



How to Move Stalled Sales Opportunities?

Nicolas Dejeansart
Pascal Persyn





Why do deals stall ?

Biggest reasons why deals stall





Different guises

- Not aligning with the buying journey
 - Interest vs decision to buy
 - Not facilitating buying
 - Misaligned buying team
 - Closing too soon
- Urgency vs Compelling reason
- Talking to the wrong person
- Late cycle concerns

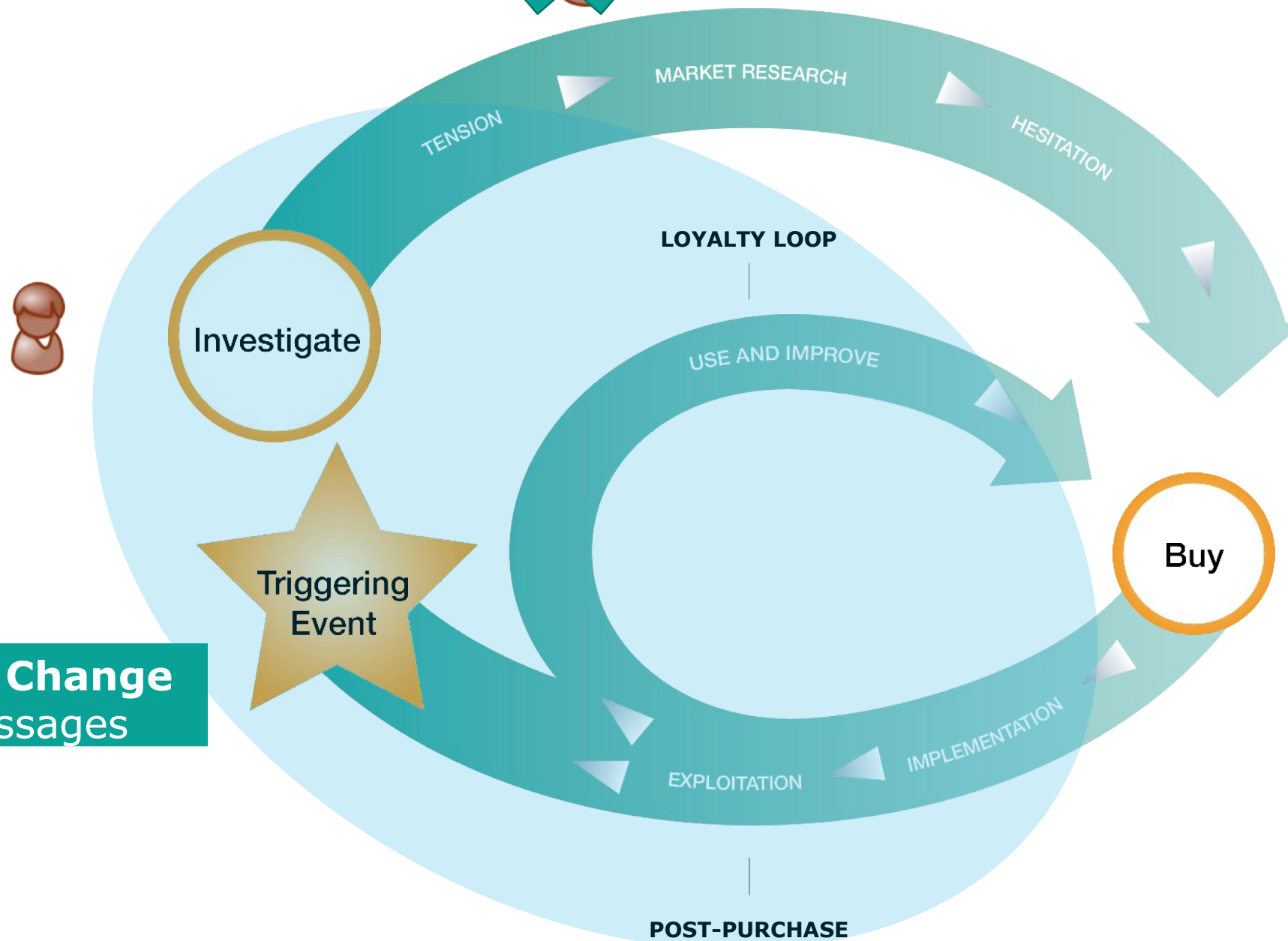
Ring ring role play



Roleplay debrief

