

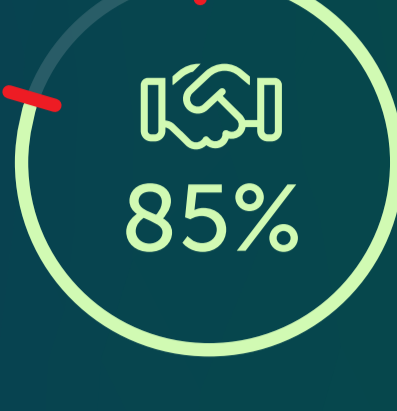
# Your Enterprise Deals Are Stalling. Here's Why.

The hidden stakeholders blocking your path to close

Most B2B deals don't fail because of budget or timing. They stall because you're missing the invisible stakeholders who can veto your sale. Here's what's actually happening inside your target accounts.

Your champion says yes. The deal still sits there.

Welcome to enterprise sales in 2026.



Deal progress Status: **Stalled**

## Big enterprise deal?

You're looking at **200+** interactions before anyone signs.

## Smaller deal?

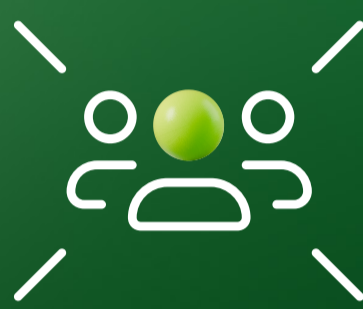
Still **60+** touchpoints.

And that's just to get to "maybe."

## Who's actually deciding?

### Not your champion

A committee of 11-15 people, many of whom you may not have met



Finance is questioning every number.

IT poking holes in your tech stack.

Operations worrying about the rollout.

Security demands compliance proof.

Legal reading the fine print.

Procurement is comparing you to three other vendors.

One person says no. Deal's dead.

Source: Forrester/Gartner research



### 5 years ago

Your deals closed faster.



### Today?

It's 25% longer. Same pitch. Same product. More people to convince.

## Here's what's happening inside that account:

Everyone's doing their own research. Collecting their own information. Coming to their own conclusions.

50+ pieces of content. No consensus. Finance sees one story. IT sees another.



Your deal? Stuck in committee whilst they argue.

## You send one message.

Each person hears something different:

"Too expensive" → Finance

"Too complicated" → IT

"Too risky" → Operations

"Too slow" → C-suite

Same deck. Four different problems.

## What if each person got what they actually need?



Not broadcast. Orchestrated. Not translated. Native.

They share it amongst themselves. Build consensus on their own. Move faster because they're aligned.

Your deal? No longer stuck.

