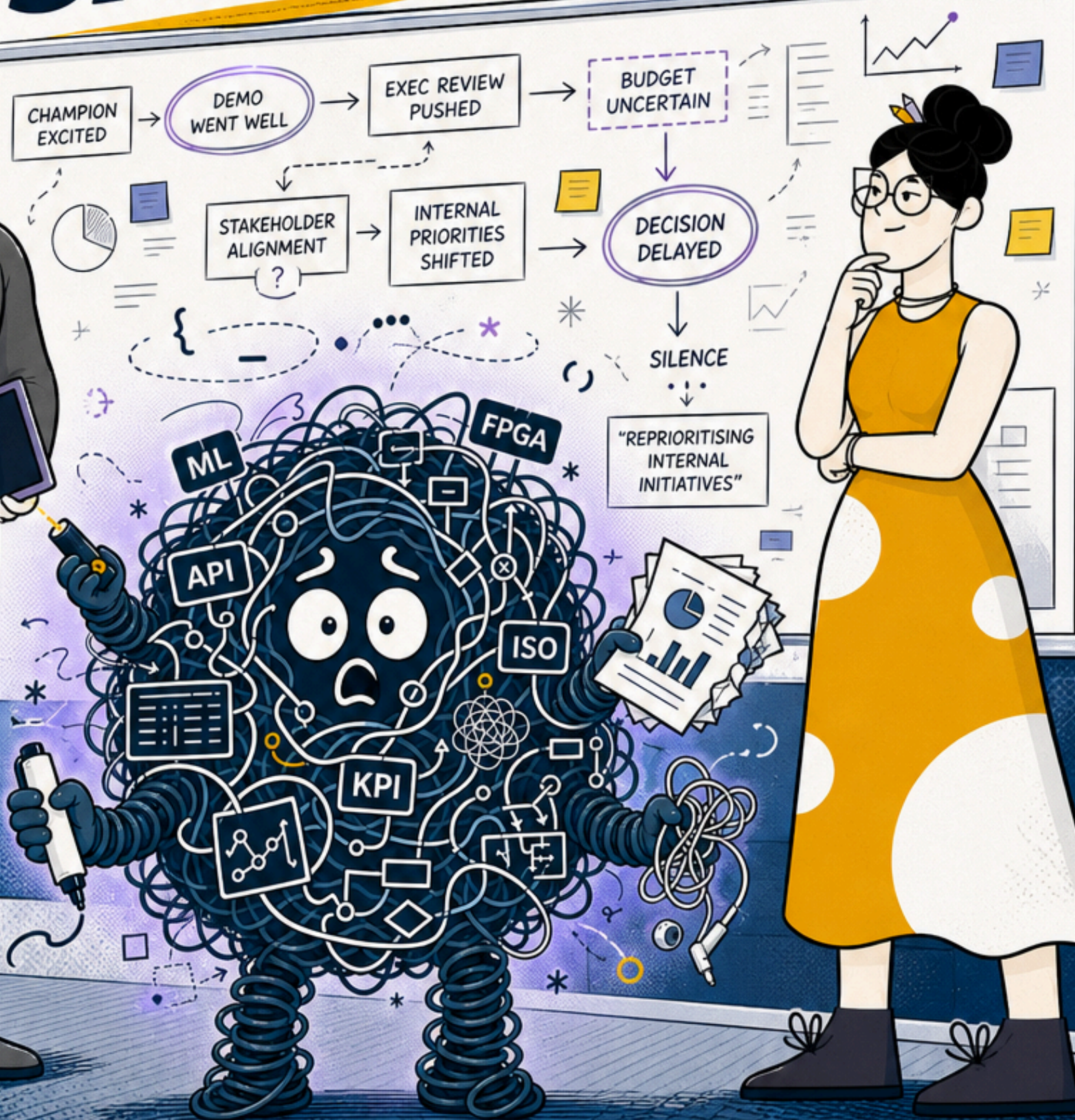


ANATOMY OF A **STALLED** ENTERPRISE SALES CYCLE

LET'S
DIAGNOSE
WHY DEALS
GET **STUCK**.

LET'S
MAP WHAT
THE BUYER
CAN'T SEE.



THE COMMITTEE PROBLEM

NOBODY ADEQUATELY PREPARES FOR

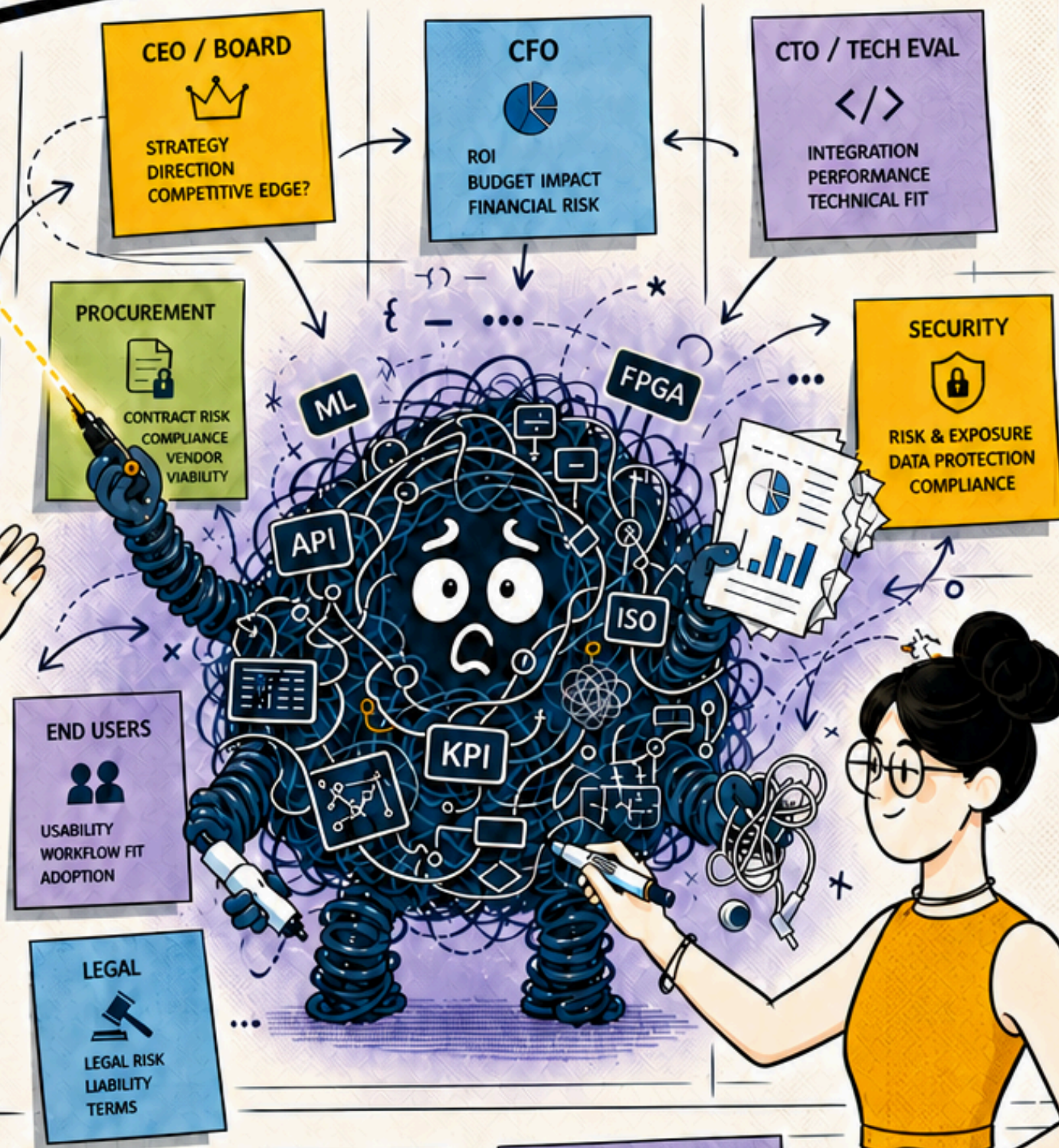
Complex B2B purchases now routinely require approval from a significant number of internal stakeholders — and the trend is moving in one direction: **more people, more scrutiny, longer cycles.**

