

The JOLT Effect

How High Performers Overcome Customer Indecision

Matt Dixon

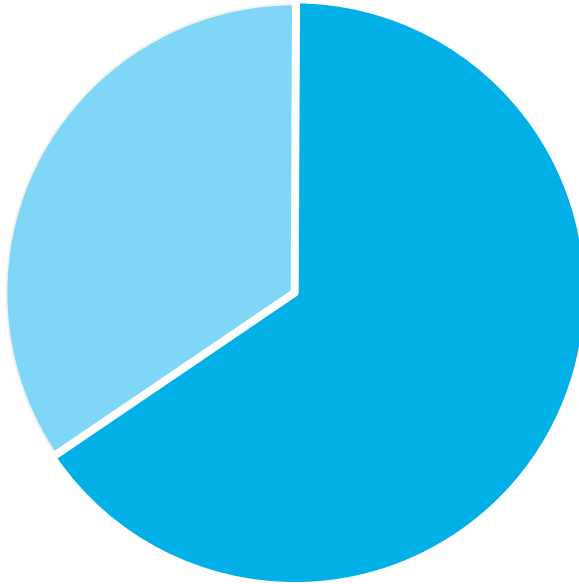
Founding Partner

DCM^{*i*}

the customer understanding lab



Which is Your Biggest Competitor?



40-60% of all deals
are lost to
"No Decision"

