

Corporate Visions

Why Do B2B Deals Really Stall?

What Your CRM Isn't Telling You About No-Decision Deals

Every stalled deal costs you more than just revenue.

They waste precious selling time, deplete team morale, and leave you diagnosing symptoms while the root causes remain hidden.

Your CRM tells one story: budget constraints, lack of urgency, or the deal "went dark." But if you're using that data to coach and train your reps, you're solving the wrong problems.

Here's why: **After analyzing feedback from over 120,000 B2B deals, we discovered that what sellers report in your CRM differs from buyers' actual reasons 50-70 percent of the time.**

That's a costly gap that undermines your ability to address what's really going on.

While your sales team gears up for competitive battles and price wars, the real deal-killers lurk inside your buyers' organizations, undetected and unaddressed.

In this Winsight, you'll discover what's really causing deals to stall, so you can equip your team to spot warning signs before opportunities go cold.

The Reality Behind Stalled Deals

When sellers log reasons for stalled deals in the CRM, they typically point to:

- “Price too high”
- “No budget”
- “Chose competitor”
- “Lost executive sponsor”

But in reality, most deals that end in “no decision” have nothing to do with your price or your competitors.

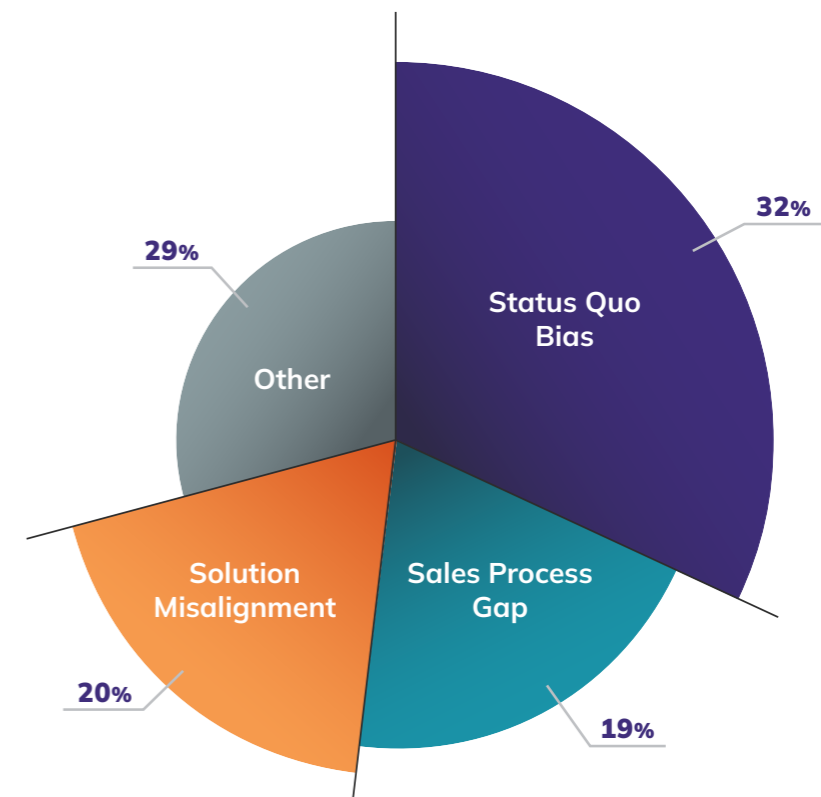
In fact, **71 percent of stalled deals are within your control to influence.**

Nearly one-third (32 percent) get derailed by Status Quo Bias due to internal organizational dynamics. Solution misalignment accounts for an additional 20 percent of no decisions. And sales process gaps account for 19 percent.

Your sellers have far more control over deal outcomes than your CRM data suggests. But what specific symptoms should they look for?

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What Leads to No Decision?



While sellers often blame price or competition, buyer feedback reveals that 71 percent of no-decision deals stem from three areas within your control: organizational resistance to change, poor solution alignment, and gaps in the sales process.

Inside the Numbers

Here's what's really happening behind no-decision deals, according to 120,000+ B2B buyers across 500+ different companies.



Status Quo Bias: The Organization vs. Change

- **“Current solution could be updated** at a relatively low cost to do the additional process steps that I need right now”
- “It was **difficult to pin down our business case**...when our main audience is in a period of uncertainty”
- **“It will take a lot of time** to upskill and gain knowledge to utilize the platform”
- **“Too many decision-makers** involved in the process”

These internal organizational dynamics—from shifting priorities to resource constraints—account for nearly a third of all no-decision deals. Buyers often opt to work with current solutions or build in-house alternatives rather than invest in external vendors if they don't see a clear path forward.



Solution Misalignment: The Value-Perception Gap

- **“Too high-level** and insufficiently detailed”
- “The system **did not function in a way that made sense** for our existing practices”
- “We **need to understand how you are better** than competitors, not just shown the features and functionality”
- “The **cost couldn't be justified** compared to the value of services being received”

Even when buyers show interest, deals stall because proposed solutions don't fit their evolving needs or sellers fail to articulate meaningful value. This misalignment often stems from sales reps focusing on features rather than business fit and concrete outcomes.



Sales Process: The Communication Breakdown

- “They **were not up front with the pricing** during our calls”
- “We **had to wait weeks** to be responded to regarding payment issues”
- “We **needed clear visibility on the cost** and business case early in the engagement”
- “The **sales process was redundant**... the account team kept asking us the same questions”

Poor communication, opaque pricing discussions, and generic value propositions create friction that erodes buyer confidence. When sellers fail to build a compelling business case or respond promptly to requests, deals lose momentum and eventually stall.

How to Take Action

Here are three critical areas where you can take control and keep deals moving forward.



Get Ahead of Status Quo Bias

When organizational complexity threatens to derail deals, your sellers need skills to:

- **Map and understand stakeholder needs** before they surface as objections
- **Create a compelling case for change** that addresses organizational inertia
- **Articulate your solution's value** against both the status quo and competitors



Bridge the Value-Perception Gap

To maintain momentum when deals risk stalling, ensure your sellers can:

- **Translate features into meaningful business outcomes** for each stakeholder
- **Build financial justification** that addresses organizational priorities
- **Help champions navigate internal complexity** and build consensus



Command the Conversation

At critical decision points, your sellers must be equipped to:

- **Navigate pricing discussions** with confidence and creativity
- **Deliver clear, compelling presentations** that drive action
- **Address concerns promptly** with evidence and insight

These sales competencies directly counter the patterns seen in stalled deals.

Don't Let Your Deals Stall Out

Your CRM might tell you *when* deals stall, but now you know why they really stop moving.

The data shows that 71 percent of stalled opportunities stem from issues you can identify and address early. This means you can:

- **Stop wasting resources** chasing deals that were doomed by organizational complexity
- Help sellers **build stronger relationships** across buying committees
- Give sales managers early warning systems to **save at-risk opportunities**
- **Increase forecast accuracy** by spotting potential deal killers early

Now you can coach sellers with confidence, knowing you're addressing real skills gaps that will keep deals moving forward.



Find and Fix Your Sellers' Blind Spots

To truly improve your sellers' performance, you need to start with real buyer feedback—not self-reports. With TruVoice by Corporate Visions, you can automatically get buyer feedback after every deal closes and use it to provide customized coaching for your sellers at scale.

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