Gartner has documented that the typical buying group for complex solutions involves **six to ten decision-makers.**

By the time your champion walks into a budget conversation, every person in that room has already formed a view — and those views were formed **without you in the room.**

Each of those six to ten people applies a **fundamentally different standard** to what counts as “understood.”

Research consistently shows that win rates decline meaningfully as the number of stakeholders involved increases — each additional person in the room is not just an additional opinion; it's an **additional veto.**



</> Technical evaluators rarely say yes, but they can say no.

\$ CFOs want line item clarity and ROI that survives finance.

👑 CEOs ask: distraction or competitive edge?

📋 Procurement focuses on risk and vendor viability.

👥 End users decide adoption — and can kill a deal after it closes.

💡 One explanation, delivered once, cannot satisfy all of those simultaneously.

But that's exactly what most complex product demos try to do.

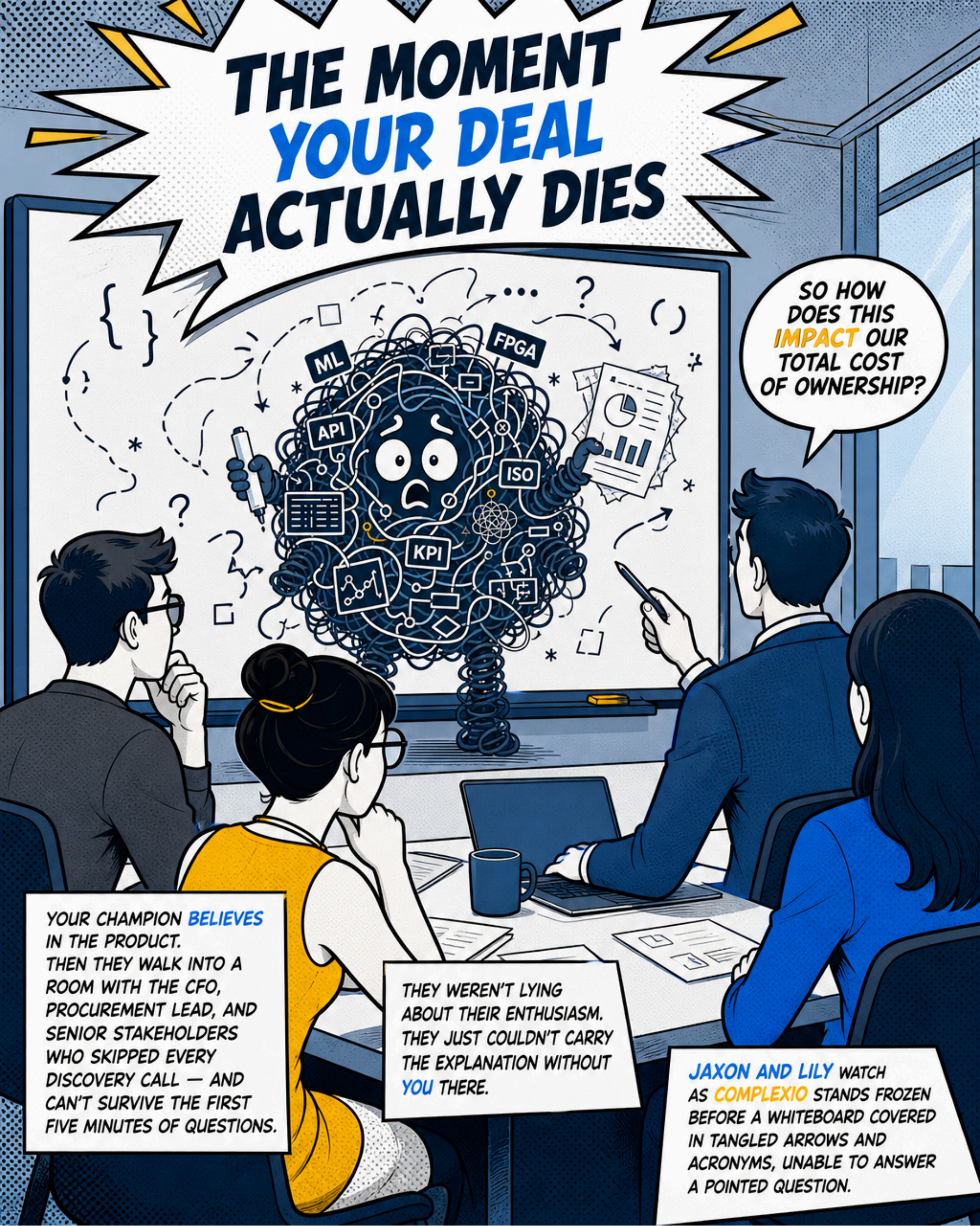
THE MOMENT YOUR DEAL ACTUALLY DIES

SO HOW
DOES THIS
IMPACT OUR
TOTAL COST
OF OWNERSHIP?

YOUR CHAMPION **BELIEVES**
IN THE PRODUCT.
THEN THEY WALK INTO A
ROOM WITH THE CFO,
PROCUREMENT LEAD, AND
SENIOR STAKEHOLDERS
WHO SKIPPED EVERY
DISCOVERY CALL — AND
CAN'T SURVIVE THE FIRST
FIVE MINUTES OF QUESTIONS.

THEY WEREN'T LYING
ABOUT THEIR ENTHUSIASM.
THEY JUST COULDN'T CARRY
THE EXPLANATION WITHOUT
YOU THERE.

JAXON AND LILY WATCH
AS **COMPLEXIO** STANDS FROZEN
BEFORE A WHITEBOARD COVERED
IN TANGLED ARROWS AND
ACRONYMS, UNABLE TO ANSWER
A POINTED QUESTION.



