REILLY
SALES CONSULTING

PROFESSIONAL SERVICES TOOL KIT

V 1.0

FRAMEWORKS THAT TRANSFORM SALES CONVERSATIONS INTO PREDICTABLE, PROFITABLE DEALS. CONSISTENTLY

REILLY
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PROFESSIONAL SERVICES TOOL KIT

The **Professional Services Sales Kit** is tailored for firms aiming to refine their sales approach. Discover strategies to:

- Implement natural business development rhythms

- Establish effective referral systems

- Enhance proposal strategies

Elevate your firm's client acquisition and retention with these tools.

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EXPERTISE-TO-REVENUE POSITIONING WORKSHEET

CLARIFY WHAT YOU SELL, WHY CLIENTS TRUST YOU, AND HOW TO TURN CREDIBILITY INTO CONVERSION

Audience: Partners, practice leads, BD managers, advisors

What It's For:
Selling services is different than selling software. This worksheet helps you turn your **credibility, process, and client outcomes** into positioning that sells *without sounding like a brochure.*

EXPERTISE-TO-REVENUE POSITIONING WORKSHEET

SECTION 1: WHAT YOU ACTUALLY SELL (HINT: NOT "CONSULTING")
Clients don't buy "hours" or "advice." They buy:

- Outcomes (e.g. "reduced risk," "faster implementation," "clarity for decisions")

- Ownership (someone to take the mental load)

- Confidence (validation, de-risking, buy-in)

❇️ **Prompt:**

"At the end of a successful engagement, what does the client now have that they didn't before?"

SECTION 2: TRUST ACCELERATORS

Trust Lever	Your Answer
Proof of Expertise	Publications, panels, white papers, named clients
Repeatability	Frameworks, process maps, diagnostic tools
Context Matching	Industry fluency, use of their language
Risk Reversal	Outcome guarantees, low-risk pilots, fixed-fee scoping

✳️ **Clients don't need *more* credentials. They need reasons to believe *you can solve their exact version* of the problem**

SECTION 3: PROBLEM-TO-OFFER MAPPING

Client Problem	What They Say	What You Offer
Scope chaos	"We keep rewriting the SOW."	Project scoping and stakeholder alignment sprint
Deal friction	"We keep losing RFPs last-minute."	BD process audit and pitch strategy upgrade
Partner overcapacity	"Everyone's billing, no one's selling."	Rainmaker enablement and capacity mapping

✳️ Frame your offer as a **solution to their pain**, not just a service you deliver

SECTION 4: POSITIONING FORMULA (FILL-IN-THE-BLANK)

"[WHO] comes to us to [SOLVE PAIN] so they can [ACHIEVE WHAT], without [COMMON RISK/TRADEOFF]."

Examples:

"Consulting firms come to us to turn their expertise into revenue by building sales systems that feel credible, not cringey."

"Law firms come to us so they can win more business from top-tier clients without becoming 'salesy' or burning their brand."

⭐ **Pro Tip:**

If your firm's website or deck sounds like "strategic advisory," it's time to sharpen. This worksheet helps your whole team speak the same, *client-outcome-driven* language.

BD TRACKER & PIPELINE TEMPLATE FOR EXPERT FIRMS

STAY ON TOP OF DEALS, RELATIONSHIPS, AND REFERRALS WITHOUT A BLOATED CRM

Audience: Partners, advisors, consulting firm leads, boutique BD managers

What It's For:
Many professional services firms don't need a full-scale CRM. They need a **lightweight, visible, actionable BD system.** This tracker helps your team manage pipeline, prioritize warm relationships, and forecast like pros.

BD TRACKER TEMPLATE CORE STRUCTURE

OPPORTUNITY TRACKER (MAIN SHEET)

Column	Description
Company Name	Client or prospect firm
Contact Name	Lead partner, exec, or DM
Deal Type	New project / renewal / retainer / intro
Stage	See below
Value Estimate	Retainer, flat fee, or hourly range
Likelihood to Close	% based on BD score (see below)
Next Step	Meeting, send proposal, intro, etc.
Notes	Internal context, blockers, relationship history

✳️ **Colour-code by stage or timeline urgency**

OPPORTUNITY STAGES (CUSTOMIZE PER FIRM)