Reasons why this deal might stall







3 steps to avoid procrastination

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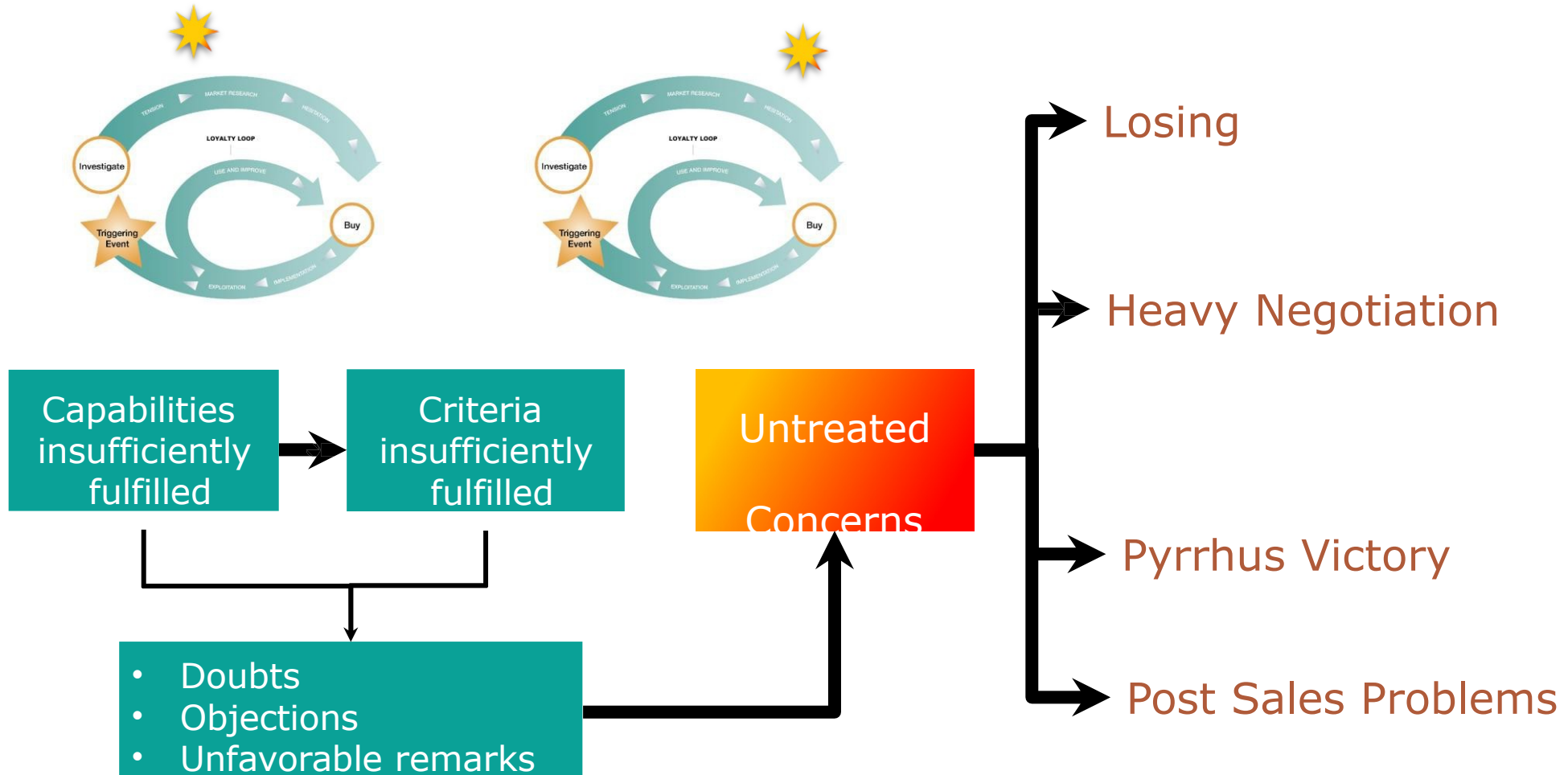
- ■ ■ Align actions with buying readiness
 - ■ ■ Has the customer already decided to buy
 - ■ ■ Think in terms of next objective
 - ■ ■ Am I talking to the right people
- ■ ■ Play on 3 key elements that shorten the buying cycle
- ■ ■ Late stage
 - ■ ■ Concern handling instead of objection handling