THREE CONDITIONS THAT DRIVE NO-DECISION OUTCOMES

DEALS STALL FOR PREDICTABLE REASONS:

1 THE COST OF
INACTION ISN'T
QUANTIFIED



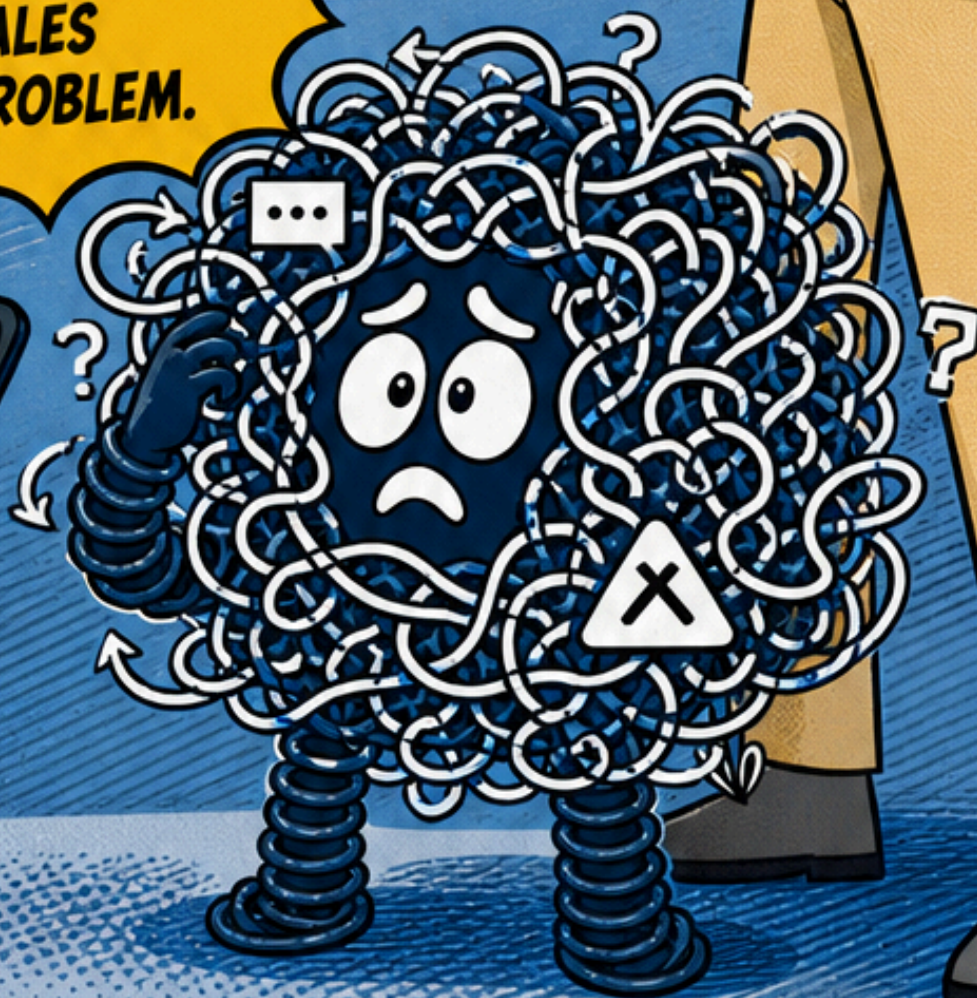
2 SWITCHING RISK
HAS NO CONCRETE
TRANSITION PLAN



3 THE CHAMPION LACKS DATA
TO BUILD THE CASE ACROSS
THE FULL BUYING COMMITTEE



THE THIRD ONE IS
A **CLARITY** PROBLEM—
NOT A SALES
STRATEGY PROBLEM.



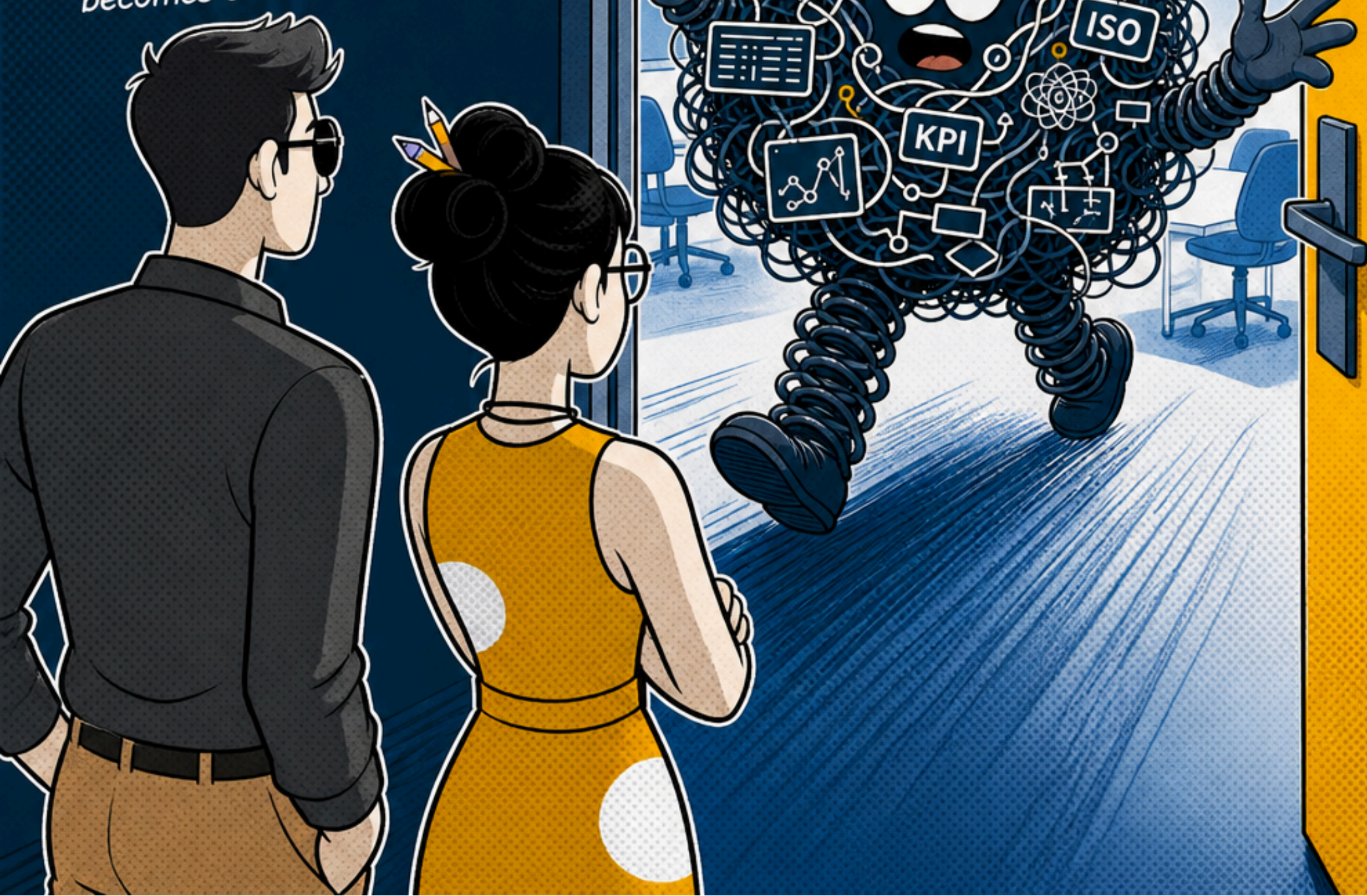
YOUR CHAMPION IS SELLING WITHOUT YOU

AFTER YOUR DEMO, YOUR CHAMPION RE-EXPLAINS YOUR PRODUCT TO STAKEHOLDERS WHO SKIPPED THE CALL—PEOPLE WITH DIFFERENT ROLES, DIFFERENT PRIORITIES, AND RESEARCH OF THEIR OWN ALREADY DONE.



