

BLOG · OBJECTIONS

“We’re Going to Have to Move the Meeting” — Be in the kNOw

How uncovering potential objections early, by getting in the kNOw, can reduce deal delays and accelerate success.

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In sales, success often travels alongside setbacks. One of the most frustrating? “We’re going to have to move the meeting.”

And in over 25 years of sales leadership, I’ve never once had that meeting moved up.

So, how do we reduce the risk of delay?



Be in the kNOw.

Know the No. Build the Yes.

In discovery, it’s tempting to focus solely on identifying needs and showcasing solutions, and that’s important. But experience (and a few hard lessons) teach us something deeper: we must proactively uncover the reasons for “No” or “Not Yet.”

That means extending what we celebrate. Let’s refrain from walking away from a first meeting totally satisfied because the conversation felt good or the prospect nodded along with our preliminary pitch. Instead, let’s also celebrate when we’ve surfaced what could delay or prohibit the deal.

Because being in the kNOw gives us the blueprint to engineer a Yes. When we understand the real barriers, we can design solutions that remove them.

Three Questions to Maintain Momentum

At Predictive Wins, we’ve identified three critical questions that minimize the risk of losing momentum.

- “What are two reasons some stakeholders might say now’s not the right time to move forward?”
- “What are some reasons your team might prefer to stay with the current provider?”
- “Is there anyone else you’re going to allow to feel that they are part of the decision-making process?” (*This tends to yield more truthful insights than asking, “Are you the decision maker?”*)

These questions cut through the noise. They don’t just reveal goals, they surface the friction that prevents action.

And that insight? It’s gold. It allows us, as reps, to tailor the meeting flow, develop the offering to overcome objections, and influence momentum.

Final Lap: Finish in First

Every deal has hidden hurdles. The sooner we find them, the sooner we can clear them.

Am I only chasing the yes? Or am I also hunting for the no?

Because in sales, those who win don’t just pitch. We stay in the kNOw. We clear the path. We finish in first.

Let’s talk.

The first call with Predictive Wins is free and runs twenty-five minutes.

No deck, no pitch. Scan the code or visit predictivewins.com.