Going to the Source



Conversations

*2.5 million
sales calls*



Recordings

*Captured and
recorded*



Transcription

*Transcribed
into text*



Analysis

*Studied with
machine learning*

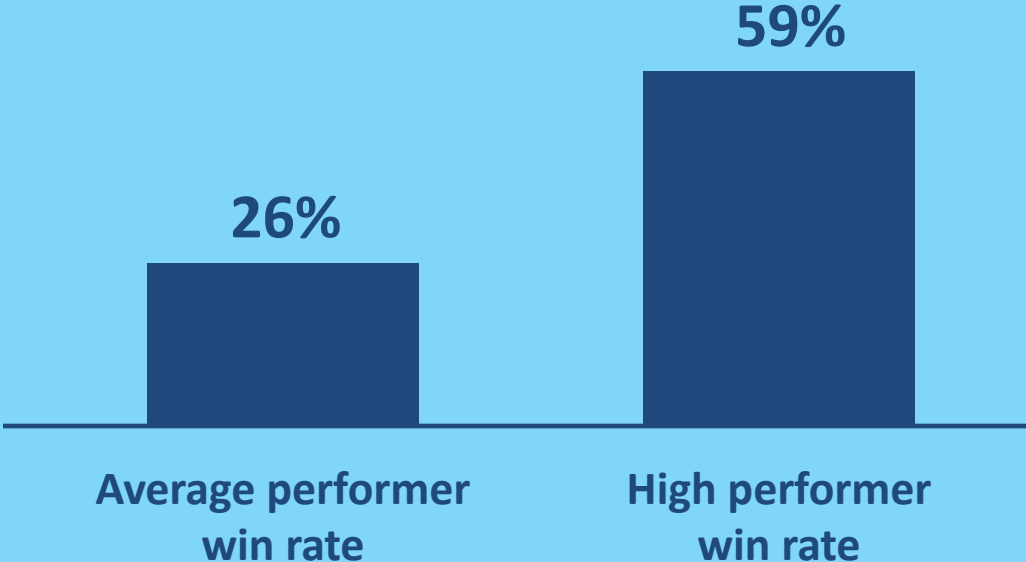
THE JOIT EFFECT

HOW HIGH
PERFORMERS
OVERCOME
CUSTOMER
INDECISION

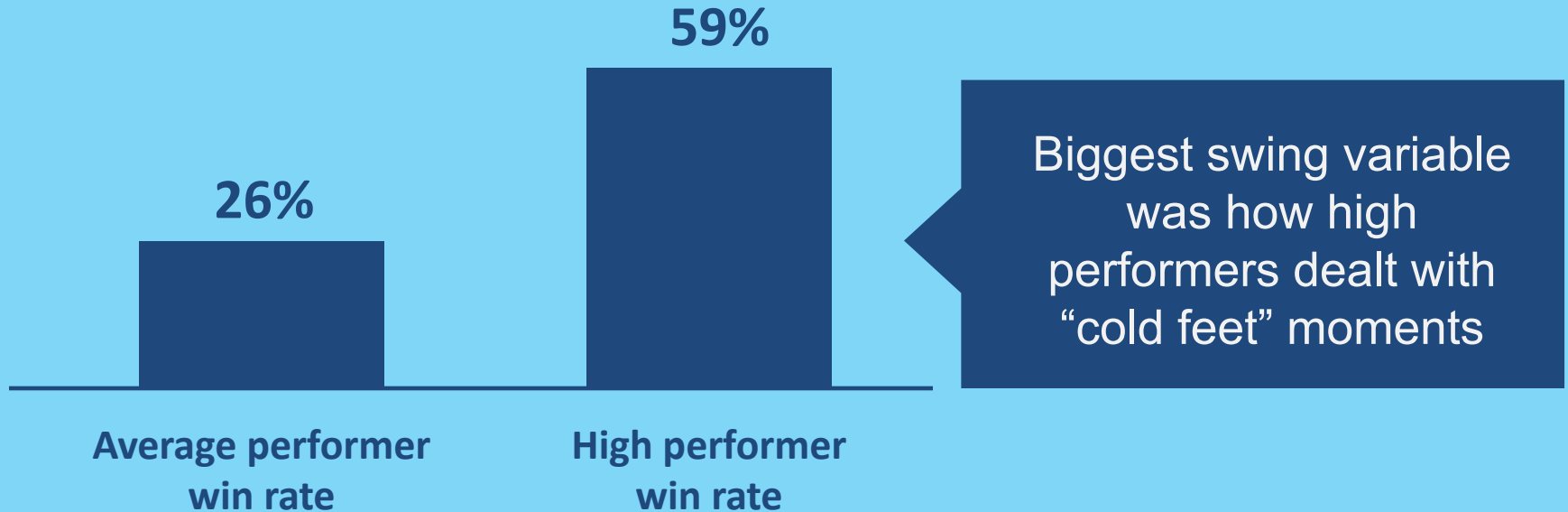
Bestselling Coauthor of
THE CHALLENGER SALE

MATTHEW DIXON
and
TED McKENNA

What Do They Know that We Don't?