THEY'RE WALKING IN COLD

Those new stakeholders didn't sit through your discovery. They have their own objections, their own context, and zero patience for a 30-minute setup before the value becomes clear.

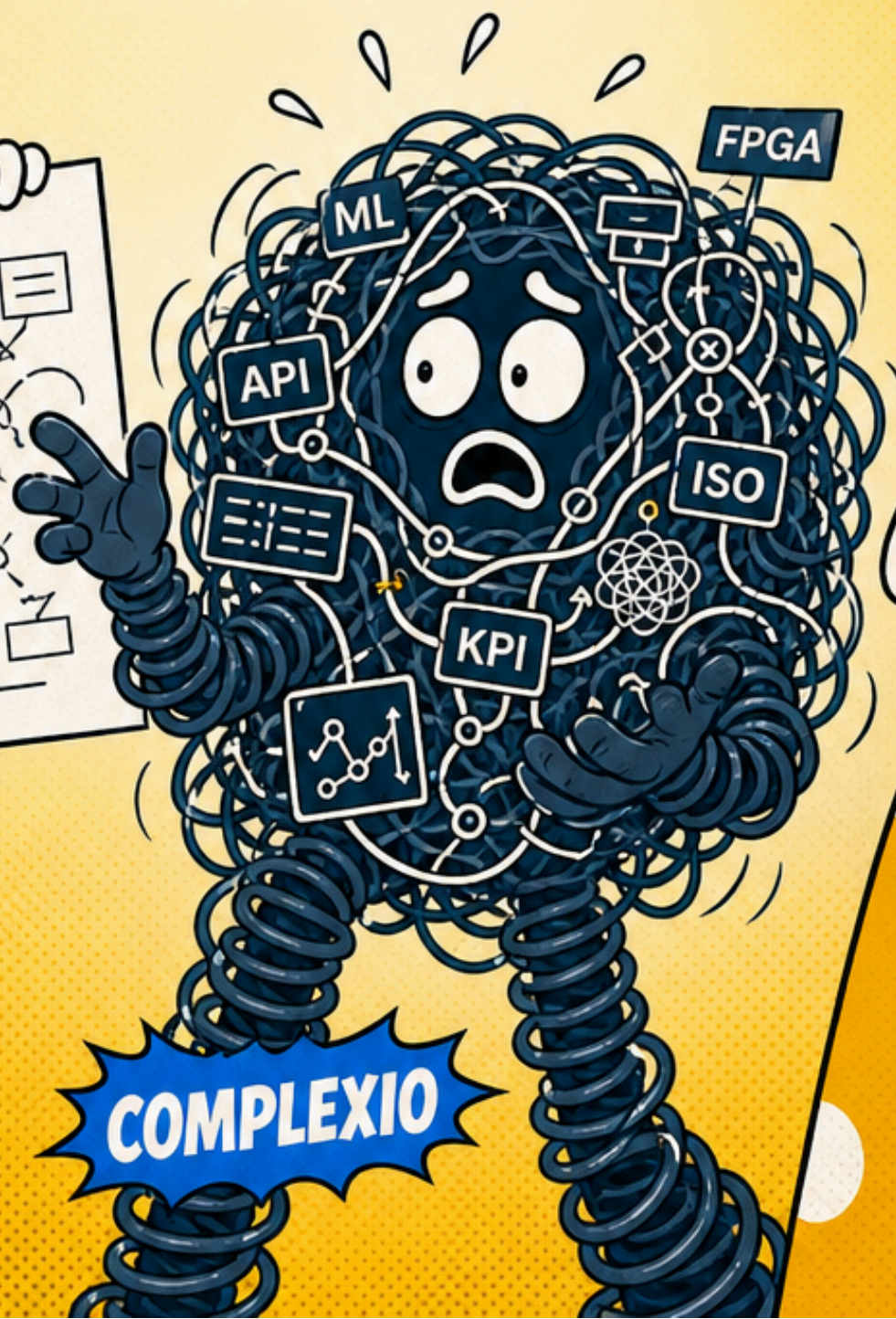


IF IT NEEDS CONTEXT TO CLICK, IT WON'T

Your champion will lose the room before they reach the point. A value story that only works with you in the room isn't a value story — **it's a dependency.**



JAXON



COMPLEXIO



LILY

MAKE THE **VALUE** TRAVEL ON ITS OWN



What your **champion** actually needs



Most enterprise deals require CFO approval — a defensible business case, not just a compelling demo.



Your champion needs something they can hand to that CFO that explains the product clearly without you in the room to narrate it.



The gap isn't enthusiasm. It's materials designed **to travel**.

