SOLUTION BRIEF

Manage **Competing Interests**

Turn Internal Conflict into Shared Direction, and Protect the Value of Your Deal



You're not just competing with other vendors. You're competing with your buyer's own internal conflicts. When stakeholders aren't aligned, even the best solutions stall.

Your Challenge

Most sellers assume that once a buyer is interested, the rest of the organization will follow. But in today's buying environments, that's rarely true.

Deals derail because stakeholders have competing goals, priorities, and definitions of value. Sometimes, the misalignment is internal to the buyer's team. Other times, it's between what the customer wants and what you can reasonably deliver.

Sellers either miss the signs or mishandle the tension, leading to shrinking deals, delayed decisions, or damaged trust. Spot these conflicts early to respond with confidence and protect long-term value.

What's Going Wrong

- Sellers rely on a few champions and assume broader alignment
- Internal conflicts among stakeholders are ignored until they surface late as deal-threatening issues
- Tension between the buyer's expectations and the seller's delivery reality goes unmanaged
- Sellers react emotionally, either retreating too fast or pushing too hard

What If You Could...

- Accurately surface where stakeholders' goals and priorities overlap—and where they conflict?
- Help buyers name and own the internal tensions that put your deal at risk?
- Diagnose how those competing interests impact scope, timelines, and value across the business?
- Build a shared path forward that aligns stakeholders to a solution you can confidently deliver?

If...

- Deals shrink or stall because stakeholder priorities shift or collide
- Customer requests stretch your delivery model too far
- You find yourself reacting to tension instead of managing it
- Account value erodes because of silent misalignment

Then...

You need **Manage Competing Interests**: a proactive, partner-minded set of skills that helps sellers navigate internal and external tension so they can protect value, accelerate alignment, and deepen trust across the buying team.

What It Is

Manage Competing Interests consists of two skills:

1. **Identify Competing Interests**

   Map out your buyer's goals, initiatives, and stakeholders to uncover where interests align and where they conflict. By labeling competing interests by their origin and validating them with internal coaches and champions, you can anticipate friction.

2. **Manage Tension to Align Interests**

   Use tension-handling behaviors to navigate conflict and get consensus. Learn when to apply pressure, when to reduce it, and how to balance collaboration with assertiveness to drive better outcomes without compromising value.

What You Gain

- Early detection of misalignment, before it creates risk
- Confidence in managing buyer tension without over-accommodating
- More consistent internal consensus across stakeholders
- Stronger, more resilient partnerships that drive expansion