1. **Contact Identified:** added to tracker, not yet contacted

2. **Initial Outreach:** email or call initiated

3. **Meeting Booked:** discovery or rapport call scheduled

4. **Active Discussion:** clear interest, scope being defined

5. **Proposal Sent:** verbal yes or doc under review

6. **Contract Out / Verbal Yes:** legal or internal loop

7. **Closed Won / Lost:** won = project booked; lost = feedback logged

✳️ **Track average time-in-stage to identify friction points**

WARM LEADS & REFERRAL TRACKER

Contact	Source	Industry	Last Touched	Next Action	Notes
Jane McCoy	Referral – client	Fintech	Feb 14	Invite to roundtable	Said "maybe Q3"

✳️ Use this for long-lead opportunities or dormant deals to revisit quarterly

BD SCORECARD (PRIORITIZATION FORMULA)

Rate each opp 1–5 across:

- Relationship Strength (referral > cold)

- Deal Size Potential

- Timing / Urgency

- Strategic Fit

🎯 Total Score out of 20 = BD Priority Score

Score Range	Priority
16–20	🚀 High
11–15	⚠️ Mid
<10	💤 Low

✳️ **Focus effort where potential and momentum overlap**

⭐ **Pro Tip:**

Your BD system should help you **spend less time chasing and more time closing.** This template turns loose notes and inbox threads into *a clear, firm-wide pipeline view*, even without Salesforce.

EMAIL TEMPLATES FOR CREDIBLE OUTREACH & FOLLOW-UP

WIN MEETINGS, AND TRUST, WITHOUT SOUNDING LIKE A SALESPERSON

Audience: Partners, subject matter experts, BD leads, consulting firm owners

What It's For:
You're not "selling", you're opening doors with credibility. These email templates help expert-driven firms **start conversations and follow up professionally**, without relying on hype, pressure, or spammy language.

EMAIL TEMPLATES LIBRARY: 4 ESSENTIAL CATEGORIES

1. COLD INTRODUCTION (NO REFERRAL)
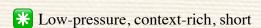**Subject:** Noticed [Trigger] at [Their Company]

Hi [First Name],

I saw you're [hiring, launching X, expanding Y], and we've helped a few firms in your space with [short pain-outcome statement].

Totally understand if this isn't a fit now, but it's worth reaching out to ask. Are you open to a 20-minute chat in the next week or two?

Happy to send over a short overview or case study if that helps.

[Your Name]
[Signature or LinkedIn]

✳️ Low-pressure, context-rich, short

2. WARM REFERRAL OUTREACH
Subject: [Referrer's Name] suggested we connect

Hi [First Name],

[Referrer] thought we might have a reason to chat. We've worked with teams like yours on [result or service type], especially when [insert timely trigger].

If it's useful, I'd be happy to share what that typically looks like, and see if it's worth exploring for your side.

Would next week work to connect briefly?

[Your Name]

✳️ **Trust transfer built-in, value-oriented**

3. FOLLOW-UP AFTER FIRST MEETING
Subject: Recap and optional next steps

Hi [First Name],

I really enjoyed our conversation. Based on what you shared, it sounds like [pain/problem] is a key priority, and we could help address it through [brief summary of proposed scope].

Attached is a short overview of what we discussed. If helpful, we can draft a 2-tier scope to give you options.

Would you like to revisit next steps later this week or early next?

✳️ **Recaps show listening, and boost deal velocity**

4. RE-ENGAGEMENT / GHOSTED LEAD
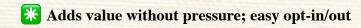**Subject:** Still worth keeping on radar?

Hi [First Name],

It feels like your timing or priorities may have shifted. I completely understand if it has.

If you'd still like to explore [result or initiative] down the road, I can keep the spot warm for Q2 and circle back then.

In the meantime, here's something we recently published that might be useful: [insert short resource or article link].

Wishing you a strong quarter either way.

✳️ **Adds value without pressure; easy opt-in/out**

⭐ **Pro Tip:**

In professional services, your email should feel like **an invitation, not a pitch.** These templates help you sound sharp, helpful, and human, so trust starts before the first call.

TRUST-BUILDING SALES QUESTIONS FOR EXPERTS

ASK WITH AUTHORITY, UNCOVER URGENCY, AND BUILD BUY-IN WITHOUT LOSING CREDIBILITY

Audience: Consultants, partners, advisors, subject matter experts

What It's For:
When selling services, **your questions *are* your pitch.** This toolkit gives you a set of expert-level prompts that show clients you're thoughtful, strategic, and worth listening to, before you even present a solution.

