

VIBE Summary

Consultative Call with [Prospect Company]

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Company Context:

[Prospect Company Name] is a mid-sized player in the manufacturing space. The company is technically strong but facing slowed growth, declining revenue, and long, drawn-out sales cycles. A common thread in our discussion: strong product expertise, but too few strategic, value-driven sales conversations.

Vision

Your ambition is clear: accelerate revenue growth and shorten sales cycles—without compromising the technical integrity you're known for. You envision a sales team that confidently drives opportunities forward by speaking to business value, not just product specs.

Impacts & Implications



If the Vision is achieved: You'll likely see faster sales cycles, more consistent pipeline movement, and improved margins. Salespeople will act more like trusted advisors, boosting win rates and customer loyalty.



If it isn't: The business risks missing growth targets, losing ground to more commercially savvy competitors, and experiencing continued internal frustration with stagnant performance.

Barriers



Sales team over-relying on technical knowledge. Too product-led, not problem-led.



No shared sales language or process to guide conversations.



Lack of clarity on when/how to move deals forward.



Hesitance among salespeople to challenge customer assumptions or discuss business impact.

Execution | Next Steps



Implement a Visual Sales Process: Introduce a structured way of selling aligned with your customers' buying journey to create consistency and reduce cycle time.



Skill Development & Coaching: Train and coach your team to shift from "product experts" to "sales professionals" who lead with insight and drive value-based conversations.



Adopt a System that Reinforces the Right Behaviors: Equip your team with a platform like that goes beyond CRM logging, guiding them step-by-step through best practices and enabling continuous improvement.