SOLUTION BRIEF

Make a Case **for Change**

Turn Hesitation Into Decisive Action



Your Challenge

It's not enough to have a great solution. If your prospect doesn't feel the urgency to change, the deal dies on the vine.

The real threat? The status quo. Buyers see their current path as low-risk, low-cost, and good enough. Sellers, meanwhile, focus too soon on pitching, without first creating a compelling reason to change course.

To win more, sellers must change the story buyers are telling themselves. That means disrupting the status quo, and building a powerful new vision for what's possible if they choose to change.

40-60%

of deals aren't lost to competitors. They're lost to "no decision." Why? Because buyers feel safer doing nothing than doing something new.

What's Going Wrong

- Sellers jump straight to "Why Us?" when the customer is still asking "Why Change?"
- Sales messages focus on gain, but overlook the emotional power of loss aversion.
- Customers don't feel uncomfortable enough with their current state to take action.
- Sales messages lack contrast—they don't show what's broken vs. what's possible.

What If You Could ...

- Shift your customer's mindset from "we're fine" to "we have to change now"?
- Use behavioral science to create urgency without over-relying on fear?
- Create compelling contrast between your prospect's current path and a smarter future?
- Break buyer inertia and co-create a clear, confident vision of change?

If...

- Your team keeps hearing "We're OK with what we've got, thanks"...
- You're struggling to break through early-stage buyer hesitation…
- Deals end in "no decision" even when your solution is the perfect fit…

Then...

You need **Make a Case for Change:** science-backed skills that enable your sellers to disrupt buyer inertia, reframe needs, and create a compelling "Why Change" narrative—before ever talking about your solution.

What It Is

Make a Case for Change consists of two skills:

1. Disrupt the Status Quo

Break through resistance by challenging assumptions and surfacing unseen risks in the buyer's current approach.

- Uncover Unconsidered Needs and consequences the buyer hasn't fully grasped.
- Apply behavioral science (e.g., Prospect Theory) to amplify urgency.
- Tell a story that makes doing nothing feel riskier than making a change.

2. Create a Buying Vision

Once disruption has opened the door, lead the buyer through—create a vision of a new, better future—without jumping into solution mode.

- Craft a buyer-first vision that aligns with the customer's goals and risks.
- Build contrast between the current path and the new way forward.
- Tie messaging to measurable outcomes across business, operational, and customer impact.

Together, these skills give sellers a repeatable framework to move buyers from doubt to decision—grounded in research and delivered with empathy.

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.