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Top 10 Reasons Deals Dont Close

And What You Can Do About It

Understanding why deals stall is crucial for sales success. Here's a breakdown of the top ten reasons deals fail to close, along with actionable strategies to address them:

1. Champion Not Identified

WHAT: Lack of an internal advocate to push the deal forward.

WHY: No champion, no deal. Without someone internally advocating for your solution, the deal is unlikely to succeed.

HOW (WHAT TO DO ABOUT IT):

- Create a Foundation of Truth (trust equation)
- Decision Step (help me understand, let's pretend, order matters)
- Questioning Strategies (thermometer close)
- Personal Impact (3rd level pain)

2. Sales Cycles are Too Long

WHAT: Extended timelines lead to loss of momentum and changing priorities. In the moment, we can get lazy or complacent, not get the next step or not understand their buying process. Time goes on, organizations shift and priorities change.

WHY: Extended timelines cause momentum loss and deals stall when the process isn't clearly understood. Organizations shift and priorities change. **Time kills deals.**

HOW (WHAT TO DO ABOUT IT):

- Maintain consistent momentum with clear next steps, set UpFront Contract *always*
- Fully identify and understand the Business Impact (2nd Level Pain)
- Map the complete buying process; set specific timelines and milestones
- Keep urgency alive throughout the cycle

3. No Pain, No Sale

WHAT: The genesis of why people make decisions: avoid pain or seek pleasure.

WHY: Create emotional involvement and **drive urgency.**

HOW (WHAT TO DO ABOUT IT):

- Customize the Pain Funnel, conversational and human
- Upgrade your pain-awareness questioning skills (i.e. permission, menu, multiple choice, etc.)

4. Misalignment of Needs (The World is Not US)

WHAT: We focus on getting our needs met, not the prospects.

WHY: People buy for their reasons, not ours.

HOW (WHAT TO DO ABOUT IT):

- Limit Self-Orientation
- Leverage the Curiosity Curve Questions
- Master Reversing (70/30 Rule - listen 70%/talk 30%)
- SVIC Technique (Summarize - Validate - Importance - Commitment)

5. No Clear Understanding of the Investment Process

WHAT: We are often unclear on the client's process for investing in new products or services.

WHY: Investment goes beyond financial – it is an individual's, department's or organizations time, energy, effort and mindshare. **We must know their process.**

HOW (WHAT TO DO ABOUT IT):

- Leverage the Curiosity (aka 'Dummy') Curve - "play dumb with purpose"
- Upgrade your questioning skills (i.e. scope, significance, priority, etc.)
- Handle objections early on (Sandler Rule: Defuse the Bomb Before it Blows Up)

6. Not Talking to ALL the Decision Makers

WHAT: We need to branch out beyond the people (within our prospect's org) that we're already influencing and gain buy-in from all decision makers.

WHY: Once we know WHO else is within the decision-making group, we must strengthen our relationships with them to **influence their decision**.

HOW (WHAT TO DO ABOUT IT):

- Apply the Trust Equation
- 5 Seconds of Courage - Ask the Question
- Understand the 4 Types of Buyers (DISC) and Hyper-personalize
- Map the 3x3 (3 Wide, 3 Deep) Buyer Chart

7. We Focus on Our Timeline, Not Theirs

WHAT: Our tendency to apply pressure as we're focused on our own needs, priorities and timelines. We must always put the client's needs, priorities, and timelines first.

WHY: We cannot convince or force anyone to buy from us, they must discover it for themselves. When we put the client first and seek to understand, we provide true business value. We must understand budget cycles, organizational priorities, or other initiatives that may take precedence.

HOW (WHAT TO DO ABOUT IT):

- Order Matters when driving urgency: *'Why' the 'When'*
- What is the main driver of change? (aka Business Impact - financial, risk, people, process, culture..other?)
- Trust in the Pendulum Theory - create space and curiousity through tailored questions

8. In 'Follow Up' Mode Too Much

WHAT: When we regret to set up a clear future, the prospect often goes dark and we end up in chase mode. A clear future is essential in controlling the sale.

WHY: With definitive next steps, we stay relevant and front of mind. If not, clients forget their pain and close sense of urgency.

HOW (WHAT TO DO ABOUT IT):

- Set clear futures in every conversation, set UpFront Contracts
- Magic Emails

9. FUD (Frustrated-Upset-Dissapointment) Outweighs Pain and Conviction

WHAT: One of our greatest competitors is apathy; humans are afraid of the unknown.

WHY: We confront their fears head-on and counter their “what ifs”, before they can become deal-killers.

HOW (WHAT TO DO ABOUT IT):

- Confront deal-killers head on by ‘defusing the bomb’ technique
- Questioning Skills (time machine, presumptive)

10. Too Much Pressure on the Close

WHAT: We skip steps in the process and regret to properly qualify the opportunity via pain, budget and decision.

WHY: Proper qualification of pain, budget and decision set us up for a successful and targeted presentation, which ultimately, closes the deal.

HOW (WHAT TO DO ABOUT IT):

- Master the Pain Funnel, conversationally - nurture, nurture, nurture
- “Close each compartment before moving forward”: Pain, Budget, Decision

Key Takeaways

Addressing all 10 issues may seem impossible. Pick the top 2 or 3 that are getting in your team’s way and develop a simple plan to coach their gaps and improve closing rates.