

Title: The Real Reason Sales Are Won or Lost

Content Type: Email

Creation Date: July 20, 2017

Subject Line: What Is the Real Reason You Lost the Sale?

Dear [NAME]

[BODY]

Isn't it funny that on every win/loss report, your salespeople state they won the sale because they built a great relationship? And when they lose the sale, the salespeople say it was because of the price?

However, studies show that **price** is often in the top five reasons for losing a sale, but **rarely in the top three**. And customers don't say they purchased because of the relationship with the sales representative.

What is the real reason for winning?

The sales team won because they had quality information to provide to the customers. The customers felt like the sales team **really understood their businesses** and gave in-depth answers to any questions they had.

If you want to influence a sale, then you need to learn the customer's business.

You need to address some key information objectives to increase the probability of winning. You should understand:

- The evaluators and their relationship with you.
- The decision process and timeline.
- Their business issues and gaps (far beyond the obvious information).
- The quantifiable and non-quantifiable impact of not addressing those gaps.

Next, you need to provide two to three viable alternatives to address the gap.

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At this time, you must be able to show the financial and business consequences of standing pat. The **negative consequences** of remaining with the **status quo** will influence your customer much more than a potential reward.

To reiterate:

- Understand the customer's business.
- Understand the business issues and gaps.
- Understand how decisions are made.
- Show the negative consequence of the status quo.

The only way to increase your sales team's win rate is to know the real reason deals are won and lost. They are not won due to relationships, and they are not lost because of the price. The deciding factor is how well you understand the customers' problems and their impact on the bottom line.

[CTA]

[Signature]