TRUST-BUILDING QUESTIONS ORGANIZED BY SALES STAGE

STAGE 1: EARLY DISCOVERY / RAPPORT BUILDING

Category	Questions
Context & Triggers	"What prompted the conversation now vs. six months ago?" "How are you seeing [problem] show up in day-to-day operations?"
Role & Influence	"What part do you play in shaping how this gets addressed?" "Who else has strong opinions on this internally?"

✳️ These establish tone, uncover triggers, and map the decision web

STAGE 2: PROBLEM DEEP-DIVE

Category	Questions
Impact Exploration	"What's at risk if this persists another 3–6 months?" "If this were fully resolved, how would your team's work look different?"
Past Attempts	"Have you tried tackling this before? What worked, or didn't?" "What led you to seek external help this time?"

✳️ Show you're not rushing to prescribe. You're diagnosing thoughtfully

STAGE 3: BUY-IN & ALIGNMENT

Category	Questions
Internal Dynamics	"What kind of internal support, or resistance, should we expect?" "Who will need to see this succeed for it to move forward?"
Decision Readiness	"If we brought back a few scoped options, what would make it a yes?" "What's the timeline pressure (if any) driving this?"

✳️ Helps scope next steps and tee up the proposal phase

STAGE 4: OBJECTION UNCOVERING (BEFORE THEY SAY IT)

Category	Questions
Budget Sensitivity	"Do you already have a ballpark budget, or should we frame options to give you clarity?"
Previous Consultant Burn	"We often work with teams who've had mixed results with past advisors. Anything you'd want us to do differently?"

✳️ Pre-empts pushback while building empathy and control

BONUS: CONVERSATION STRUCTURE FLOW (60-MIN CALL MAP)

1. Rapport and Trigger

2. Problem / Impact

3. Org Dynamics and History

4. Success Definition

5. Expectations for Next Step

6. Confirm Preferred Follow-Up

✳️ Reps and experts alike can use this for prep or live calls

⭐ **Pro Tip:**

The smartest experts don't sell, they **diagnose like doctors.** These questions position you as a strategic peer, not a vendor.

OBJECTION HANDLING GUIDE FOR PROFESSIONAL SERVICES SELLERS

TURN CLIENT PUSHBACK INTO PROGRESS WITHOUT SOUNDING DEFENSIVE OR SALESY

Audience: Partners, consultants, subject matter experts, BD leads

What It's For:
Professional service firms often lose deals not because of price or fit, but because they don't **handle objections with confidence.** This guide gives you conversational, credibility-first responses that *build trust while moving the sale forward*.

OBJECTION HANDLING GUIDE: KEY CATEGORIES & REFRAMES

1. "WE'RE NOT READY TO ENGAGE YET"

Objection	Reframe
"Let's revisit this in a few months."	"Absolutely, we can pause. But out of curiosity, what needs to change before this would be worth revisiting sooner?"
"We're still figuring out what we need."	"Totally fair. Would a short working session help bring clarity to the scope, even if we pause execution?"

✳️ **Goal: Offer low-pressure next step that creates momentum**

2. "THIS IS MORE THAN WE BUDGETED"

Objection	Reframe
"We don't have that much set aside."	"That makes sense. Most of our clients didn't either until they saw how we phased it. Want to see what that could look like?"
"Can you reduce the cost?"	"We can revisit the scope if helpful, or walk through why similar clients chose the full version and saw [X outcome]."

✳️ **Goal: Protect pricing power while anchoring value**

3. "WE'RE COMPARING OTHER FIRMS"

Objection	Reframe
"We're getting a few quotes."	"Smart move. Want me to flag a few areas to compare beyond price, like IP handoff, frameworks, or speed to first win?"
"Another firm quoted lower."	"That can happen. I'm curious, what stood out to you in their approach? That'll help us tailor our recommendation."

✳️ **Goal: Stay consultative, not combative**

4. "I NEED TO RUN THIS BY OTHERS"

Objection	Reframe
"Let me get partner alignment first."	"Totally get it. Would a short deck or executive brief help you frame the ROI more easily to your team?"
"Legal will want to review this first."	"We've seen that before. Should we prep a simplified summary while they review the SOW?"

✳️ **Goal: Enable internal buy-in, not delay**

5. "WE'VE TRIED SOMETHING LIKE THIS BEFORE"

Objection	Reframe
"Didn't work last time."	"Sounds frustrating. Usually the process, not the expertise, is what breaks down. Want to walk through where it stalled before?"
"We already brought in a consultant for that."	"Out of curiosity, what didn't stick? That'll help us design something that does."

