

## 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 could have won with 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



#### 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 >](#)

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