

# WRISOM – SALES FRAMEWORK

A clear, structured approach to consultative selling

## **W** Welcome

Create connection.  
Build trust. Set the tone

## **R** Reason

Establish the purpose.  
Anchor the meeting  
with intent

## **I** Investigate

Ask meaningful  
questions. Understand  
what matters

## **S** Solve

Provide value-aligned  
solutions that fit the  
client's objectives

## **O** Overcome Objections

Address hesitation with  
empathy and resolution

## **M** Move Forward

Invite the next step  
Ask for the business or  
define the path

**Vernon Belle Sales Academy**

Developing business professionals who sell