SALES ENABLEMENT FRAMEWORK

The 10-Call Conversational Framework for Client Reps

Aphased discoveryplaybookforreps executingtheir first10clientcalls— structured by objective, powered by high-leverage questions, and calibrated to surface deal-critical signals at every stage.

EXECUTIVE OVERVIEW

Why a Phased Framework Changes Everything

The first ten clientcalls a rep makes arenotawarm-up. Theyarethemostconsequential conversations in the sales cycle — the window in which trust is established, pain is quantified, stakeholders are mapped, and deal viability is determined. Most reps navigate this window reactively, relying on instinct and product knowledge. The highest-performing reps navigate it with a structured, phased framework that treats every call as a deliberate step in a larger diagnostic process.

This framework divides the first ten calls into five two-call phases, each with a distinct objective, three high-leverage discovery questions calibrated to that objective, and a set of red flags designed to trigger early qualification decisions. It is built for consultative environments where trust precedes transaction — and where the quality of questions asked in the first four calls determines whether a deal closes or stalls.

FRAMEWORK AT A GLANCE

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Calls 1–2	**Calls 3–4**	**Calls 5–6**	**Calls 7–8**	**Calls 9–10**
Rapport & Situation	ProblemDepth	Decision Architecture	Solution Co-Creation	Commitment & Close

PHASE 1

1–2

Rapport & Situation Mapping

Establish credibility, earn conversational license, and build a precise map of the client's current situation before any solution is mentioned.

DISCOVERY QUESTIONS

Q1 Walk me through how your team currently handles [core process] — from initiation to close. What does that look like in practice?

Why it works: Opens the floor without leading. Surfaces workflow, ownership, and the language the client uses — all critical inputs for later framing.

Q2 What prompted this conversation now? Has something changed in your environment, your team, or your priorities recently?

Why it works: Identifies the triggering event. A client with a specific catalyst is significantly more likely to act than one exploring for curiosity.

Q3 When you imagine this problem fully resolved six months from now, what does success look like for you personally — not just the business?

Why it works: Separates organizational goals from individual ones. Personal stakes reveal the real decision criteria and emotional drivers.

RED FLAGS

- Client cannot articulate what prompted the call — no trigger means no urgency.
- Immediately pivots to budget or pricing before context is established.
- Describes the status quo in exclusively positive terms — low pain, low motion.

PHASE 2

3–4

Problem Depth & Impact Quantification

Move the conversation from surface-level symptoms to root causes. Quantify the business impact of inaction and surface unstated costs the client has not yet calculated.

DISCOVERY QUESTIONS

Q1 You mentioned [pain point]. What's the downstream effect of that on [team / revenue / customer experience]? Have you ever tried to measure the cost of it?

Why it works: Anchors abstract pain to financial or operational consequence. Clients rarely quantify status-quo costs — helping them do so shifts the conversation from "nice to have" to "necessary."

Q2 If you've tried to solve this before — internally or with another vendor — what happened? What worked, and what didn't?

Why it works: Reveals prior attempts and failure modes. Prevents you from proposing something already rejected, and builds credibility by acknowledging complexity.

Q3 Who else in the organization feels the impact of this problem most acutely? And who tends to push back when change is proposed?

Why it works: Maps the political landscape before you need to navigate it. Stakeholder resistance discovered early is manageable; discovered late, it kills deals.

RED FLAGS

- Client describes the problem as minor or manageable — probe harder or reassess fit.
- Prior vendor failures are blamed entirely externally — signals low internal ownership.
- No clarity on who else is affected — isolated pain rarely drives organizational buy-in.

PHASE 3

5–6

Decision Architecture & Stakeholder Alignment

Map the full decision process, identify every stakeholder with influence or veto power, and confirm that you are speaking with someone who can either decide or directly shape the decision.

DISCOVERY QUESTIONS

Q1 When your organization has made a comparable investment decision in the past — similar scale, similar risk — how did
that process unfold? Who was in the room at the end?

Why it works: Past process predicts future process more reliably than stated process. Gets you the real decision map, not the official org chart version.