✳️ **Goal: Validate past pain while offering a smarter second swing**

⭐ **Pro Tip:**

Don't "overcome" objections, **reframe them.** Your goal isn't to win a debate, it's to guide the conversation toward clarity and trust.

RAINMAKER SALES PROCESS MAP

BUILD A HIGH-TRUST, LOW-FRICTION SALES MOTION TAILORED FOR CONSULTING AND ADVISORY FIRMS

Audience: Partners, senior consultants, BD leads, practice managers

What It's For:
Professional services teams don't need high-pressure funnels, they need **a consultative process that earns trust and drives momentum**. This sales map gives your firm a clear path from first conversation to signed scope, tailored to *relationship-based selling*.

RAINMAKER SALES PROCESS: 5 STAGES AND SAMPLE PROMPTS

STAGE 1: CREDIBILITY SPARK
Goal: Open the door with value and insight, not a hard pitch

What Happens	Tools	Prompts
Initial intro or referral	Warm email, LinkedIn, event follow-up	"[prospect's vertical]s come to us when they want to [solve problem]. I have a infographic about finding low hanging fruit and avoiding landmines when tackling this. Are you interested in having copy of it?"

❇️ **Focus on building relevance, not qualifying**

STAGE 2: DISCOVERY & ALIGNMENT

Goal: Understand pain, stakeholders, urgency, and co-author the scope

What Happens	Tools	Prompts
Strategic call (30–45 min)	Discovery template, problem-mapping doc	"If this issue persists 6–12 more months, what's at stake?" "Who else would need to buy into this for it to move forward?"

✳️ Ask about decision dynamics, not just project scope

STAGE 3: SOLUTION FRAMING

Goal: Present options that feel tailored and low-risk

What Happens	Tools	Prompts
Share diagnostic or light-weight plan	Visual proposal, 2-tiered engagement menu	"Here's the roadmap we'd recommend: Option A keeps it lean, Option B includes more rollout." "Does this feel aligned to how you'd like to approach it internally?"

✳️ Don't oversell, invite collaboration

STAGE 4: SCOPE & TERMS

Goal: Clarify deliverables, pricing, and success conditions

What Happens	Tools	Prompts
Final proposal with SOW or fixed fee	Editable scope doc, success criteria checklist	"Let's align on where impact is most visible early so we can set up fast wins and long-term traction." "How should we frame the commercial side to make internal approval easiest?"

✳️ Define success with them, not for them

STAGE 5: CLOSE & HANDOFF

Goal: Confirm kickoff and set expectations for delivery

What Happens	Tools	Prompts
Signed engagement and internal intro to delivery	Kickoff checklist, onboarding email templates	"We'll guide this start to finish. What internal hurdles should we watch for early?" "Our delivery team will reach out tomorrow to get aligned. Do you want to join that first call or hand it off?"

✳️ Make them feel guided, not "sold"

⭐ **Pro Tip:**

Professional services sales are about **confidence and clarity.** This map helps your team move deals forward by creating *momentum without pressure*.

SCOPE DESIGN WORKSHEET

BUILD RETAINERS, EXPANSIONS, AND RENEWALS WITH CLEAR VALUE AND FLEXIBLE STRUCTURE

Audience: Consultants, firm principals, BD leads, client success/account managers

What It's For:
Retainers and renewals fall apart when scope feels vague or bloated. This worksheet helps you design **modular, value-aligned scopes** that grow with clients, and feel easy to say yes to.

SCOPE DESIGN WORKSHEET KEY SECTIONS

1. DEFINE THE OUTCOME, NOT THE ACTIVITY

Prompt	Example
"What will be true if this works?"	"Leadership will have a 90-day rollout plan with buy-in from 3 functions."
"What metric, process, or perception are we improving?"	"Shorten partner onboarding time by 40%."

✳️ **Scope to the result, not the hours**

2. TIERED SCOPE OPTIONS (GOOD / BETTER / BEST)

Tier	Inclusions	Ideal When…
Essentials	Core advisory and 1 live session/month	Budget-tight, first engagement
Growth	Advisory and implementation sprints and team alignment	Strategic initiative underway
Premium	Embedded support, reporting, executive briefings	High-stakes, urgent, or change management

✳️ **Use this to unlock up-sell flexibility at proposal time**

3. SCOPE ANCHOR PROMPTS (CREATE EXPANSION PATHWAYS)

Use these phrases to build *future-facing* scope elements:

- "We'll start with [X], then assess readiness to expand into [Y]."