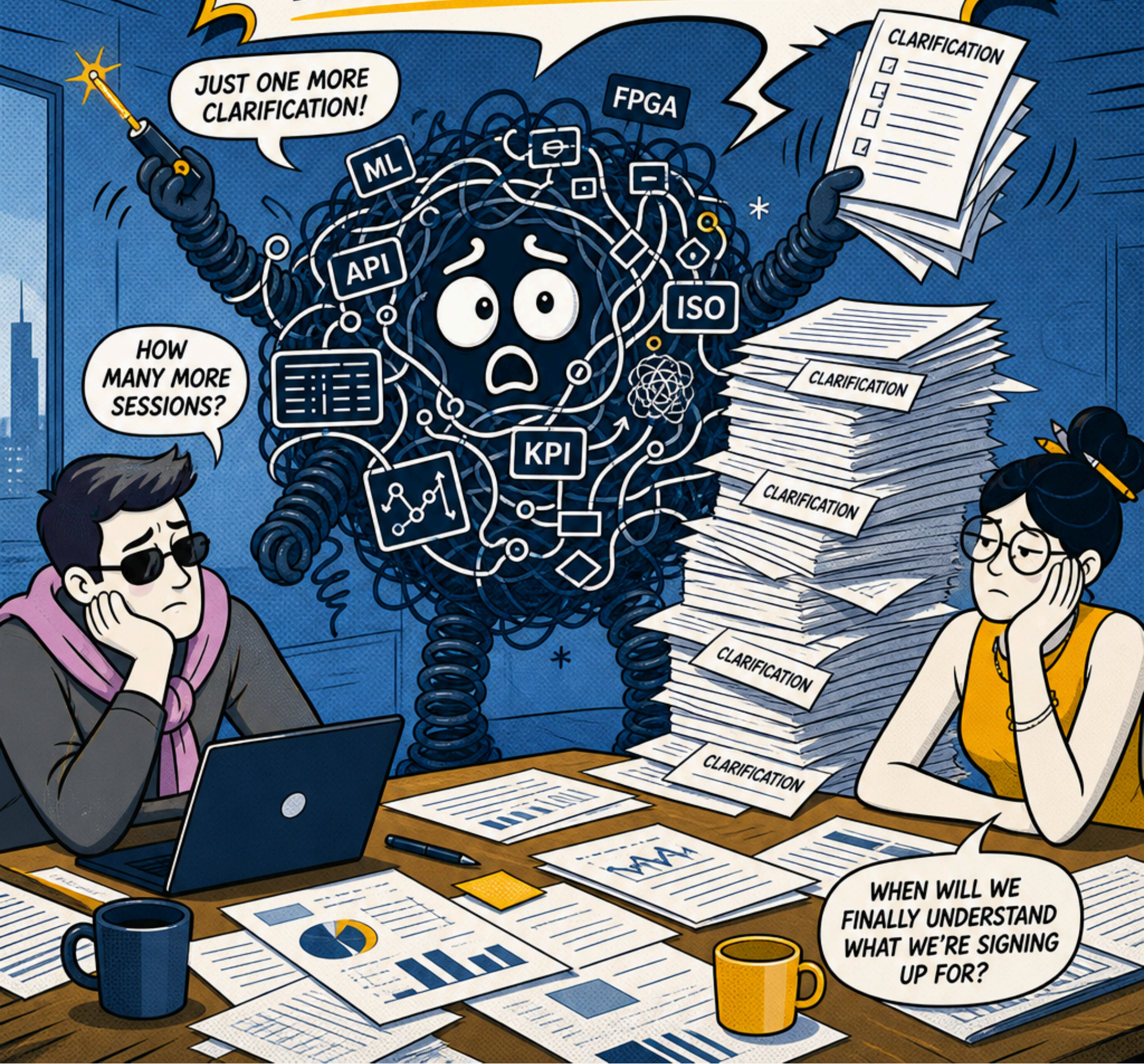


**MORE CLARIFICATION
SESSIONS AREN'T PROGRESS—
THEY'RE A WARNING SIGN**

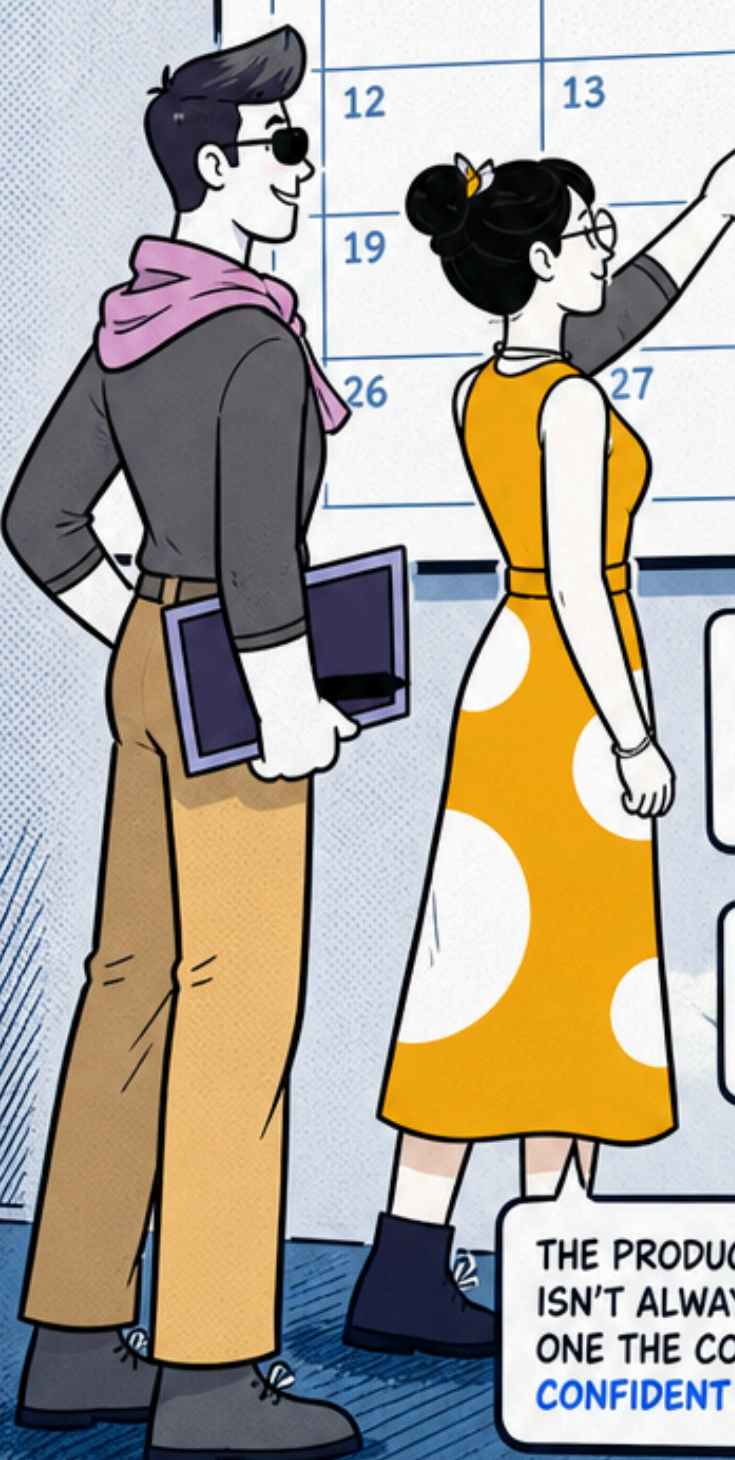
THIRD
FOLLOW-UP.
STILL
CLARIFYING.



