SOLUTION BRIEF

Help **Justify Decisions**

Give Your Buyer the Urgency to Act and the Justification to Commit



Your Challenge

Securing time with senior executives is a huge milestone. But turning that meeting into a signed deal? That's where many sellers fall short. The real blocker isn't a competing solution. It's inaction.

Sellers often over-rely on logic, data, and ROI calculations—assuming that executives will act based on rational analysis alone. But decision-making isn't purely rational. It's emotional first, then logical.

If you don't create emotional urgency and economic justification, your buyer won't act—and your deal will stall indefinitely.

You finally got the executive meeting—now what?

Most deals die after that conversation... not because the buyer says no, but because they don't take decisive action in your favor.

What's Going Wrong

- Sellers base their message on logic, not emotion and miss what drives real decisions.
- ROI cases are built, but urgency is lacking.
- Executive interest doesn't translate into executive commitment.
- The seller doesn't show impact across all levels of the business, so the case feels too narrow or tactical.

What If You Could ...

- Create urgency by surfacing risks and unconsidered needs that your buyer hasn't fully explored?
- Build a robust business case using the buyer's own metrics and strategic priorities?
- Speak to the emotional drivers that fuel executive decision-making?

If...

- Your deals stall, even after a promising executive meeting…
- Your buyer agrees in principle but doesn't move forward…
- You're building ROI models that get little traction…
- The deal dies in the pipeline—not because of a "no," but because of no decision…

Then...

You need **Help Justify Decisions:** science-backed skills that enable your sellers to drive executive decisions by combining emotional urgency with rational business justification.

What It Is

Help Justify Decisions consists of four skills:

1. Create Executive Urgency

Surface business issues and **unconsidered needs** to build tension and urgency—using behavioral science techniques like **loss-framed messaging** to make change feel essential.

2. Provide Economic Justification

Develop a business case using the buyer's own metrics with a **3D view of RO** that describes **hard**, **strategic**, and **soft** returns.

3. Gain Executive Access

Learn how to secure executive meetings by building credibility, leveraging sponsors, and crafting **Access Messages** that align to business priorities.

4. Establish Business Relevance

Tailor conversations to the executive's world using a **five-question framework** that links your message to their role and goals.

What You Gain

- Confidence navigating high-stakes executive conversations.
- Higher conversion and acceleration on late-stage deals.
- Executive commitment that goes beyond interest and drives investment.
- A full-funnel team that builds both urgency and justification.
- More deals that move forward and fewer that die in limbo.