- "This quarter, we'll focus on [goal], with optional support for [adjacent need]."

- "Here's what it looks like to go deeper or wider as traction builds."

✳️ Sets up retainers without boxing you in

4. TIME & CADENCE STRUCTURING

Element	Options
Syncs	Weekly / Biweekly / As-needed
Touchpoints	Slack access, async reviews, coaching office hours
Reporting	Monthly deliverables, insights brief, KPIs tracked

✳️ **Define structure to avoid "scope creep"**

5. EXPANSION QUESTIONS TO USE WITH CLIENTS

"If we nail this phase, what's the next problem you'd want us to help with?"
"What other teams might benefit from this once we get momentum?"
"How would success here unlock other priorities for the org?"

✳️ **These help plant seeds for larger engagements**

⭐ **Pro Tip:**

Don't just define *what's included*, frame **what's next.** Smart scope design makes it easier to say yes now, and even easier to renew later.

PROFESSIONAL SERVICES PROPOSAL TEMPLATE PACK

WIN MORE BUSINESS WITH PROPOSALS THAT SELL OUTCOMES, NOT JUST EFFORT

Audience: Consultants, lawyers, engineers, agencies, advisors

What It's For:
Most professional services proposals are either bloated or vague. This template pack gives you **3 ready-to-use formats** designed to close more business by presenting your expertise as a *solution*, not just a list of tasks.

PROPOSAL TEMPLATE PACK, WHAT'S INCLUDED

1. TWO-TIER SCOPE PROPOSAL
Perfect for clients comparing options or hesitant on spend.

Structure:

Section	Example
Executive Summary	"You're exploring [X]. Here's what we'd solve and how."
Option A: Core Scope	Fixed-fee, smaller scope, 2–3 deliverables
Option B: Full Engagement	Full rollout, more impact, additional stakeholders
Timeline & Milestones	Phase 1, 2, 3 mapped with light visuals
Investment Summary	"This isn't just X hours, it's solving [pain]."

✳️ **Bonus: Add "most popular" tag on Option B if desired**

2. VISUAL BRIEF TEMPLATE

Great for busy execs, boards, or early-stage discovery.

Key Elements:

- 1-page visual summary (problem, solution, value, next step)

- Slide-friendly format (PDF or Google Slides)

- Use icons or short graphs for fast scanning

- Add "3 key goals" or "top success indicators" section

✳️ **Designed to *get a "yes"* before a 10-page SOW gets reviewed**

3. FIXED-FEE SOW (STATEMENT OF WORK)

Structured, detail-forward template for legal, compliance, or enterprise clients.

Included Sections:

- Objectives & Outcomes

- Scope of Work

- Assumptions

- Timeline

- Pricing & Payment Terms

- Terms & Conditions

- Signature Block

✳️ Optional clause templates for: change orders, IP rights, timeline delays

🎯 Proposal Do's & Don'ts

Do	Don't
Lead with **why this matters now**	Start with "About Us"
Price based on outcomes, not hours	List every task or time block
Give **choices**	Present one option, take it or leave it
Use visual elements	Send a wall of dense Word text
Tailor success metrics to client's language	Use generic ROI talk

⭐ **Pro Tip:**

A great proposal doesn't just "outline the work", it **helps your client make the internal sale.** These templates give you everything you need to look premium and close faster.

CLIENT IMPACT REPORT TEMPLATE CORE SECTIONS

1. EXECUTIVE SUMMARY (SLIDE 1)

Section	Example
Project Focus	"Reduce onboarding time for new partners by 30%"
Timeframe	"Q1–Q2 2024"
Stakeholders Engaged	"RevOps, Legal, GTM leadership"
Key Wins	"Playbook installed, approval time cut by 5 days, stakeholder buy-in secured"

✳️ **Keep it crisp. This slide alone should justify the engagement**

2. BEFORE / AFTER SNAPSHOT

Category	Before	After
Onboarding Cycle	45 days	28 days
Stakeholder Alignment	2 depts. looped in late	4 functions aligned by Day 10
Deal Approval Friction	3+ iterations	1-pass alignment

✳️ **Use bullets, not paragraphs. Show movement, not noise**

3. MILESTONES & DELIVERABLES
Structure:

✅ Delivered [X Framework]

✅ Facilitated [Team Session / Offsite]

✅ Created [Dashboard / SOP / Toolkit]

✅ Completed [Feedback Loop or Stakeholder Interviews]