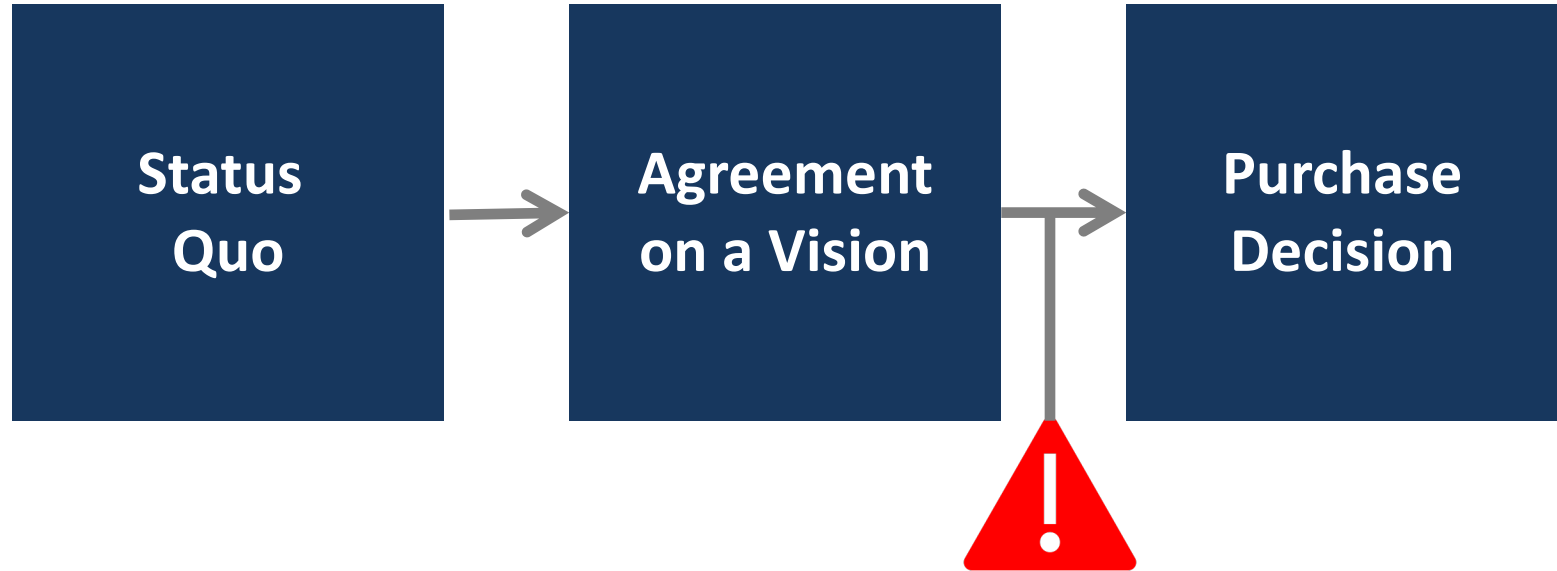
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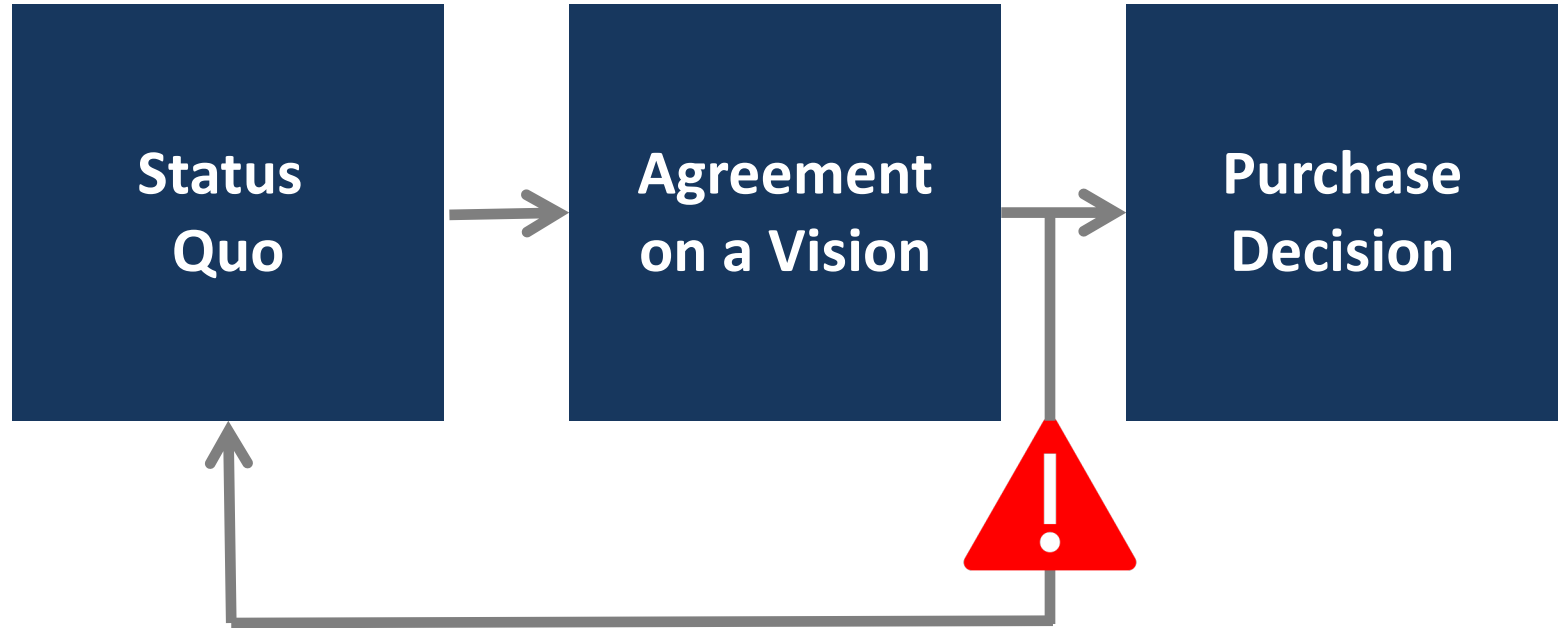
A Well-Worn Playbook