TIP: Close each touch point with timed mutual activities

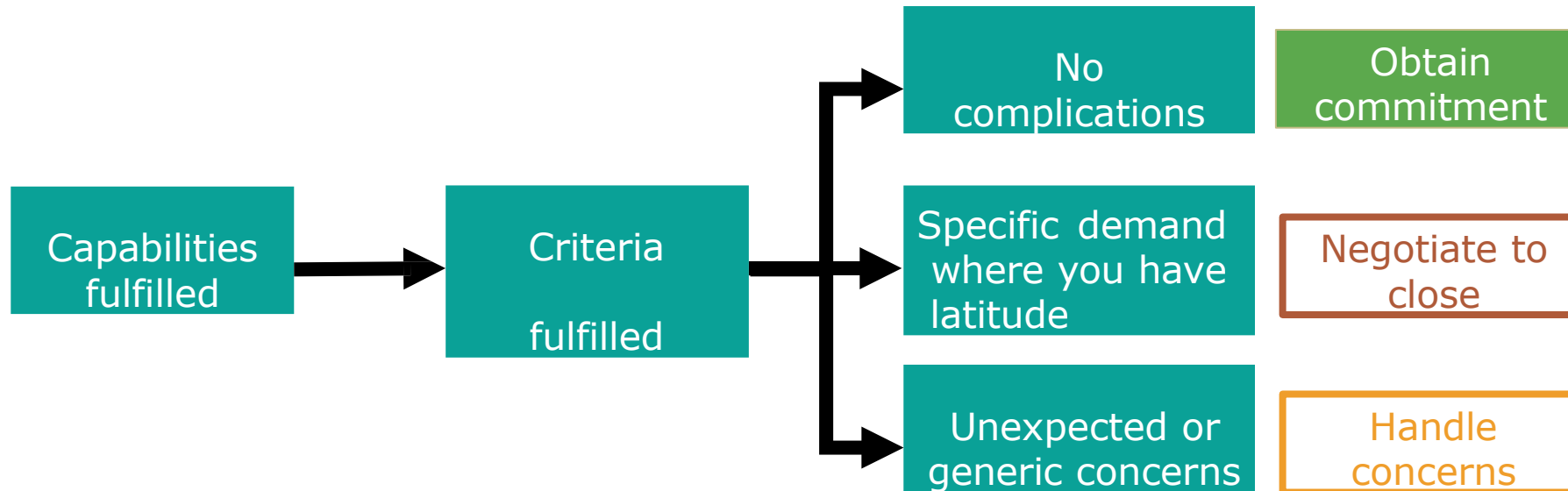
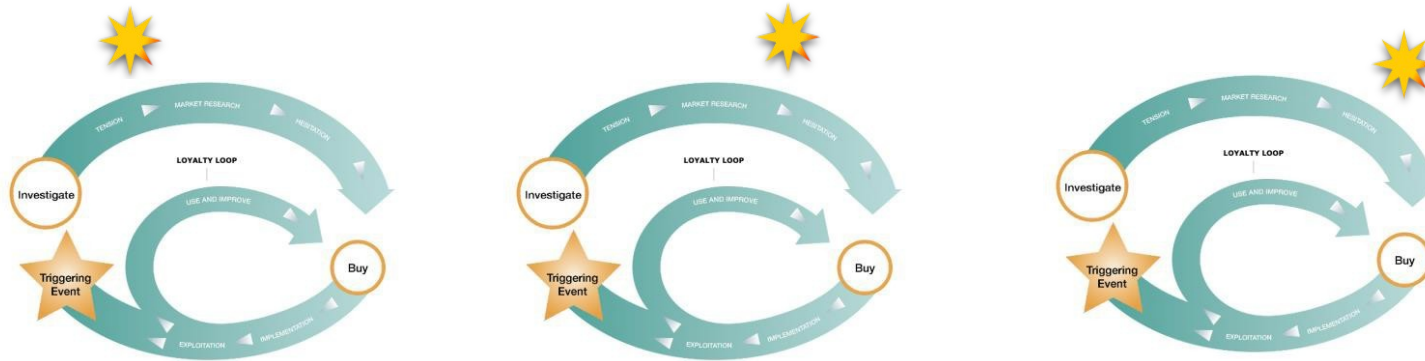


