

## It's time to acknowledge your BIGGEST competitor... The "NO DECISION" outcome

The key to any sale is to **not only** understand your prospects pains and problems, but to also **quantify** how much those problems are costing them!

% of opportunities lost to "No Decision"

10%

Studies show that 40-60% of all opportunities are lost to no decision

Annual Opportunities lost to "No Decisions"

100

Estimated deals you better positioning

20

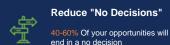
## Increase in sales Revenue:

\$300,000

## Our Interactive Value Calculators Will

- Clearly and effectively convey your value proposition
- Arm your champion to sell the project internally
- Further qualify opportunities

- Reduce discounting
- Shorten the sales cycle
- Separate your company from the competition







**Lead Generation** 

If you leave it up to your "Champion" to quantify your benefits they will fall

Learn more