

## WIITT Selling Silent Signal Decoder™

Buying Process Category	If They Ask (Signal)	If They Don't Ask (Risk)
Problem Definition	Testing fit, clarifying relevance.	They may not see a problem you solve — or don't think you're relevant.
Solution Capability	Measuring depth, breadth, differentiation.	They assume you can't meet needs — or think everyone can (no differentiation).
Impact & Value	Building a measurable business case.	ROI/value has been framed elsewhere or isn't a decision driver.
Implementation & Change	Reducing perceived risk of disruption.	They don't plan to move forward, or fear rollout pain.
Financial & Commercial	Aligning to budget and procurement.	No funding identified, budget cycle kills timing.
Risk & Compliance	Protecting regulatory/reputational safety.	They think you're weak here or assume table stakes.
Stakeholder Alignment	Securing internal consensus.	Hidden blockers, incomplete org map.
Competitive Comparison	Benchmarking you seriously.	A competitor already locked the frame — you're the control vendor.

On your top 5 deals, mark each category **Asked** / **Not Asked**.

For “Not Asked,” develop open ended questions.

### Solution Capability examples:

What is your current workflow?

What are the top 3 outcomes that are needed for this to be a relevant solution?

How are you evaluating the project?

Uncover what is not being said to get a clear picture of the deals you are working on and book an appointment on the site [www.wiittselling.com](http://www.wiittselling.com).

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