

# **40% to 60% of a B2B pipeline is lost to 'no decision'**

Learn the JOLT  
method to combat  
that



**Significant efforts  
and company  
resources go into  
sales efforts that  
don't cross the  
finish line.**



Investing in sales training, coaching, and enablement to support the typical playbook **doesn't work.**

Why is this?



**Customers have a  
Fear of Messing Up**

**FOMU**

*OR Fear Of F---ing up where I  
come from!*



**They worry about choosing  
the wrong option.**

**They are concerned they  
haven't done enough  
homework.**

**They fear they won't get what  
they're paying for.**

**Ultimately, they fear they will  
**get fired.****

Sticking with the status quo is the  
easiest path forward



**Decisions are  
emotional, not  
rational**

**... even in complex B2B  
purchases.**

*Read that again!*



First, you need to defeat the **status quo** by convincing the customer that they will succeed with your solution.



Then, you must  
defeat **indecision**  
by convincing the  
customer that they  
won't fail by  
purchasing your  
solution.





**So how do you  
approach this?**



The typical playbook is to dial up the **Fear of Missing Out (FOMO)**:

Here's the amazing value of our solution that you must have missed...

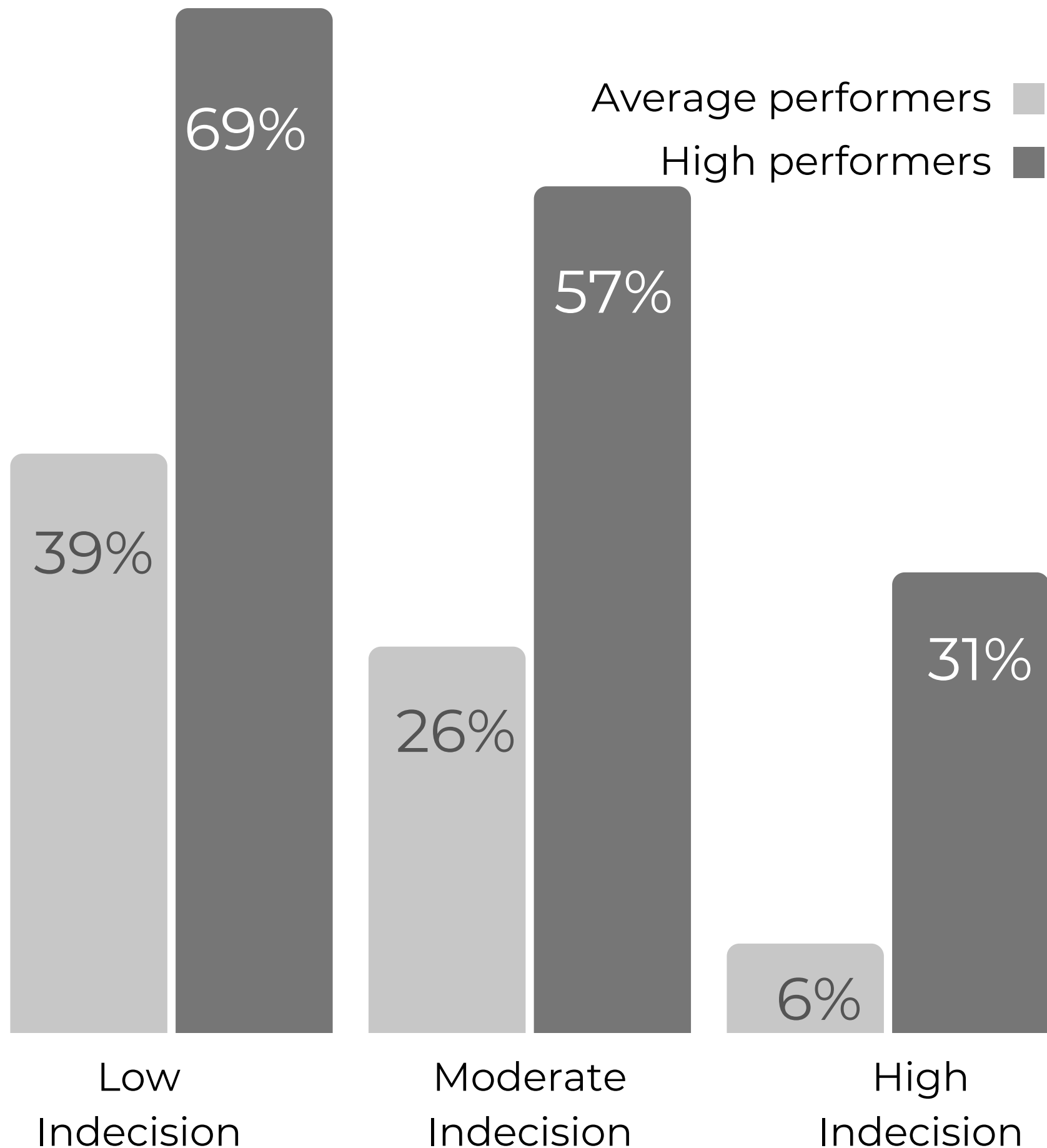
Your competitors are getting ahead of you...