A Well-Worn Playbook

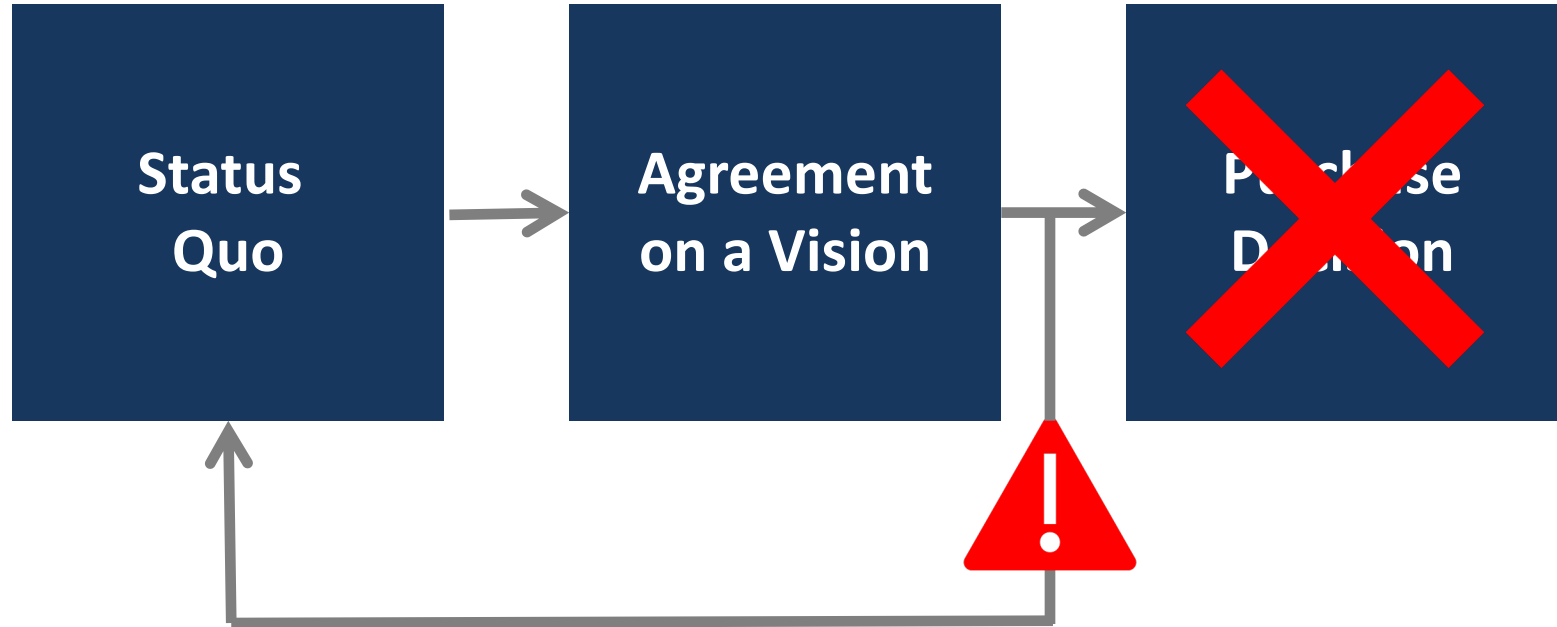


A Well-Worn Playbook



73% of sellers do this

Making a Bad Situation Worse



