



Crush Your Partner's Silent Competitor: “Do Nothing”

5 Steps to Overcome the Big Sales Stall



Agenda

- Speaker Introductions
- The “Do Nothing” Dilemma
- Why it Happens
- 5 Steps to Overcome Sales Stalls
- Q&A



Speakers

Moderator:



Kristin Carey

VP Partner Development



Panelists:



Joe Diodati

Consulting CMO & Board of
Directors



Derek Hibbard

Former Director - Service
Provider & Managed
Services



eTrigue Overview

- Headquarters: San Jose, CA
- Supporting 93 countries
- Through-Channel Marketing Automation
- Software + Services
 - ✓ In-house Creative Team
 - ✓ Digital Marketing Program Execution
 - ✓ Sales Performance Tracking
 - ✓ Specialize in Channel
- Clients:



The “Do Nothing” Dilemma

“Nearly 50% of all buying efforts result in no decisions - and a planned buying effort (something that was budgeted or part of a strategic initiative) is only slightly less likely to result in a no decision than ad hoc efforts that arise over the course of business.”

Source: **No Decisions Should Rarely Be A Surprise**

<https://blogs.gartner.com/hank-barnes/2021/03/02/no-decisions-should-rarely-be-a-surprise/>

Hank Barnes
Distinguished VP Analyst
Gartner®

The “Do Nothing” Dilemma

- **Issue:** “Do Nothing” is a competitor we don’t talk about, aka the Status Quo
- **Impact:** Lost opportunities, loss of **sales** productivity, and **marketing** credibility
- **How to address the problem:**
 - ✓ Why “Do Nothing” happens in the sales funnel
 - ✓ How Marketing can help identify the right top of funnel prospects and weed out non-buyers
 - ✓ What steps to take to secure deals with a 2-3x higher chance to close



“Do Nothing” Happens.....Why?

No Decision Drivers



n = 1086, More than one purchase canceled in the past 2 years, Excluding Not Sure

B11. Now thinking about the buying efforts canceled in 2020 for reasons unrelated to COVID-19, what were the three most common reasons for canceling or stopping a buying effort WITHOUT completing it?

Source: Gartner 2021 Technology End User Buying Behavior Survey

“The reasons cited here point in a different direction - a failure in buying and a failure in selling. These no decisions are costly for all parties involved. It certainly is one form of competition that sellers need to be wary of.”

Source: **The “No Decision” Decision – Does everybody lose?**

<https://blogs.gartner.com/hank-barnes/2015/03/24/worst-case-scenario-for-technology-buyers-no-decision/>



5 Steps To Overcome Sales Stalls

Step 1: Initial Engagement

- Top of Funnel
- Start with “Why” the buyer should look at your story
 - ✓ Marketing to set → → → drive sales interactions
- Track prospect interests and engagement at the top of the funnel
- Are we pitching the right solution with the appropriate messaging?



Step 2: Engage with Content

Content for Each Stage of the Sales Funnel:

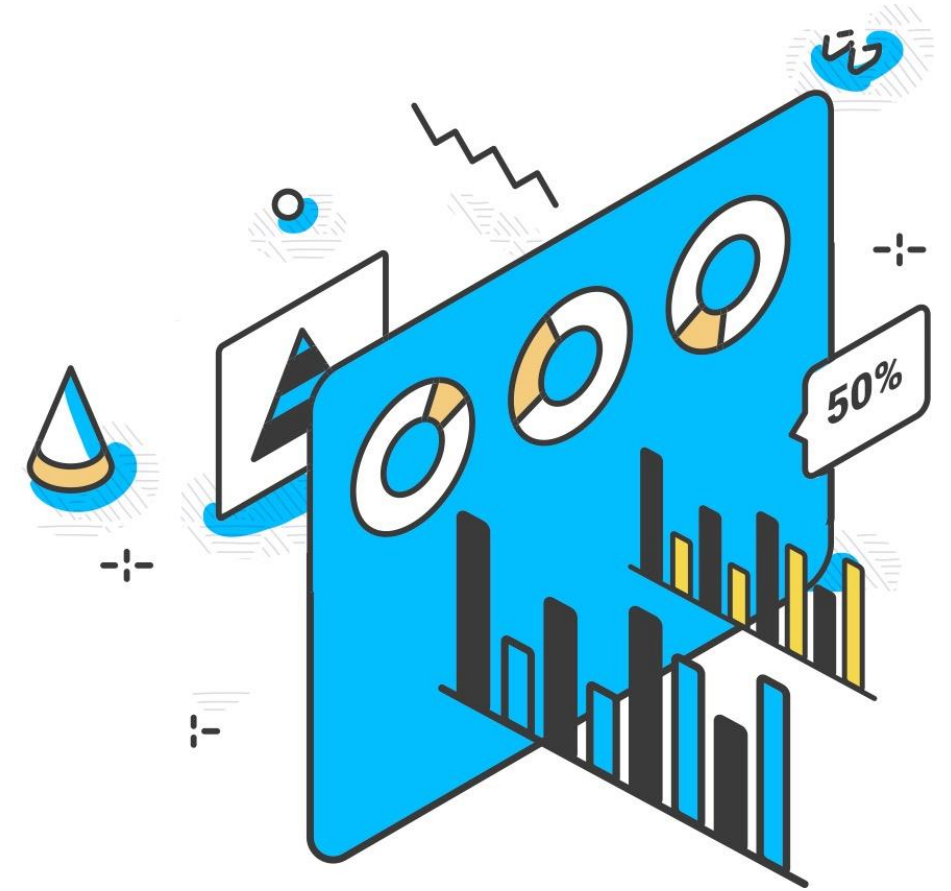
- **Why:** Top of funnel
- **What:** Solution descriptions, mid-funnel
- **How:** Explainer videos, guides, calculator tools
 - ✓ Help your buyer see how to use your product/service to help their business thrive
- Re-evaluate content
 - ✓ Does the prospect understand what you're offering and how it aligns to their business?
- Allow path flexibility



