



# TOP 10 REASONS YOU COULD BE LOSING DEALS & THE SOLUTIONS

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# The Top 10 causes of your revenue loss & the solutions

Imagine that your pipeline is brimming with opportunities that are a good fit for you and look incredibly healthy. Your prospects are checking all the "ideal customer profile" checkboxes, and everything is going well. You appear to be in a good position on paper, and your chances of winning these deals are favourable. Start the sales cycle over at that point.

Surely everything will be okay? However, it's difficult for you to move things along. Deals aren't moving forward; you're making excuses and jumping through hoops, but you can't seem to finish them. Some conversations fizzle out, others have a direction but nothing concrete, and some end abruptly. What went wrong, and where? These are excellent opportunities, and you know the tremendous value your services can provide to your prospects. Still, you can't seem to have the impact necessary to motivate them to take action. As a result, you miss out on "winnable" opportunities.

To prevent those winnable deals from being lost due to avoidable mistakes, we present tried and accurate actionable solutions to you in this guide.



# 1 Pain, value & motivation are insufficient

## Challenge

More profound discovery is required to determine whether your prospect has a compelling reason to buy from you and whether they are genuinely driven to solve the problems they are facing. One of the most frequent errors we observe is avoiding the chance to pose probing, challenging questions that evoke suffering, value, and compelling motivation to act. This frequently causes ghosting later in the sales cycle, resulting in countless deals lost due to "no decision."

## Solution

Understanding the questions to ask during discovery calls that elicit more revealing responses from prospects is a quick win in this situation.



Move past high-level qualification enquiries to delve deeper into the impact of your prospects' pain points on their personal and professional lives.

Share compelling examples with your team via Slack or Teams once you've identified the questions that yield the desired results. Relive the conversations where insightful questions revealed genuine suffering, value, and motivation. Create a playbook of questions and answers from actual sales calls once you have your tried-and-true questions so those moments are never forgotten and can be replayed or replicated.



## An inability to actively listen

### Challenge

Being actively receptive to the particular words and phrases our prospects use when speaking to us entails tuning in to them and responding in line with the conversation's topic. When we don't actively listen, we miss important details and questions to ask, and the conversation becomes more like a checklist than a natural back-and-forth based on the topics covered. When selling, we typically talk more and for more extended periods during sales calls than we think we do.

### Solution

Active listening is the solution to this situation. Replay conversations to see what you missed, and pay attention to subtle tone shifts that may indicate when it would be appropriate to press for more information.

During calls, give yourself some extra time to replay and process what has been said by remaining silent for a while and resisting the urge to speak up.

To get the prospect to open up, you could also use standard questions or prompts like "interesting" or "tell me more about that." Don't feel obligated to fill the silence in conversations; instead, practise pausing and probing by posing questions directly related to what you just heard.



# 3 Outlining the solution too soon

## Challenge

Prospects don't typically get out of bed thinking they need what you're selling. People don't buy services; instead, they purchase solutions to their problems. It's simple to overlook how you can assist the prospect in overcoming their challenges when you skip this "understanding the problem" phase and jump right into presenting the solution. In contrast, when a service is pitched too soon, the salesperson is diverted from the bigger picture and the "problem fix" by objections centred on particular features and functionality.

## Solution

Only demonstrate your service or present your solution to prospects you've identified as having a genuine problem you can help solve and where the prospect is personally motivated to solve that problem. If not, you'll find yourself going around in circles.

Review discovery conversations to help prepare presentations and demos, and purposefully zero in on the prospect's specific pain points during these demonstrations rather than highlighting features unrelated to their challenges.



# 4 The necessity to be liked

## Challenge

Even though performers need to be liked, only 11% of top performers are (according to Objective Management Group's assessment of 2 million sales professionals). Yet, it is the most critical performance indicator. Instead of probing further or posing challenging questions that would advance the conversation, these salespeople would prefer to engage in friendly discussions. As a result, the conversation stagnates, it turns into a people-pleasing exercise, and the prospect doesn't want to end the exchange by declining. When being direct adds genuine value to the relationship, don't be afraid to say it. Remember that people buy from people they trust, not people they "like."

## Solution

Find out when to ask the challenging questions. A killer question is, "Can you afford not to solve this problem?" However, you might not get the desired answer if you ask it too soon.

Look through your sales calls for the questions that elicited the most enlightening responses. Then, as you learn the answers, practise asking these questions and proactively sharing them with your team.

Get used to telling potential customers that you have no problem with being told "no" at any time during the conversation and prefer transparency and open communication to "maybes."



# 5 Centring it around you

## Challenge

We can all be guilty of talking too much about ourselves in conversations and asking what we want to happen rather than what the prospect wants to happen. As a result, prospects quickly come to believe that they are not being heard, which is a surefire way to instantly lose your customers' trust.

