



## 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"

90

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

Annual Opportunities  
lost to "No Decisions"

91

Estimated deals you  
could have won with  
better positioning

92

Increase in sales Revenue:

93

### 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

Website calculators are a great way to generate leads and capture visitor information

[Learn more >](#)

[Learn more](#)