Q2 Is there anyone who hasn't been part of our conversations yet who will need to sign off, approve, or simply not object for this to move forward?

Why it works: Directly surfaces hidden stakeholders. Asking permission to identify blockers is far more effective than discovering them at contract stage.

Q3 What criteria will the final decision be evaluated against — and who owns each of those criteria within your team?

Why it works: Forces the client to make decision criteria explicit. Reveals whether your solution is being evaluated on dimensions you can win.

RED FLAGS

- Contact consistently avoids identifying or involving senior stakeholders.
- Decision process described as simple or fast — complexity is the norm; simplicity is a red flag.
- Criteria are vague or shifting — signals no internal alignment on what a solution must do.

PHASE 4

7–8

Solution Co-Creation & Objection Surfacing

Shift from diagnosing to co-designing. Present tailored framings of your solution that map directly to documented pain points, and proactively surface and neutralize objections before they calcify.

DISCOVERY QUESTIONS

Q1 Based on what you've shared, here's how I see this fitting your situation: [specific framing]. Does that map to your reality, or are we missing something important?

Why it works: Tests solution-problem fit in real time. Invites correction, which builds trust, and validates whether your framing lands before
you invest further in it.

Q2 What would need to be true about this solution for your [skeptic / CFO / technical lead] to feel confident moving forward?

Why it works: Forces the client to articulate objections on behalf of resistors before those resistors are in the room. Gives you a chance to prepare targeted responses.

Q3 On a scale of 1 to 10, how confident are you that this approach would deliver the outcome you described? What would move that number up?

Why it works: The confidence gap between their score and 10 is your objection list. Asking what would raise the score turns a vague hesitation into specific, addressable concerns.

RED FLAGS

- Client cannot articulate what their skeptics would need to see — low internal advocacy.
- Confidence score below 6 with no clear path to resolution — misalignment on fit.
- Objections are repeated across calls without movement — stakeholder not empowered to decide.

PHASE 5

9–10

Commitment, Timeline & Mutual Close

Secure a clearly defined next step, confirm mutual commitment to a decision timeline, and establish the post-signature success framework so the client is bought into implementation before the contract is signed.

DISCOVERY QUESTIONS

Q1 What needs to happen on your side — and by when — for us to move forward? What are you committing to in the next two weeks?

Why it works: Transfers ownership of next steps to the client. A client who cannot name a concrete internal action is not yet bought in, regardless of verbal enthusiasm.

Q2 If everything goes according to plan and we sign by [target date], what does success look like at the 90-day mark? How will you know this was the right decision?

Why it works: Anchors the relationship in outcomes before money changes hands. Clients who can articulate 90-day success are significantly less likely to churn or delay implementation.

Q3 Is there anything that could cause this to stall, get deprioritized, or fall apart on your end that we haven't discussed?

Why it works: The most important question in the process. Asked directly and late, it surfaces genuine blockers the client has been reluctant to raise. Silence is an answer too.

RED FLAGS

- Client cannot name a specific internal next step — signals passive interest, not active buy-in.
- Timeline repeatedly shifts without a business reason — urgency is not real.
- Question about potential blockers is deflected or dismissed — almost always signals a hidden issue.

GUIDING PRINCIPLE

The Framework Beneath the Framework

Every phase of this framework rests on a single operating principle: **the quality of a sales conversation is determined by the quality of the questions, not the quality of the pitch.** Reps who internalize this shift — from presenting to diagnosing, from telling to discovering — consistently outperform peers with superior product knowledge and inferior conversational discipline.

Use this framework as a living document. After each call, assess which questions surfaced the most deal-critical information. Adjust your sequencing based on what your client's behavior tells you about their readiness, their politics, and their actual decision criteria — not the criteria they stated at the outset. The framework guides the conversation. The client's responses should shape it.

Ready to Accelerate Your Team's First 10 Calls?

Book a 25-minute strategy session with the Convinco team. We'll review your current onboarding framework, benchmark it against peer data, and identify the highest-leverage adjustments available to your team today.

Book Your Strategy Call → calendar.app.google/kcWNAgFWHTjs3Dbk9