



CUSP SERVICES

Top Deal Breakers and How to Avoid Them

1. What Could be Potential Deal breakers?

2. How do we pick the early signals or warnings?

3. What are possible recommendations to avoid these situations?

DEAL BREAKER WARNING #1

**No Decision Maker Involved
in your Sales process**



Your Deal Closure Depends On Selling To the Power Centers

An enterprise deal is **233%** less likely to be closed if there is no decision maker involved.

**Enterprise Deal – A deal with a min \$50,000 - 100,000 contract value and approximately a 90 day sale cycle.*



So, what can one do?

Identify and Map the Decision Maker



- Go “low and wide” to get insights about the DM, before the meeting, since it would be a high stakes interaction.
- Time to bring in a senior executive from your organization for title parity and positioning the importance of the meeting
- Probe to clearly establish the “Decision criteria” which would be very different from the “Evaluators criteria”
- Focus on using ROI, Speed to market, Risks avoidance, Security & business compliance language

Not Just the DM, but the DMU

A decision maker's decision is influenced by a team of people, hence:

- It's also important to **focus on the relevant stakeholders** - called the **DMU**
- In an enterprise deal expect the **DMU** - Decision making unit - to consist of minimum ~7-8 people
- **Establish a proper dynamic** with every important member of the prospect's team.
- **Get respective approvals** well before hand to avoid last-minute challenges.



DEAL WARNING #1 – KEY POINTS

- Not having a decision maker part of your Sales process can seriously lower the chances of converting a deal.
- It's important to **identify and map the key decision maker to build trust.**
- **Establish a proper dynamic with the DMU** - with every stakeholder involved to avoid last minute surprises.

DEAL BREAKER WARNING #2

Selling Isn't Multi-Threaded



A Single-Threaded Buying Team Can Be a Red Flag

- Single-threaded selling means essentially you are driving the entire Sales process involving a “SPOC” - only one point of contact on the customer side.
- This can be a **high-risk situation** if the only POC stops communicating, leaving you in the dark or has a change of heart wrt. your solution or your company
- This risk is applicable even if this condition applies to mapping and selling JUST to the decision maker. You are leaving the influencers open for sabotaging your deal in the later stages.



Multi-Threading Boosts Win-Rates



As can be seen in the chart, a larger multi-thread selling implies higher chances of deal conversion & closure.

But how to acquire a multi-thread?

Ask, Leverage the Initial POC within the A/C



Take the help of the initial point of contact and try to **loop in the other stakeholders (probably working behind the scenes) into the process.**

Always from the Customer's POV

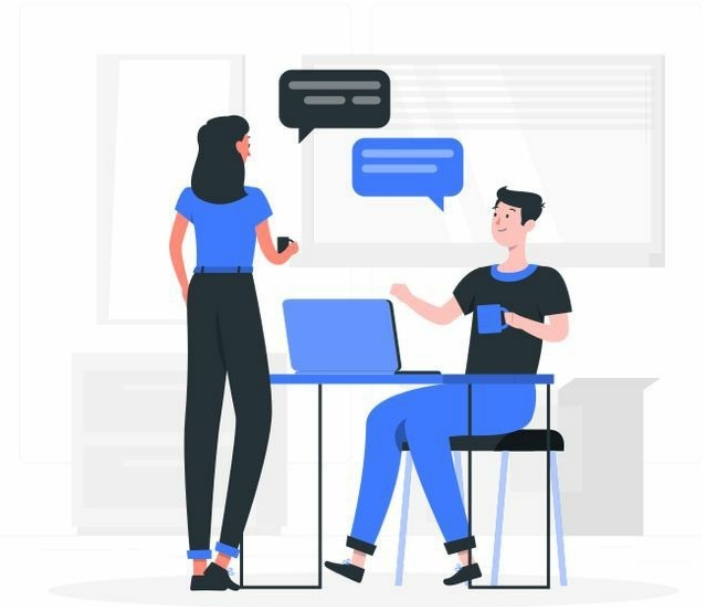
Avoid asking seller-based questions, but frame them to be appear mutually beneficial, for example-



“Who else should we be talking to during the process?”



“Who else do you wish to bring into the demo so that they don't miss out and you can avoid the additional work of updating them?”



Understand the R&Rs & Motivations

Once the buying team is gathered, **its necessary to understand their roles & responsibilities** to nurture them properly and establish a concrete strategy.

The following factors need to be focused on:

- ✓ Mapping out the decision maker of the team (Deal breaker Point1 - covered)
- ✓ Who all are involved?
- ✓ What are their titles?
- ✓ What is their role in the process?
- ✓ Who from your team is ideal to map these people?



