

Sales Methodology Guide

12 Frameworks Mapped to the 7-Stage Pipeline

This guide maps the most effective sales methodologies to each stage of the 7-stage pipeline. Pick the right framework for your motion, not the most fashionable one. Each stage has a primary job -- the method should serve that job.

01 STAGE-BY-STAGE METHODOLOGY MAP

Stage 1 -- SQL | Qualification is the job

PRIMARY METHODS

MEDDPICC (primary) / SPICED (mid-market/velocity)

HOW TO APPLY

At SQL, your one job is qualification -- not discovery, not demo, not rapport. Use MEDDPICC or SPICED to decide whether to accept the deal into the pipeline. The most expensive thing a rep can do is work a deal that should not be in the pipeline. Apply MEDDPICC as a filter, not a checklist.

Stage 2 -- Discovery | Understanding is the job

PRIMARY METHODS

GAP Selling (primary) / SPIN Selling (consultative support)

HOW TO APPLY

GAP Selling structures the discovery conversation around the gap between where the buyer is today and where they need to be. Map the current state, the desired future state, and the cost of the gap. SPIN Selling's Situation and Problem questions build the foundation; Implication and Need-Payoff questions create urgency.

Stage 3 -- Evaluation | Differentiation is the job

PRIMARY METHODS

Challenger Sale -- Tailor & Take Control (primary) / Value Selling

HOW TO APPLY

Challenger's "Tailor and Take Control" phases are most relevant here. The Tailor phase means adapting insights to the specific economic buyer's priorities. Take Control means setting the agenda for how the evaluation will proceed -- who you will meet, what criteria will be used, and when a decision will be made.

Stage 4 -- Proposal | Justification is the job

PRIMARY METHODS

Value Selling (primary) / Command of the Message / Solution Selling

HOW TO APPLY

Value Selling drives the proposal narrative: the proposal is not a features list -- it is a business case. ROI, payback period, and risk of inaction are the three pillars of a proposal that moves. Command of the Message ensures the proposal uses the buyer's language.

Stage 5 -- Commit | Removing friction is the job

PRIMARY METHODS

JOLT Effect (primary) / Force Management

HOW TO APPLY

The JOLT Effect is critical at Commit. Most deals that stall here die to indecision, not competition. The JOLT framework (Judge the indecision, Offer your recommendation, Limit the exploration, Take risk off the table) addresses each root cause of no-decision. Reps should be diagnosing which JOLT lever to pull, not discounting.

Stage 6 -- Closed Won | Handoff quality is the job

PRIMARY METHODS

Conceptual Selling / Value Selling

HOW TO APPLY

Conceptual Selling informs the internal handoff -- translating the deal story into language the CS team can use to deliver on the promise. A clean Closed Won handoff includes: buyer-stated success criteria, economic buyer contact, champion name, and the 30/60/90 day expectations the buyer articulated during the sale.

Stage 7 -- Closed Lost | Learning is the job

PRIMARY METHODS

MEDDPICC gap analysis / GAP Selling retrospective

HOW TO APPLY

Post-mortem using MEDDPICC: which elements were missing or wrong at the time of the loss? Was the economic buyer ever truly engaged? Was the pain implicated deeply enough to create urgency? The Closed Lost stage is the most underused learning asset in most sales organizations.

02 METHOD LIBRARY -- QUICK REFERENCE

12 frameworks at a glance. Best Motion indicates where each method produces the highest ROI given deal complexity and motion type.

Framework	Category	Best Motion	Guiding Question
MEDDPICC	Qualification	Enterprise, complex, long cycle	Do we have the complete picture?
SPICED	Qualification	Mid-market, velocity, inbound	Why does this deal need to happen
GAP Selling	Consultative	Enterprise, new logo	What does the world look like without solving this?
Challenger Sale	Challenger	Enterprise, outbound, competitive	What does the buyer not yet know?
SPIN Selling	Consultative	Enterprise, consultative	Have we made the buyer feel the cost of inaction?
Value Selling	Value-based	Enterprise, CFO-level deals	Can we quantify the ROI in their language?
JOLT Effect	Anti-indecision	Late-stage, stalled deals	Is this deal dying to no-decision?
Command of the Message	Messaging	All motions	Are we using the buyer's language?
Conceptual Selling	Relationship	Complex, multi-stakeholder	Does every stakeholder have the same picture?
Force Management	Execution	Enterprise, all stages	Is the team executing or improvising?
Solution Selling	Needs-based	Mid-market, consultative	Have we attached to a specific pain?
SNAP Selling	Efficiency	SMB, velocity	Are we making it easy for the buyer to buy?

03 IMPLEMENTATION PRINCIPLE

Do not mandate a single methodology across all motions. The frameworks above are tools -- match the tool to the deal type. A MEDDPICC-first approach makes sense for enterprise new-logo deals; it is overhead for a 30-day SMB renewal. Train reps to choose the right method for the stage and motion, not to apply a single framework universally.