Dealing with Late cycle concerns

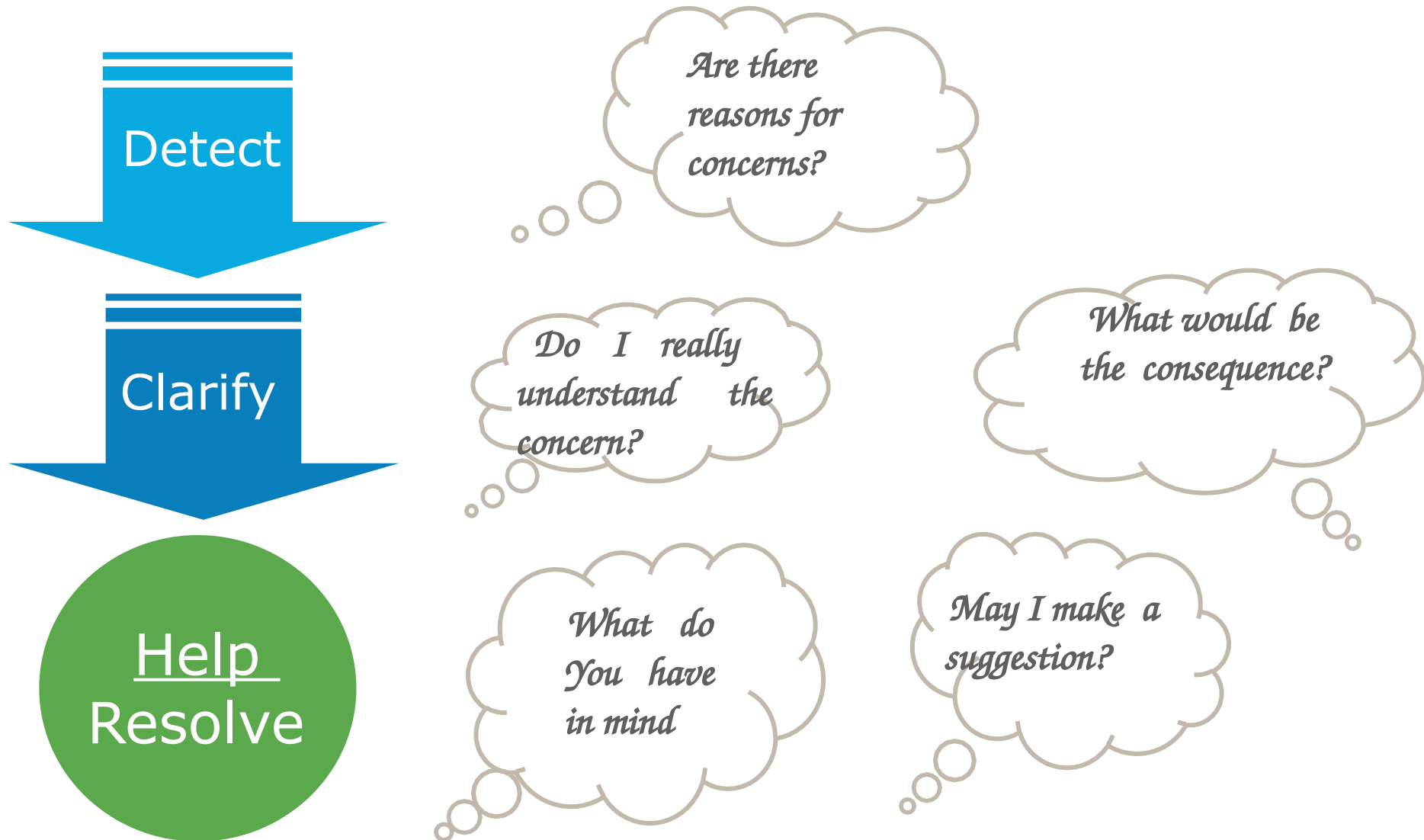
Consequences if not treated correctly



Closing without complications



The most successful “3 STEP” approach to handle concerns





Solution

- ▮ Sales process needs to be aligned with buying journey
- ▮ Create compelling why change messaging
- ▮ Use concern handling in the closing phase

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