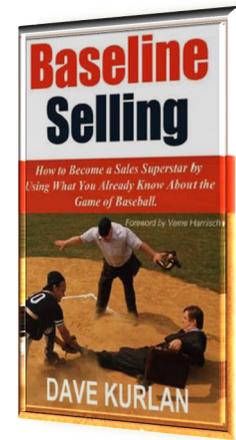




**KURLAN**  
& Associates, Inc.



## Common Selling Methodologies Compared



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## Baseline Selling





## The Challenger Sale



Note: The Challenger Sale is incomplete, is difficult to execute and the entirety of this Methodology occurs between the midway point of 1<sup>st</sup> to 2<sup>nd</sup> base and the midway point between 2<sup>nd</sup> and 3<sup>rd</sup> Base.



## SPIN SELLING



Note: SPIN Selling is incomplete, is difficult to execute and the entirety of this Methodology occurs between 1<sup>st</sup> and 2<sup>nd</sup> base.



## MILLER HEIMAN'S STRATEGIC SELLING



Note: Miller Heiman is not a sales process or a methodology, but is more about how to strategically plan to sell an account.



## SOLUTION SELLING



Note: In Solution Selling, Qualification, which occurs between 2<sup>nd</sup> and 3<sup>rd</sup> Base in Baseline Selling, takes place between 1<sup>st</sup> and 2<sup>nd</sup> Base, causing some good opportunities to become disqualified.



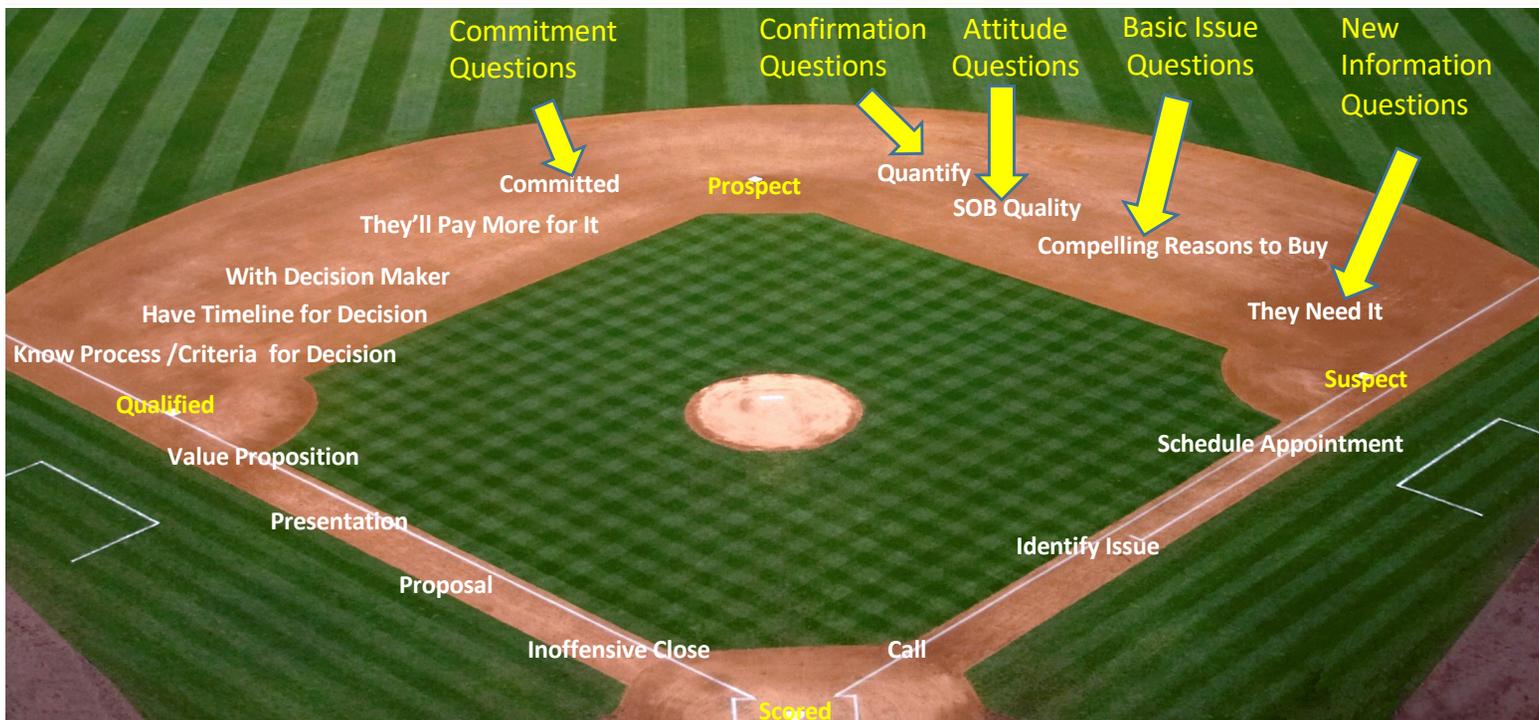
## N.E.A.T SELLING



Note: NEAT is similar to BANT, and serves little purpose except as a simple Qualifying process.



## CONCEPTUAL SELLING



Note: Conceptual Selling is incomplete, and takes place primarily between 1<sup>st</sup> and 2<sup>nd</sup> base.



## SANDLER SYSTEM



Note: The Sandler System is incomplete, and some salespeople find the techniques to be hokey.



**M.E.D.D.I.C.**



Note: MEDDIC Process is incomplete, and the sequence is non-intuitive



## S.N.A.P SELLING



Note: The S.N.A.P. Methodology is incomplete, and the sequence is backwards



Contact: [DKurlan@KurlanAssociates.com](mailto:DKurlan@KurlanAssociates.com)  
508-556-6813