EVALUATION FATIGUE IS RISK ASSESSMENT, NOT IMPATIENCE



**YOU GET ~5%
OF THE CALENDAR.
YOUR ENABLEMENT
MUST WORK WITHOUT YOU.**

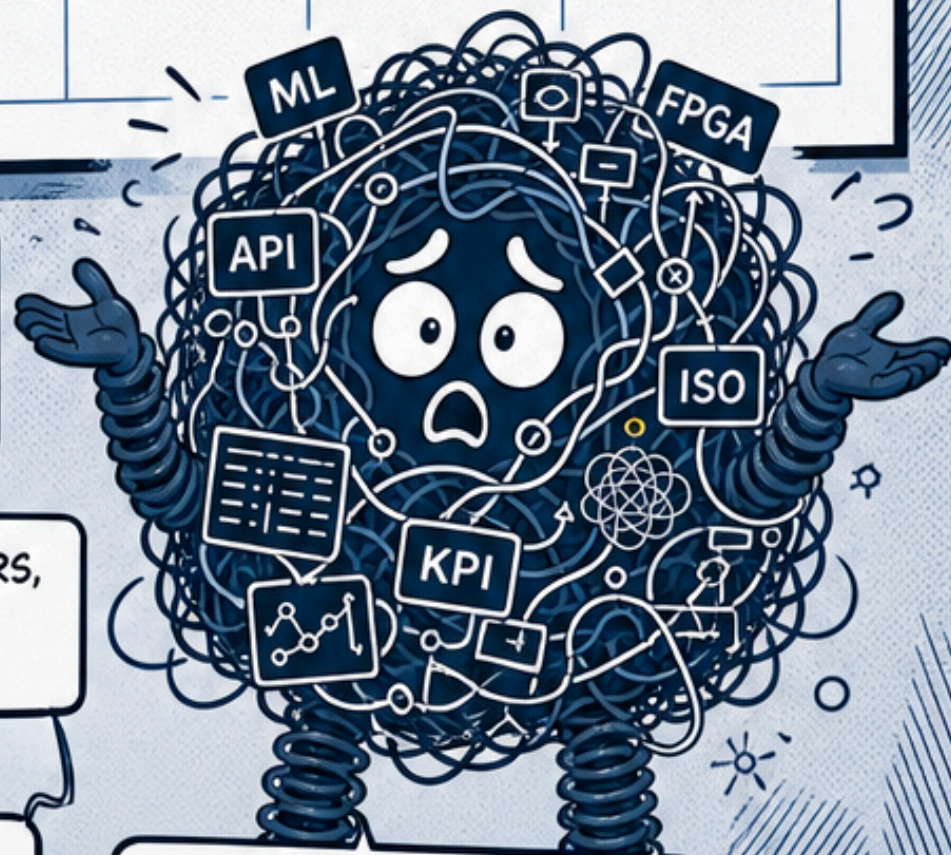


SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

GARTNER RESEARCH
FOUND BUYERS SPEND
ONLY ~17% OF BUYING
TIME WITH SUPPLIERS.

ACROSS THREE VENDORS,
YOU MAY GET 5-6%
OF THE CALENDAR.

THE PRODUCT THAT GETS BOUGHT
ISN'T ALWAYS THE BEST—IT'S THE
ONE THE COMMITTEE FEELS MOST
CONFIDENT EXPLAINING TO THEIR CEO.

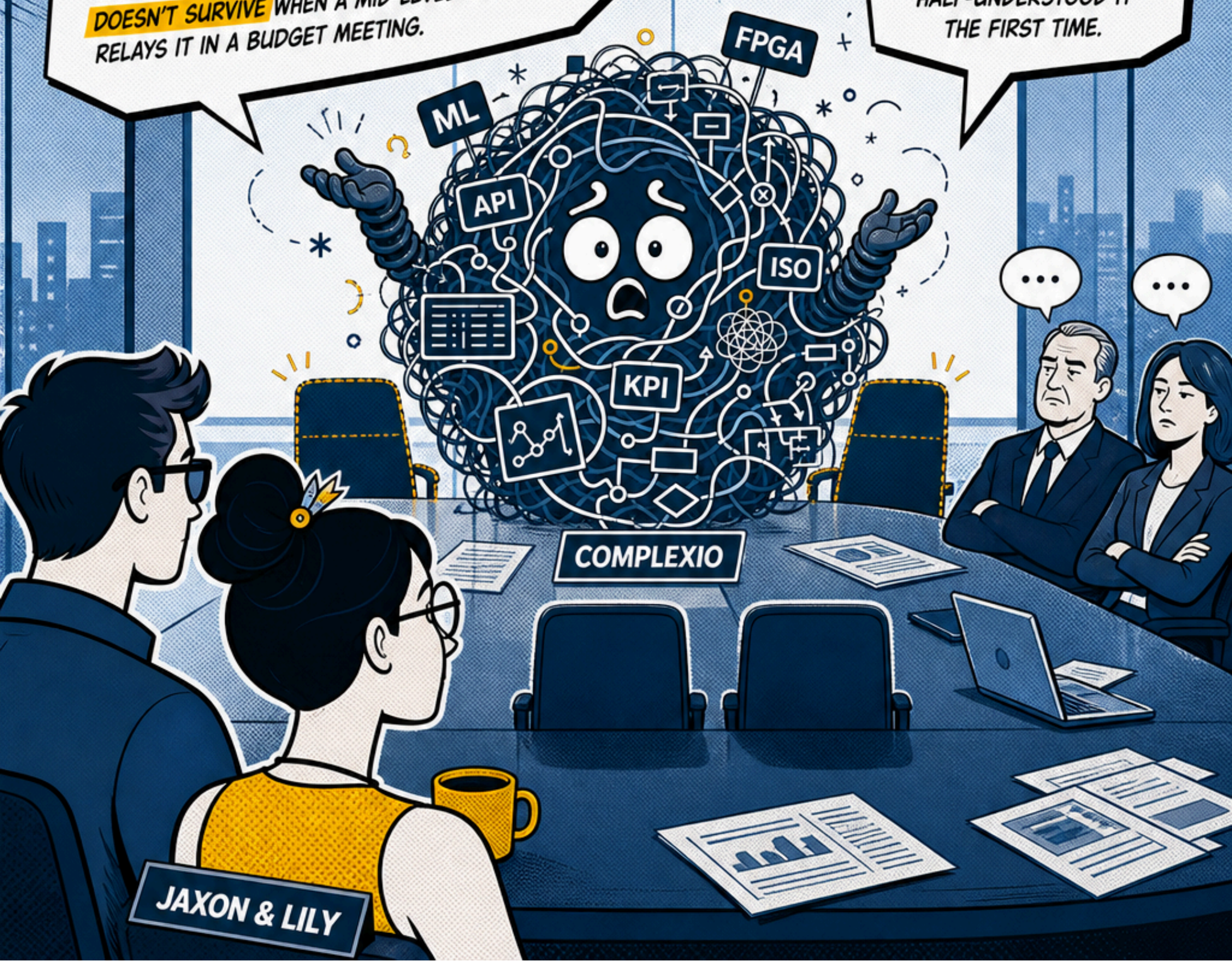


REPEATED CLARIFICATION
ACTIVELY MAKES THAT
CONFIDENCE **HARDER** TO BUILD.

DEEP TECH'S STRUCTURAL VULNERABILITY: THE FOUNDER WON'T BE IN THE ROOM

FOR B2B SAAS AND DEEP TECH COMPANIES, COMPLEXITY IS A REAL RISK. THE EXPLANATION THAT WORKS WHEN A FOUNDER DELIVERS IT LIVE **DOESN'T SURVIVE** WHEN A MID-LEVEL CHAMPION RELAYS IT IN A BUDGET MEETING.

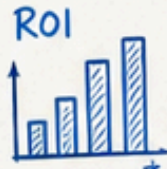
YOUR NARRATIVE MUST **HOLD UP WITHOUT YOU** — FULLY INTACT, CONFIDENT, AND REPEATABLE BY SOMEONE WHO ONLY HALF-UNDERSTOOD IT THE FIRST TIME.



JAXON & LILY

CHAMPION'S VIEW

INTEGRATION = SIMPLE



- ✓ FAST
- ✓ SCALABLE
- ✓ LOW RISK

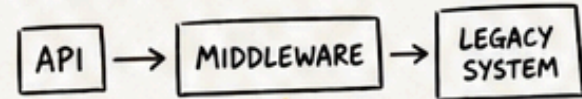


CFO ASSUMPTIONS

PRICING MODEL \$
5-YEAR TCO
DISCOUNTED CASH FLOW
RISK ADJUSTMENT ??

