SOLUTION BRIEF

Accelerate Change **and Adoption**

Turn a Signed Deal into Real Behavior Change, Faster Time-to-Value, and Durable Growth



Your Challenge

Winning the deal isn't the finish line. It's where the real risk begins.

Research consistently shows that around 70 percent of change initiatives fall short, and projects with poor adoption are six times more likely to miss their objectives. Not because the solution was wrong, but because the people who were expected to use it never entirely changed how they worked.

When adoption stalls, value stays theoretical. Confidence erodes. And your solution never becomes the customer's new status quo. This puts renewals, expansion, and long-term growth at risk.

What's Going Wrong

- Sellers often assume adoption will take care of itself once the deal closes
- They focus on onboarding logistics instead of behavior change and rely on initial executive support without reinforcing it
- Sellers underestimate resistance from stakeholders who weren't part of the buying decision, or who quietly prefer the old way of working

What If You Could...

- Surface and address resistance before it hardens into inaction?
- Help every stakeholder understand why change matters to them, not just what's changing?
- Secure the correct information, access, and commitments to keep adoption moving?
- Shorten the time-to-value so success becomes visible before confidence fades?

If...

- Adoption stalls after onboarding despite strong executive sponsorship
- Frontline teams resist changing workflows or revert to old habits
- Managers don't reinforce the behaviors needed for success
- Value realization lags, putting renewals and expansion at risk

Then...

You need **Accelerate Change and Adoption**: evidence-backed skills that help sellers overcome resistance, choreograph commitment, and actively drive adoption across the customer organization.

What It Is

Accelerate Change and Adoption consists of two skills:

1. **Overcome Barriers to Change**

   Identify and address the operational and emotional resistance that slows adoption by tailoring the case for change to each stakeholder's priorities and concerns.

2. **Drive Adoption**

   Secure the information, access, and commitments needed to turn plans into action by proactively identifying what you need, engaging the right stakeholders, and sequencing agreements that keep adoption on track.

What You Gain

- Faster time to value after the deal closes
- Stronger adoption across project, business unit, and executive levels
- Reduced risk during the vulnerable phase between onboarding and full adoption
- Greater confidence in renewals and expansion conversations
- A shift from vendor to catalyst for lasting change