DEAL WARNING #2 – KEY POINTS

- It is beneficial to have a multi-threaded team from the customer side involved in your sales process.
- Enquire the initial POC and gather the important stakeholders into the process.
- Understand the buying team and develop a concrete mapping strategy.
- Involve multiple, relevant people from your organization during different stages of the sales process



DEAL BREAKER WARNING #3

**Not being proactive about
competition & addressing it
to avoid objections**

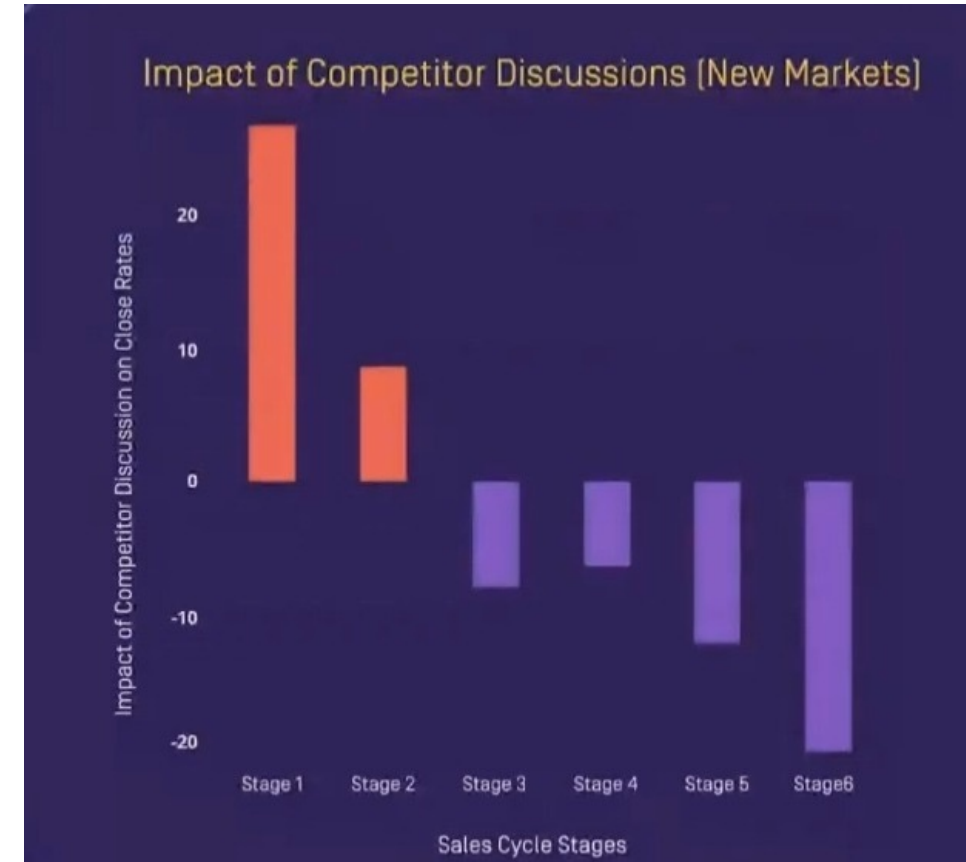


Avoid mentioning the competitors later in the process

Data suggests having talks regarding competitors, when dealing with a client, **earlier on in the sales process** implies better win-rates.

Addressing latent objections in the customer's mind helps you accelerate the progress.

So, how exactly does one go about it?



When Do You Actually Lose a Deal?



In reality, **a deal never actually falls apart towards the end**, it's just that you are notified in the end.

The decision is usually taken by the client **way back in the buying process.**

(There are exceptions too.)

Have the Confidence to Bring it Upfront

Hence, it is important to **stir up topics on competition earlier on in the process** to get a good idea of what you might be missing out on to help you **strategize better ahead.**



Not Come Across as Snoopy

Instead of putting the buyer in a spot, encourage them to tell you what you might be missing out on:

- Show curiosity about how you can be of better service.
- Admit that your prospect might already be in talks with other companies.
- Enquire your buyer about what they love about the other products or solutions.
- If they are already established with a certain company, enquire about what has kept them satisfied so far and what **changes are they hoping to see.**

Keep the conversation organic and let answers surface naturally.

DEAL WARNING #3 – KEY POINTS

- Bring up conversations regarding competitors early in the process to boost chances of confirmation.
- Analyze the field by enquiring your prospect without putting them in a spot.
- Use the gathered information to enhance your strategy.

SUMMARY

DEAL WARNING #1 – NO DECISION MAKER INVOLVED

- ✓ It's important to identify the key decision maker.
- ✓ Establish a proper dynamic with every stakeholder involved to avoid last minute surprises.

DEAL WARNING #2 – DEAL ISN'T MULTI-THREAD

- ✓ Enquire the initial POC and gather the important stakeholders into the process.
- ✓ Understand the buying team and develop a concrete strategy.

DEAL WARNING #3 – COMPETITORS MENTIONED

- ✓ Analyze the field by enquiring your prospect without putting them in a spot.
- ✓ Use the gathered information to enhance your strategy.

**Data points and research from Gong Labs.*



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