



The Unstuck Exercise

The Unstuck Exercise is designed to assess your fundamental negotiating skills and specifically how you handle stalled prospects. For the purpose of this call, you can pretend you're the seller.

The Scenario:

- You have had 4 calls and 2 demos already with the prospect
- Consider that they are in the later stages of a funnel and you have already qualified the deal
- Any other details are up to you to design!

The Lead:

You, an account executive at Acme TV Company. Your company makes special TVs for businesses that help them display their hours, products, and other things in their store window. You have spent a lot of time with a prospect that is looking to buy 1,000 units and believe they are interested in buying your product. You've had demos, you've sent through a proposal, you have talked through pricing. Over the last month the deal is starting to stall. You scheduled this time to talk and are told by your manager that you need an answer following this call (i.e. the deal must move forward or be killed).

Things We're Looking For On The Call:

- *Enthusiasm.* Every salesperson will experience stalled deals. The prospect might repeatedly reschedule the demo, ghost for weeks at a time, or drag their feet in returning a signed contract. Don't get mad.
- *Flow.* The prospect may not be that conversational. It's your job to be a calm, confident, sociable person who carries the conversation when necessary but still finds a way to engage me throughout.
- *Narrowness.* The entire point of the exercise is to focus on arriving at why the prospect is getting stuck and work off of that. You want and need to move the deal forward on this call.

Extra Tips & Tricks:

It's important they be able to identify these situations and discover the root cause to successfully discern whether to cut ties or move the deal forward.

Ask prospects questions to understand why they're being evasive. Questions like, "*Usually, when someone pushes back the demo several times, it's just not a business priority for them at the moment. Is that the case here?*" can help your prospects confront whether they do or do not want to move forward.

The person playing the prospect should choose which stalled behavior they've been exhibiting. Are they calling to push back the demo again? Are they resurfacing after six weeks of unresponsiveness? Are they asking for more minor tweaks to the contract in the eleventh hour?



Once you understand why the prospect is stalling, and have successfully either moved the deal forward or cut ties with the prospect, discuss what went well, what made the prospects feel uncomfortable, and what they could do better next time.



ICP #1 – Budget

You are truly interested in buying the product and really like the seller. You should be friendly and build rapport early on in the conversation. You should talk about how they are the best vendor out there and there are no other companies like them. You are at the end of your process and really want to make something work with the company. **Your big challenge is that your budget was cut last week by 25% and you need to get this product for cheaper.** Work with the seller to articulate this to them and do things like ask for a discount, ask for more time to try and get more budget, or make up something else. If you get your 25% discount accept the offer and tell them to send over a contract.

Notes:

- You can push back when asked why you are stalling. You can talk about how you are meeting with the right decision-makers and really trying your hardest to get the deal done.
- Do not expose your reasons right off the bat...make them start asking you questions
- Stalled prospects have many different emotions when a salesperson pushes them to be honest. Anger, frustration, and relief should all be emotional responses each prospect is encouraged to exhibit.
- Everything else feel free to make up!



ICP #2 – Boss Overrules You

You love the product and are a big fan of Acme TV Company. You are at the end of your process and really want to make something work with the company. **Your big challenge is that your boss wants you to go with a different vendor.** Work with the seller to expose this to them and then ask them to send you more information offline like case studies or other materials to help you build a case. If they force a timeline on you, you should say you are meeting with your boss next week once you have this information and will give an answer.

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- Everything else feel free to make up!



ICP #3 – Don't Know How To Say No

You are looking through a number of vendors and have this product as an open item that you continue to work through with your team. You like their product and want to schedule another demo with your team. You say you are meeting with decision makers next week and are getting closer. Is there anything wrong? No. Any specifics you need to get to a decision? No. **Your big challenge is that you are not going to do this deal but you don't want to say no.** Work with the seller to expose this to them and if they pick up on it you can articulate that this isn't really a strategic priority and hang up. You can also keep them going as long as you want if they don't get it.

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ICP #4 – Legal / Proposal Issues

You are far along in your process and are getting close to making a decision. You have championed your product and have the budget. You face a challenge as the ICP though from your lawyers. **Your big challenge is that you are getting blocked specifically by your legal team around including a cancellation clause in the contract giving you the prospect 30 days to cancel.** Work with the seller to expose this to them and if they pick up on it you can articulate that this is the last remaining item and you are prepared to sign today if they give on this legal term.

Notes:

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ICP #5 – Champion Leaves Company

You are at the finish line on the deal and are excited to continue the relationship going forward. **Your big challenge is that your boss just left and you now need to “refresh” the conversation with a new key decision maker.** Work with the seller to expose this to them. You also want to help them understand what this new person needs to see to get to a yes. The key to this persona is to get the seller to be your champion and work with you to re-craft the same pitch and details you already gave the entire team over the past couple of months.

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