

pax8Academy

RESULTS SELLING FRAMEWORK

Syllabus

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Course Overview

The Results Selling Framework is a 5-week, virtual, live instruction course designed to help you become more effective at selling and increase your revenue. This course is for all growth stages and is intended to guide both owner-led sellers and dedicated sales professionals.

The Results Selling Framework is a global Pax8 Academy initiative to enable partners to sell more effectively by developing stronger relationships, gaining credibility as subject matter experts, and asking questions to learn more about their prospect’s/client’s business. This framework will take the guesswork out of the sales process and help you close more opportunities.

Prerequisite reading:

- [The Seller Listening Disfunction Guide](#)
- [Must Have Prerequisite Questions to Become a Better Salesperson](#)

To get the maximum value from this course, there will be homework assigned. We recommend blocking 30-60 minutes to complete the homework outside of class.



What You'll Get

- 5 hours of virtual, interactive, instructor-led content taught by an experienced MSP sales expert
- Downloadable videos* of the content you can rewatch at your convenience
- Downloadable slide decks, handouts, and resources

Learning Objectives

By attending this course, you will learn:

- What the Results Selling Framework is and how to implement it in your business
- How to identify who the buyer is and what your client or prospect’s needs are
- How to qualify a prospective buyer
- The client/prospect buying process
- How to articulate and prove your value and unique selling proposition

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

Schedule of Topics

Session 1: Introduction to Results Selling Framework

- What is the Results Selling Framework?
- Seller Listening Dysfunction and How to Avoid It
- Must Have Prerequisite Questions
 - What are 2-3 problems you solve for your clients?
 - How do you specifically solve these problems?
 - How do you solve differently than your competition?
 - What is your proof?
- Critical Sales Skills

Session 2: Understanding Buyer Personas

- Technical Buyer versus Economic Buyer
- Aligning with the Buyer – changing your mindset to think like the buyer

Session 3: Uncovering Prospect/Client Needs and Understanding the Prospect/Client Buying Processes

- Build a Know, Like, and Trust Relationship
- Best practices for qualifying
- Uncovering Prospect and Buyer Needs
- Purposeful Discovery
- Decision Criteria of the Buyer
 - Best Questions to Ask

Session 4: Articulating and Proving Your Value

- What differentiates you from the competition
- Metrics and Business Outcomes
- Conversation Summary
- Telling Stories to Prove It
 - Unique Selling Proposition
 - Testimonials
 - Case Studies
 - Video
 - Buyer decision criteria
- Sample Proof Points
- Commitments to Action

Session 5: RSF Discovery Guide

- Discovery Guide Review and Completion
- Creating an Action Plan

Instructor



Keith Marchiano
Senior Executive Coach

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Testimonials

- “Keith broke down what it will take to have results in his Results Selling Framework class. While there was a lot to unpack, it was a great way to correct course on every step from first meeting of a new prospect to getting their autograph on a proposal.” - Burak S., Chat Tech Solutions
- “The Results Oriented Selling Framework provides tactics you can apply to your business as you better understand you targeted clients, what is important to them, and why you are the right fit for them.” - Theresa B., InfoPathways, Inc.
- “Keith and the results selling framework course helped me understand the foundation of finding the perfect client and how to ask the right questions to determine if a prospect is a good fit. It made me really think about how to distinguish ourselves from the competition during the sales process.” Sydney I., 24hourtek

Next Steps

Explore your next steps with Pax8 Academy:

- On-Demand Content
 - [Sales Skills 101](#)
- Instructor-Led Courses
 - [Selling to your Perfect Client](#)
 - [Jumpstart your Owner Led Sales](#)
- Peer Groups
 - Join an Owner or Sales and Marketing Role Peer Group
 - Join a \$0-\$1 Million Flight Plan (Phoenix) or Sales Flight Plan (Eventus) Peer Group
 - [Apply here!](#)
- Coaching
 - Sign up for Sales Coaching or Operations Coaching
 - [Learn more here!](#)