✅ Highlight things that feel tangible, not just hours worked

4. STRATEGIC OUTCOMES

Area	Outcome
Efficiency	"Cut cycle time by 38%"
Confidence	"Leadership team aligned on rollout strategy"
Capability	"Team now owns internal QBR process without external support"

✳️ **Include 1–2 client quotes or metrics wherever possible**

5. WHAT'S NEXT (CALL-TO-ACTION)

Offer 2–3 logical next steps:

🔄 Continue engagement (e.g., new phase or quarterly retainer)

🔀 Run same process in new team/market

↔️ Make intro to peer org / client referral

📊 Optional: Offer internal case study or success doc

✅ Ask *politely but directly* for renewal, referral, or expansion

⭐ **Pro Tip:**

If you don't show the value, it gets forgotten. A sharp impact report becomes a **renewal tool, referral engine, and proof of excellence**, all in one slide deck.

LINKEDIN CONTENT TEMPLATES FOR PROFESSIONAL SERVICES FIRMS

SHARE INSIGHTS THAT BUILD TRUST, SPARK REFERRALS, AND ATTRACT HIGH-FIT CLIENTS

Audience: Consultants, firm founders, advisors, subject-matter experts

What It's For:
Your next client might already follow you, but trust isn't built through promos. These content templates help you show up on LinkedIn as an **expert worth hiring**, not just another "industry voice."

CONTENT TEMPLATE CATEGORIES

1. INSIGHT POSTS (CREDIBILITY BUILDERS)
Template:

"Most [client type] think the problem is [X]. In reality, it's [Y]."

Here's why that matters, and how to fix it:

1.   [Insert counterintuitive truth]

2.   [Show implication]

3.   [Give actionable tip or question]

👉 If this is showing up in your org, DM me. Always happy to share how we've solved it.

❇️ **Use monthly to showcase diagnostic ability**

2. BEHIND-THE-SCENES CLIENT WINS

Template:

"Last month we helped a [client type] overcome [challenge]. The unlock?"

→ [Share 1 concrete action or insight]

What changed:
✅ [Result]
✅ [Team impact or metric]

Real change isn't always sexy, but it is strategic.

Curious how this applies to your team? Let's talk.

❇️ **Signals outcome-focused delivery without namedropping**

3. "WHAT WE'RE SEEING" TRENDS POST

Template:

Across our conversations with [X industry] firms this quarter, 3 trends keep popping up:

1.   [Trend]

2.   [Trend]

3.   [Trend]

Each of these points to a bigger shift: [insert takeaway]

If you're seeing this too, you're not alone. We're building solutions for exactly this.

❇️ **Great for quarterly updates or subtle service seeding**

4. PERSONAL POV / VALUES POST

Template:

I used to think [common belief in industry].

Then I saw [real-world example that changed your view].

Now? I approach it like this:

- [Belief]

- [Why it matters to clients]

What changed my mind was the *results*.

Curious, how do you see it?

✳️ Drives strong engagement and human connection

5. LOW-LIFT CTA POST (LEAD GEN OR WARM OUTREACH)

Template:

We just created a [template / checklist / cheat sheet] we've been using with clients to [achieve outcome].

👉 Want a copy? Drop a 🔥 or DM me "Toolkit" and I'll send it over.

Happy to share what's working inside client orgs, without the pitch.

✳️ **Use 1–2x/month to invite warm convos from lurkers**

⭐ **Pro Tip:**

The best BD doesn't feel like BD. It feels like **insight, relevance, and consistency.** These templates help you stay top of mind *without ever feeling pushy or promotional.*

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.
[Book Your Call Here](#)

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.
🌐 [See our Tool Kit Library HERE](#)

3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies, delivered in 5-minute reads.
👉 The opt-in is at the bottom of [THIS PAGE](#)

Questions? Feedback?

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Reilly Sales Consulting (RSC)
"Where closing psychology meets bulletproof sales systems."

Reilly Sales Consulting helps B2B sales teams close faster, with less friction, and greater predictability.

We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence, without the pressure tactics that buyers resist.

Whether you're scaling SaaS, professional services, industrial manufacturing, or founder-led growth, RSC gives your team the psychology-driven edge to win faster, bigger, and more often.

Limbinic Consulting
"The Science of Influence for High-Stakes Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.

Our frameworks combine cognitive science, courtroom persuasion tactics, and elite-level strategic communication to help you shape outcomes where stakes, and scrutiny, are highest.

From closing multi-million-dollar contracts to winning high-risk negotiations, Limbinic gives you the tools to influence like a superpower.