

Today's buyers are more informed, selective, distracted and more time-poor. They don't need more product-led pitches. They need clarity. Relevance. Confidence to act.

01

THE REALITY: 58% OF SALES MEETINGS DON'T CREATE VALUE

WHY?

Sellers are under increasing pressure. As growth targets rise and markets commoditise, performance is measured in activity and short-term results, so sellers default to what feels controllable: more pitching, more solutions, more activity.

Over time, conversations become transactional and when conversations fail to create value:

Decisions stall and sales cycles lengthen → Opportunities fade → Price pressure increases → Relationships weaken

CONVERSATIONS THAT HELP THEM PRIORITIZE, DECIDE, AND MOVE FORWARD.

02

THE UNCOMFORTABLE TRUTH: CUSTOMERS DO NOT ACT ON EVERY NEED THEY RECOGNIZE.

They act only when:

- A need becomes more important than competing priorities
- The cost of inaction becomes real
- The decision feels clear and safe

THE SHIFT DOESN'T HAPPEN BY ACCIDENT IT MUST BE INTENTIONALLY IGNITED.

PRIORITY NOT NEED



Drives decisions

URGENCY NOT PERSUASION



Drives movement

03

THIS IS WHERE **BTS** COMES IN

Most methodologies focus on understanding needs. CCC focuses on elevating priority. It enables sellers to move beyond **transactional interactions and consistently create value-driven** momentum.

THIS ISN'T "ANOTHER SALES METHODOLOGY".

IT'S A STRATEGIC SHIFT IN HOW CONVERSATIONS CREATE IMPACT.

Instead of pushing solutions, it equips sellers to:

- Surface what truly matters, beyond what is requested
- Understand decision drivers and hidden barriers
- Elevate priority through context and consequence
- Build urgency without pressure
- Develop strong pipelines for sustainable growth

CCC SHIFTS CONVERSATIONS

FROM

Informative Pitching Activity

TO

Decisive Partnering Impact

04

THE IMPACT **YOUR TEAM** AND ORGANIZATION SEE



Higher-quality, more intentional conversations



Greater organizational and team consistency



Stronger trust and customer engagement



Stronger coaching culture

Strong pipeline foundations



Increased urgency & momentum



Sustainable commercial performance, without relying on heroics

Higher deal velocity and improved conversion

In a world where customers have to make plenty of decisions daily, the quality of your conversations determines the speed of your growth.

So, the real question is:
Are you accelerating your customer's decisions or quietly slowing them down?

Let's explore what better customer conversations could mean for your business.

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