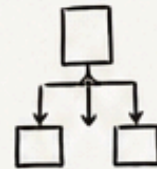
IT EVALUATOR'S VIEW

INTEGRATION = COMPLEX



- ✓ SECURITY
- ✓ COMPLIANCE
- ✓ MAINTENANCE

MULTIPLE DEPENDENCIES



?!

REALITY?

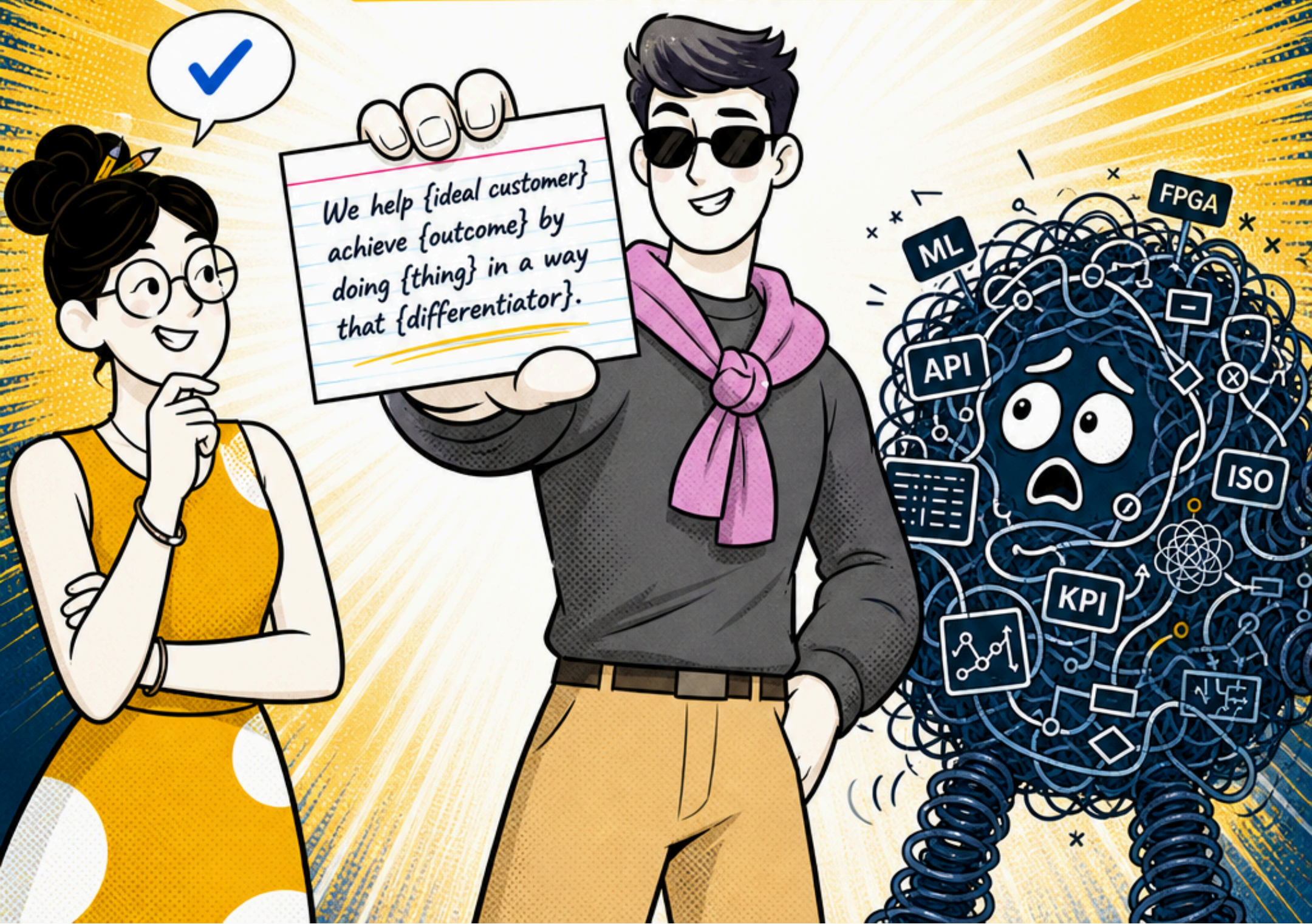
WHAT ARE WE
ACTUALLY
BUYING?



— THE ONE THING — **STRUCTURALLY SUCCESSFUL DEALS SHARE**

Deals that survive committee scrutiny share one structural trait.
Not a better methodology. Not a more persistent rep.
A single, jargon-free value explanation that travels
unchanged from first demo to final board sign-off.

THIS SOUNDS *SIMPLER* THAN IT IS.



WHY TECHNICAL DEPTH CAN WORK **AGAINST** YOU



For complex products, the instinct is to explain at the depth the product deserves.



But a value narrative travelling through a committee must be accurate **and** accessible — satisfying the technical evaluator, the CFO, and the CEO simultaneously.



Research suggests problem-definition alignment drives win rates **more than** any feature.



