

## 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"

50%

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

Annual Opportunities  
lost to "No Decisions"

625

Estimated deals you  
could have won with  
better positioning

40

### Increase in sales Revenue:

**\$800,000**

### 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



#### Reduce "No Decisions"

40-60% Of your opportunities will  
end in a no decision

[Learn more >](#)



#### Arm Your Champion

While your competitors talk  
features... You'll be talking \$\$\$

[Learn more >](#)



#### Lead Generation

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

[Learn more >](#)

[Learn more](#)