost the business?'
<b>Vision Co-creation</b>	Ask: 'If we could solve this, what would that look like for you?' Let them describe the solution. Then map your capabilities to their description.
<b>Proof Points</b>	Close with a relevant case study or reference that mirrors their situation. Social proof reduces risk and accelerates decisions.

## Pro Tips

- Build a library of reference stories organized by industry, pain type, and job title.
- Practice diagnosing before prescribing — resist the urge to pitch until pain is fully surfaced.
- Map your product's capabilities to a pain matrix — so every rep knows which capability addresses which pain.
- Co-creation language is powerful: 'What would that look like?' 'How would you envision that working?'

## 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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