

**Case study – How a client increased their close ratio by 25%.**

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# **Stop Guessing—Take Control of Your CRM Intelligence**

**Eliminate Assumptions. Prevent Deal Loss. Drive Precision-Based Decisions.**

## **Competitive Market Share & Pricing: Assumption vs. CRM Reality**

### **Assumption:**

*"We're losing deals due to competitive market share and pricing—lowering prices could help prevent further losses."*

### **CRM Reality:**

- Closed-lost deals listed **pricing as the primary driver**.
- Sales leaders considered **reducing pricing to stay competitive**.
- However, CRM **data exposed a different issue**—a lack of **deep discovery** led to loss, not pricing.

### **What We Discovered:**

Wins weren't because of lower pricing—they happened when sales teams **understood the customer's priorities and how they evaluated value**.

Losses occurred when **reps focused on features and benefits instead of uncovering what was truly important** to the customer.

**Result?** Once discovery was prioritized, **closing ratios transformed from industry standard to well above industry standard**.

## **The Dangerous Cycle of Repeated Mistakes**

Sales teams often rely on **closed-lost data points** like pricing or market share without questioning the deeper cause.

This leads to **reactionary strategies**—such as lowering prices—instead of **fixing underlying sales misalignment**.

- **Focusing on competitive positioning instead of customer motivations** leads to poor engagement.

- **Superficial discovery efforts** prevent reps from identifying true decision drivers.
- **Failure to adapt in real time** results in lost deals that could have been won.

Without structured **CRM intelligence**, teams repeat mistakes—expecting different outcomes while continuing to lose deals.

## What Your CRM Actually Reveals

**Deep Analysis Uncovered the Following Patterns:**

- ✓ Wins correlated with **detailed customer insights and tailored messaging**.
- ✗ Losses showed **reps skipping discovery and making assumptions**—leading to misalignment.

A leading executive assumed **market share and pricing** were the primary reasons for deal loss. CRM data proved otherwise: **Reps who deeply understood customer motivations won more deals**—while those who didn't lost.

## Introducing WIITT Selling: The Outcome Decision-Based Framework

**A shift from reactive guesswork to precision-driven decision intelligence.**

Unlike traditional sales methodologies, WIITT Selling ensures:

- **Structured discovery**, eliminating surface-level assumptions.
- **Adaptive frameworks**, equipping reps to adjust messaging dynamically.
- **Real-time engagement strategies**, keeping reps focused on high-value insights.

## The Fix: How to Prevent Deal Loss with Structured Discovery

- ✓ Move beyond **activity-based KPIs**—align messaging with customer priorities.
- ✓ Implement a **tailored real-time framework** that keeps reps adaptable in the moment.
- ✓ Train reps to **uncover deeper motivations** and refine messaging based on CRM intelligence.

 **Impact: A 25% Increase in Closing Ratios**

By shifting to **data-backed insights**, the sales team avoided repeated mistakes and increased their win rate significantly.

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## Ready to Uncover the Real Reasons Behind Your Lost Deals?

Instead of lowering prices based on assumptions, **let data reveal the truth.**

**Sign Up Now to Receive a Personalized CRM Intelligence Report.**  
**See where your messaging is misaligned—before another deal is lost.**

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