**CLEAR.
RELEVANT.
DECISIONABLE.**



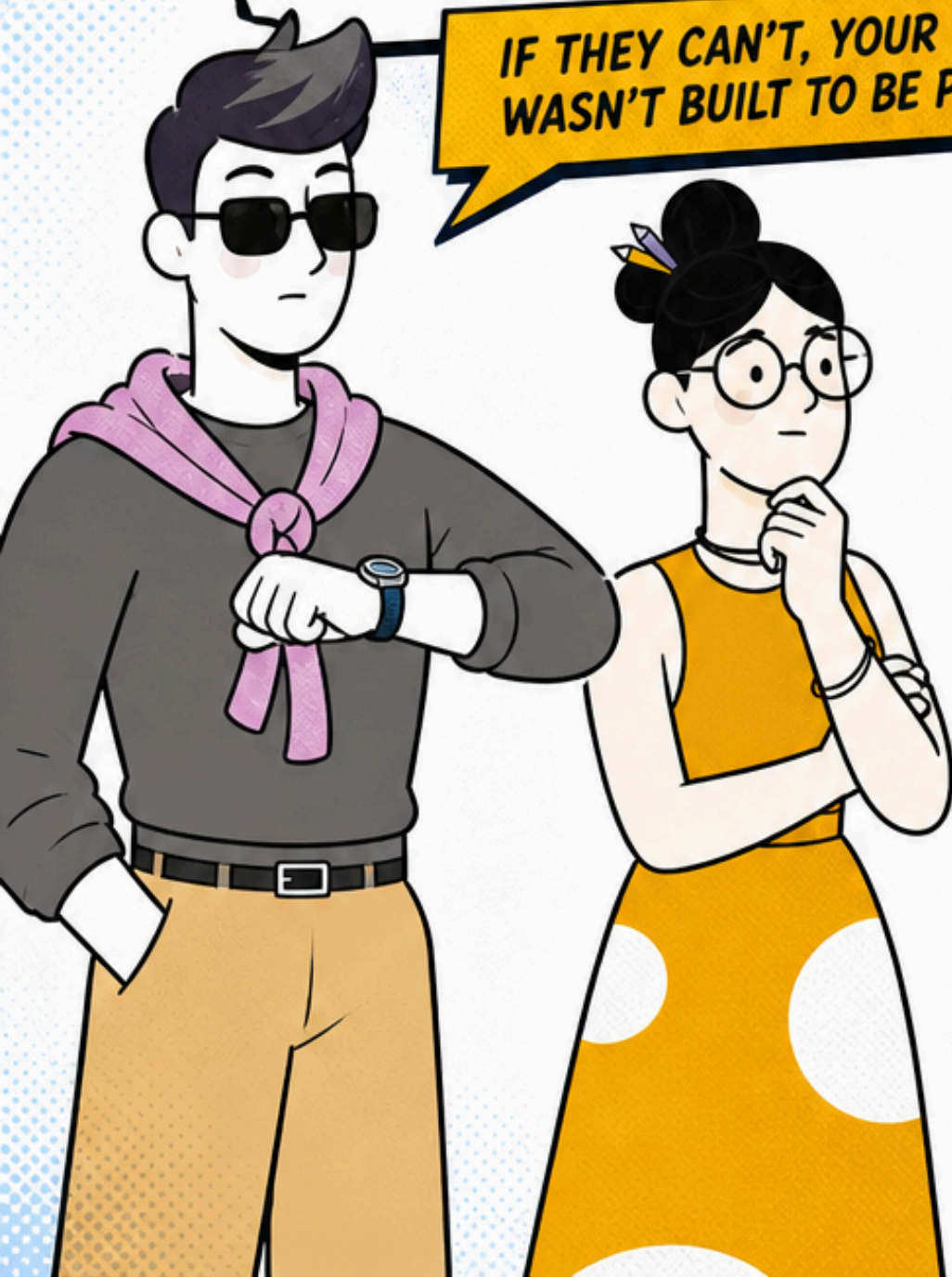
THE 60-SECOND CHAMPION TEST



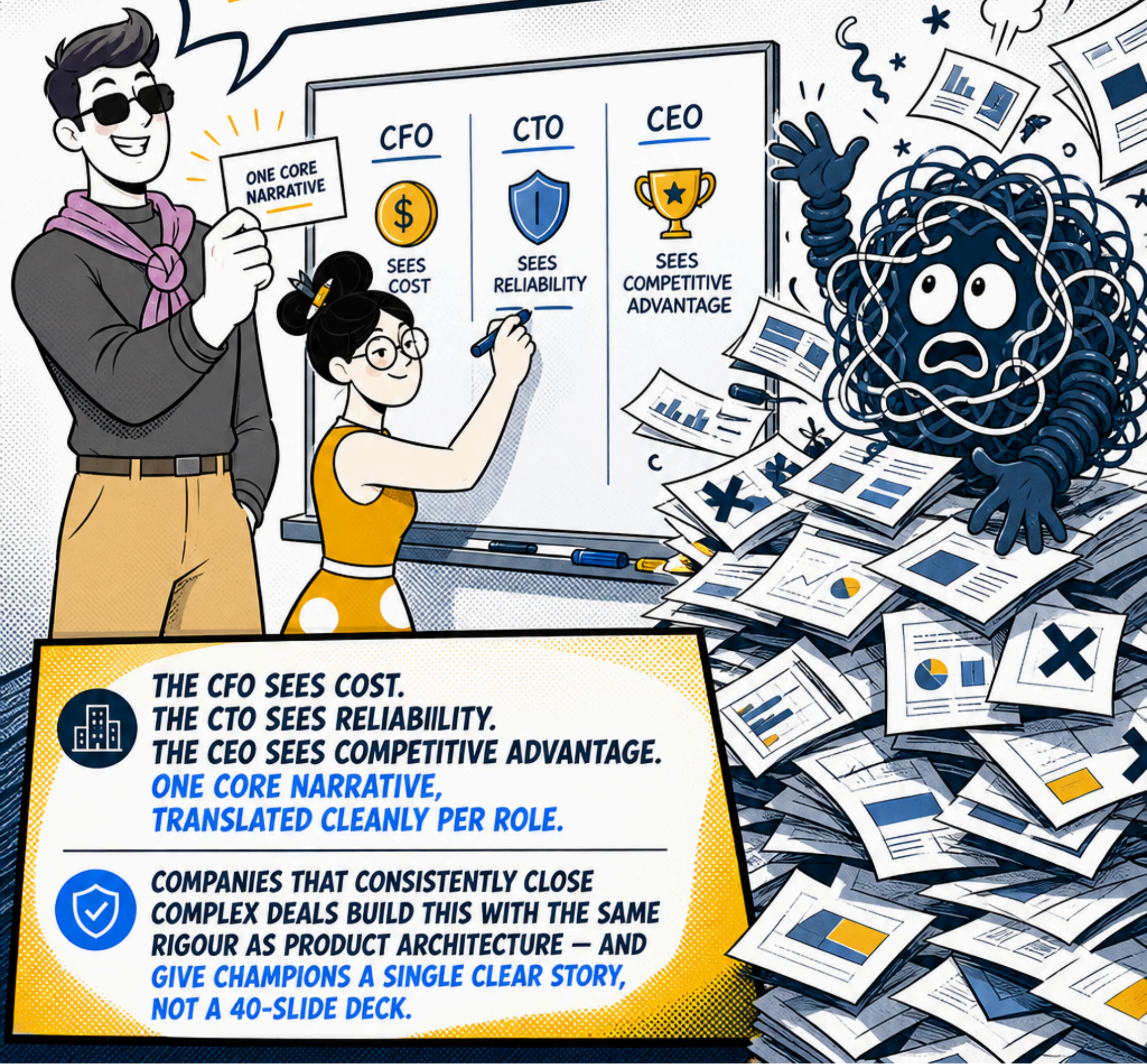
CAN YOUR CHAMPION EXPLAIN YOUR PRODUCT
CLEARLY — NO NOTES, NO SLIDES, **UNDER 60**
SECONDS — TO SOMEONE WHO HAS NEVER
HEARD OF IT?

NOT A TECHNICAL DESCRIPTION.
A **VALUE STATEMENT**: THE PROBLEM SOLVED,
THE OUTCOME CREATED, WHY IT MATTERS.

IF THEY CAN'T, YOUR BRIEF
WASN'T BUILT TO BE PASSED ON.



ONE NARRATIVE, TRANSLATED FOR EVERY STAKEHOLDER



**THE CFO SEES COST.
THE CTO SEES RELIABILITY.
THE CEO SEES COMPETITIVE ADVANTAGE.
ONE CORE NARRATIVE,
TRANSLATED CLEANLY PER ROLE.**

**COMPANIES THAT CONSISTENTLY CLOSE
COMPLEX DEALS BUILD THIS WITH THE SAME
RIGOUR AS PRODUCT ARCHITECTURE — AND
GIVE CHAMPIONS A SINGLE CLEAR STORY,
NOT A 40-SLIDE DECK.**

THE EXPLAINER IS A SALES INFRASTRUCTURE PROBLEM, NOT A MARKETING NICE-TO-HAVE



