SOLUTION BRIEF

Align Solutions to Needs

Boost Win Rates by Gaining Alignment and Clarity on your Buyer's Real Problems



Your Challenge

Most sellers think they're conducting effective discovery. But the harsh reality is what they hear often doesn't match what the buyer believes their real problem is. But there's more to it …

Your success in moving forward from discovery also depends on how clear and confident the buyer feels about their problem. If their confidence is low, even the best solution can't move the deal forward.

To fix that, stop asking shallow, checklist questions and start guiding buyers toward clarity and confidence.

In our research, sellers and buyers were aligned on the buyer's problem only 45.5% of the time.

In lost deals? Alignment dropped to just 23%.

That lack of alignment is losing you deals.

What's Going Wrong

- Sellers assume alignment—but never check for it
- Discovery stops at symptoms instead of surfacing root causes
- Buyers don't feel confident or clear about their problem, so they stall
- Solutions are misaligned. They're too soon, too vague, or solving the wrong thing

What If You Could …

- Accurately identify where your buyer is on the problem awareness spectrum?
- Help buyers accurately articulate and define their problem themselves?
- Diagnose root causes and quantify impact across the business?
- Build a shared understanding of the problem that positions you as the ideal partner to solve it?

If...

- Deals get stuck—even when you think you've uncovered a need
- Customers agree to meetings, but not next steps
- You're hearing "no decision" more often than "no thanks"
- Sellers pitch too early, or to the wrong problem altogether…

Then...

You need **Align Solutions to Needs:** science-backed skills that transform the way your sellers approach and conduct discovery for every customer conversation.

What It Is

Align Solutions to Needs consists of two skills:

Define a Customer's Real Problem

Ask targeted, problem-focused discovery questions to uncover both surface-level issues and deeper pain points. Validate the problem through follow-up questions and confirm the root causes.

Use Discovery to Inform Your Sales Approach

Use insights gathered during the discovery process to plan your next steps and craft a tailored sales strategy for future meetings. Decide whether to emphasize solution differentiation, persuade the customer to reconsider their approach, or make a case for change.

What You Gain

- Uncover insight into the true nature of your buyer's problems and their underlying causes.
- Tailor each conversation to your buyer's unique context through a simple, scalable discovery framework.
- Maintain and document alignment on buyer problems throughout the sales process, adapting your approach as new information is uncovered.
- Change the relationship dynamic with your buyer to position yourself as a trusted advisor and partner.