

WIITT Selling – Jeffrey@wiittselling.com

Silent Signal Decoder

Topic Buyers Ask About	When They Ask (Loud Signal)	When They Don't Ask (Silent Signal)	Research Tie-In
Implementation / Workflow	"How would this fit into our process?" → They're picturing adoption.	Silence → They may doubt it will work in their environment.	Misalignment studies show buyers often redefine the problem mid-process.
Integration / Compatibility	"Does this connect with our systems?" → They're exploring fit.	Silence → They may assume it won't fit, or don't see relevance.	Buying committees weigh IT fit heavily.
Timing / Urgency	"How soon could we get this live?" → They feel urgency.	Silence → Urgency hasn't been co-authored.	HBR: most deals stall in no decision due to lack of urgency.
Risk / Safety	"What happens if it fails?" → They're weighing safety.	Silence → Quiet fears remain unvoiced.	HBR: confidence gaps, not price, drive indecision.
Proof / Evidence	"Do you have case studies?" → They're seeking validation.	Silence → They may not believe outcomes are credible.	Corporate Visions: proof and outcomes > price.
ROI / Outcomes	"What results have others seen?" → They're connecting to impact.	Silence → They may not see alignment to their priorities.	Forbes: committees prioritize outcomes differently.
Decision Process	"Who else needs to be involved?" → They're moving toward alignment.	Silence → They may not be serious about advancing.	Emblaze: buyers change problem framing 3+ times.
Support / Training	"How do you onboard staff?" → They're imagining life after purchase.	Silence → They may not yet see this as real.	Forrester: dissatisfaction often tied to poor onboarding.
Price / Investment	"What's the cost structure?" → They're evaluating trade-offs.	Only asking about price → The real gaps (risk, outcomes, urgency) remain	Win-loss studies: sellers cite price 50%, buyers <25%.