## Solution

Determine how frequently you use the words "I" and "me" in conversation (it probably happens more often than you think!). Change those with "you" and "yours" instead.

Make sure to ask the prospect what they hope to accomplish as a result of the conversation at the beginning of the sales call. It's a great way to immediately give the prospect the impression that they are being heard.



# 6 Working as a servant, not a doctor

## Challenge

The difficulty here is becoming engrossed in a conversation and losing control of its direction.

Rather than being seen as the trusted advisor in the conversation, asking questions to uncover pain points and business value, the dynamic has flipped - the prospect is leading the discussion, and you are delivering information rather than gathering information. As a result, you leave the conversation not knowing how you can best assist the prospect.

## Solution

Take charge of sales calls as soon as possible!

Set clear agendas for the call at the start of the conversation. The ultimate purpose is to learn more about how to genuinely help the prospect, which is only possible if you're steering the conversation. Listen to top performers' sales calls to hear how they take control of conversations from the start, asking questions to diagnose - much like a doctor would with a patient.





# Focusing on the service, not the problem

## Challenge

Presentations and demos that are overly service-focused turn into "harbour tours" where you present the prospect with many uninteresting features and benefits.

We've all been the victim of the salesperson who pitches services before determining whether we even need them, like the car salesman who tried to persuade a young mother with five children to buy a Mini.

You're also more likely to compete for customers' wallets with buyers of services similar to yours but may not be directly competitive when you're overly service-focused. As a result, prospects are far more likely to maintain the current situation.

## Solution

Learn how to tell stories highlighting how other customers have used specific features of your service to solve particular problems, as opposed to using presentations as training sessions and "how-to" guides.

Showcase only relevant features. Keep in mind that most customers won't use every feature your service has to offer. So pay attention to the items they will use. Outside of live demonstrations, practise storytelling and pay attention to how your peers and colleagues showcase the service.



# 8 Missing emotional cues

## Challenge

Prospects frequently use specific words to describe their problems, opportunities, and pain in conversation. These terms include "frustrated," "challenging," "tricky," and "tough." It's simple to overlook these gems while engaged in a conversation, missing the chance to delve deeper and explore the possibility of what lies behind those emotionally charged cues. According to our analysis of calls, one of the main reasons salespeople struggle to close deals during their sales calls is that they miss the emotional cue.

## Solution

Instead of ignoring the moving passages, train yourself to pay closer attention to them. For example, request more information from potential customers, such as, "You mentioned you're feeling frustrated; could you share what you mean by that?" Also, determine which emotional details are brought up in your sales calls. Even when you think it's too late, if you can find emotional cues from previous conversations that you missed, they're frequently a great reason to get in touch with prospects again and continue the conversation.

Be on the lookout for opportunities to delve deeper, identify the most frequent emotional cues mentioned by your prospects during sales calls and begin to analyse where and when they occur.





### Challenge

Salespeople who are overly elated and optimistic often misinterpret conversations or come to their own conclusions. They may have found a prospect who fits them perfectly and identified a real pain point, but what the salesperson perceives as the prospect's top priority is frequently out of step.

As a result, salespeople frequently economise on the sales process by either spending too much time on unmotivated prospects or hiding the real motivations or pains that will induce the prospect to make a purchase.

### Solution

Listening to calls and conversations with "happy ears" can help prevent this from happening. However, it would help if you also encouraged your sales team to be self-aware to spot situations where exaggerated assumptions might be made.

It's crucial to delve further than the CRM and supporting narrative. Listen to the most recent exchange between the salesperson and the prospect to confirm any notes or hypotheses and determine whether the opportunity will close or not. Pass from relying on the salesperson's assessment of the deal's health to reality.



# 10

## Weak or loose next steps

### Challenge

Salespeople frequently make the mistake of failing to secure the next conversation appointment with a specific time and date and instead are content to accept a prospect's request for a call in a few weeks. Or failing to set expectations for what should occur next, whether that is involving other stakeholders, moving toward a demo, or making a decision.

### Solution

Always set a time and date for your following conversation with the prospect. It's incredible how you maintain control of deals, and prospects take responsibility for the actions necessary to advance the opportunity when you agree and establish the next steps.

After calls, use powerful questions like "Who else cares about solving these problems?" to identify critical stakeholders who should be included in the purchasing process. Then, describe to the potential customer what typically happens next in your purchasing process. This is especially helpful for first-time buyers who profit from the salesperson's guidance.



# Conclusion

The most important lesson to learn from this is to keep an eye on performance to determine when and where these quick fixes can be implemented. With the help of technology, you can replay conversations to quickly identify insights that will allow you to immediately fix the mistakes that cost you missed revenue opportunities. Opportunities that ought to be yours.



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