The 10% discount is only available this quarter...

*This actually hurts win rates*



# High performers use the JOLT method to achieve higher win rates



Analysis from 2.5 million sales conversations



# Judge the level of indecision

Probe and actively listen throughout the sales cycle to spot indecision.

Make it comfortable for the customer to talk about their hesitation by bringing up common concerns of other customers.

Qualify opportunities based on "ability to decide"



# Offer your recommendation

Customers get overwhelmed with choices and the amount of information.

They need guidance, not more choice.

Narrow down the options, make a recommendation, and explain why.

Shift from what's possible to what  
makes sense for the customer



# Limit the exploration

Own the flow of information. Reinforce your expertise.

Be proactive: Anticipate and address concerns, fears, and objections.

Practice radical candour: If there are pieces of your solution that don't make sense for the customer, say so.

*Be a trusted advisor*



# Take risk off the table

Build a business case on lower expectations and make the internal champion look like a hero when you over-deliver.

Create safety nets like opt-out, refund or change clauses.

Offer additional professional services support to de-risk implementation.

*Overcome outcome uncertainty*

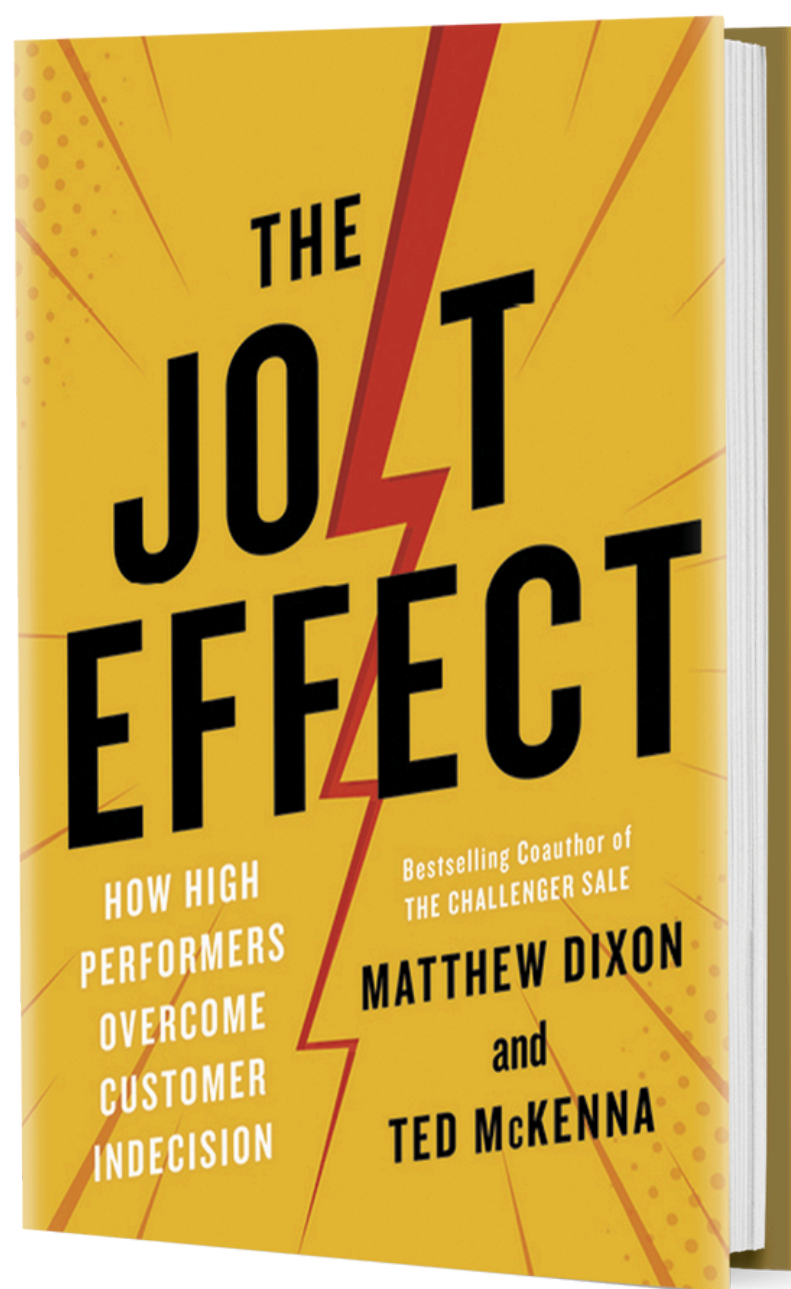


Ultimately, it's  
about making the  
customer feel  
**confident** in  
making the  
decision.





# Learn more about the JOLT method



[jolteffect.com](http://jolteffect.com)



I help B2B companies with  
marketing strategy and  
execution guidance to compete  
effectively and win.

[mcclurgmarketing.com](http://mcclurgmarketing.com)

**Richard McClurg**  
Fractional CMO | Marketing Advisor