Step 3: Insights

Provide Insights to your Sales Team

- Arm sales with prospect interests and insights
- Include in leads going to sales
- What will help sales secure a meeting?
- Sales interactions a continuation of marketing
- Seamless experience for prospect

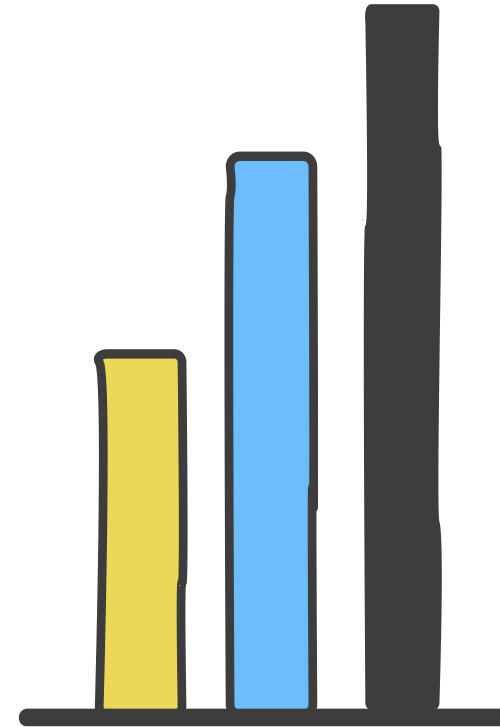


“Buyers value suppliers that make it easier for them to navigate the purchase process.”

Source: New B2B Buying Journey & its Implication for Sales
<https://www.gartner.com/en/sales/insights/b2b-buying-journey>

Step 4: Data, Scoring & Categorization

- Parse the Lead Database
 - ✓ Score and stratify
 - ✓ Analytics and reporting
- Stack Rank the “Do Nothings”
- Weighting Factors
- High Level Attributes
- Review & Categorize Leads
 - ✓ High potential “Do Nothings”
 - ✓ Low potential “Do Nothings”



Step 5: Lost Deal Post-Mortem

- What about the Lost Deal?
 - ✓ Gain knowledge
 - ✓ Activity of construction vs. deconstruction
 - ✓ Environment of positivity
- Historic Lookback
 - ✓ Categorize your losses
 - ✓ What caused the deal not to be done?
 - ✓ Voice of the customer - “What is the main reason you’re not moving forward?”
 - ✓ Corrective action



Recap: 5 Steps to Overcome Sales Stalls

1. **Initial Engagement** - Pitch the right bait, message, track engagement and prospect interests at the top of the funnel
2. **Engage with Content** - The right content, with path flexibility, and same message, consistently
3. **Insights** - Include insights in every lead once you think the prospect is ready for a sales touch
4. **Data, Scoring & Categorization** - Lead review, define categories, stack rank “do nothings”
5. **Lost Deal Post Mortem** – Gain knowledge, historic lookback, quantitative modeling

Thank you!

Stay in Touch!

Look for our next webinar invite:

“Building a Through-Channel Marketing Strategy with Concrete Results”

Meet with us: <https://www.etrigue.com/demo>

For more information please visit www.eTrigue.com



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