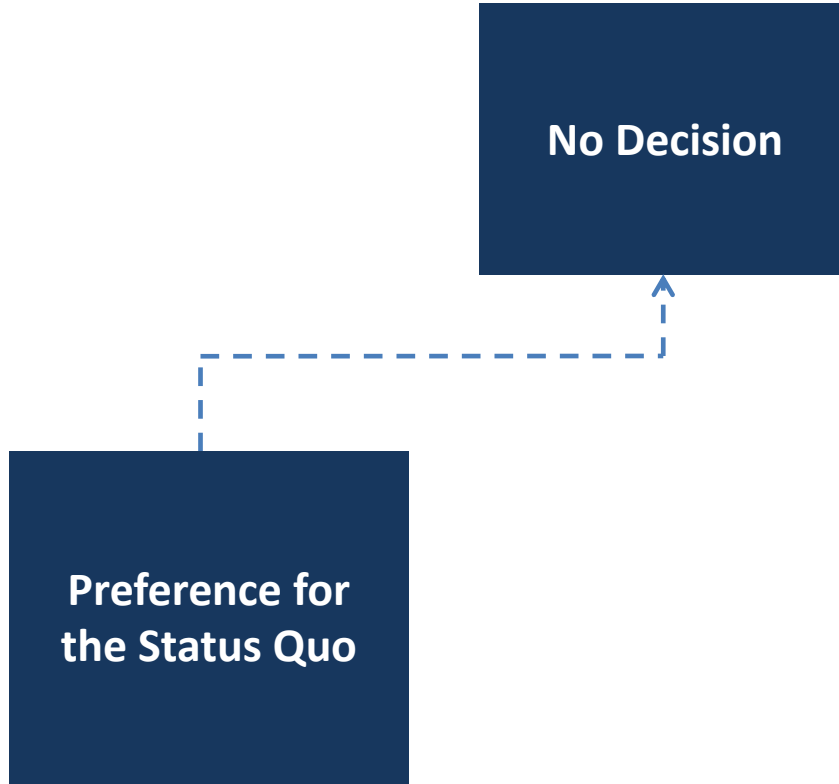
Backfires 84% of the time

Two Reasons We Lose to “No Decision”

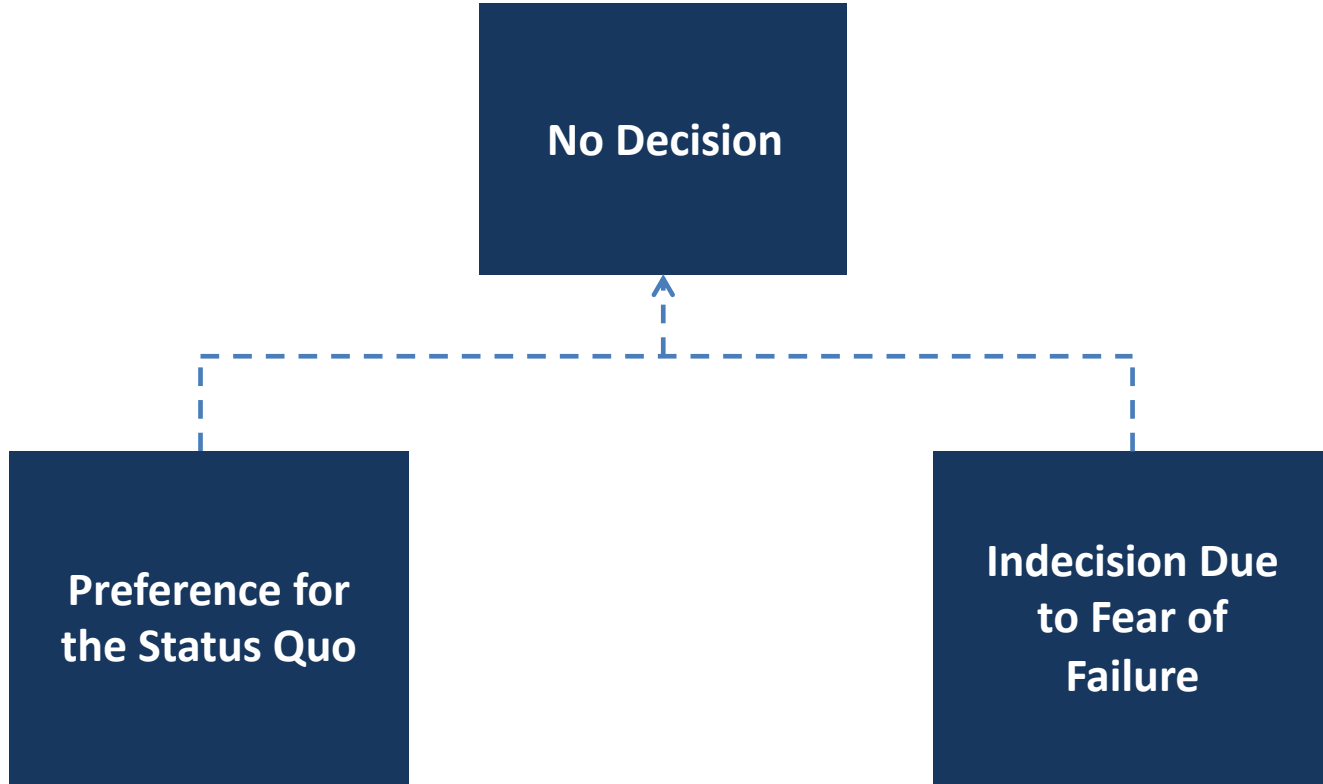


No Decision

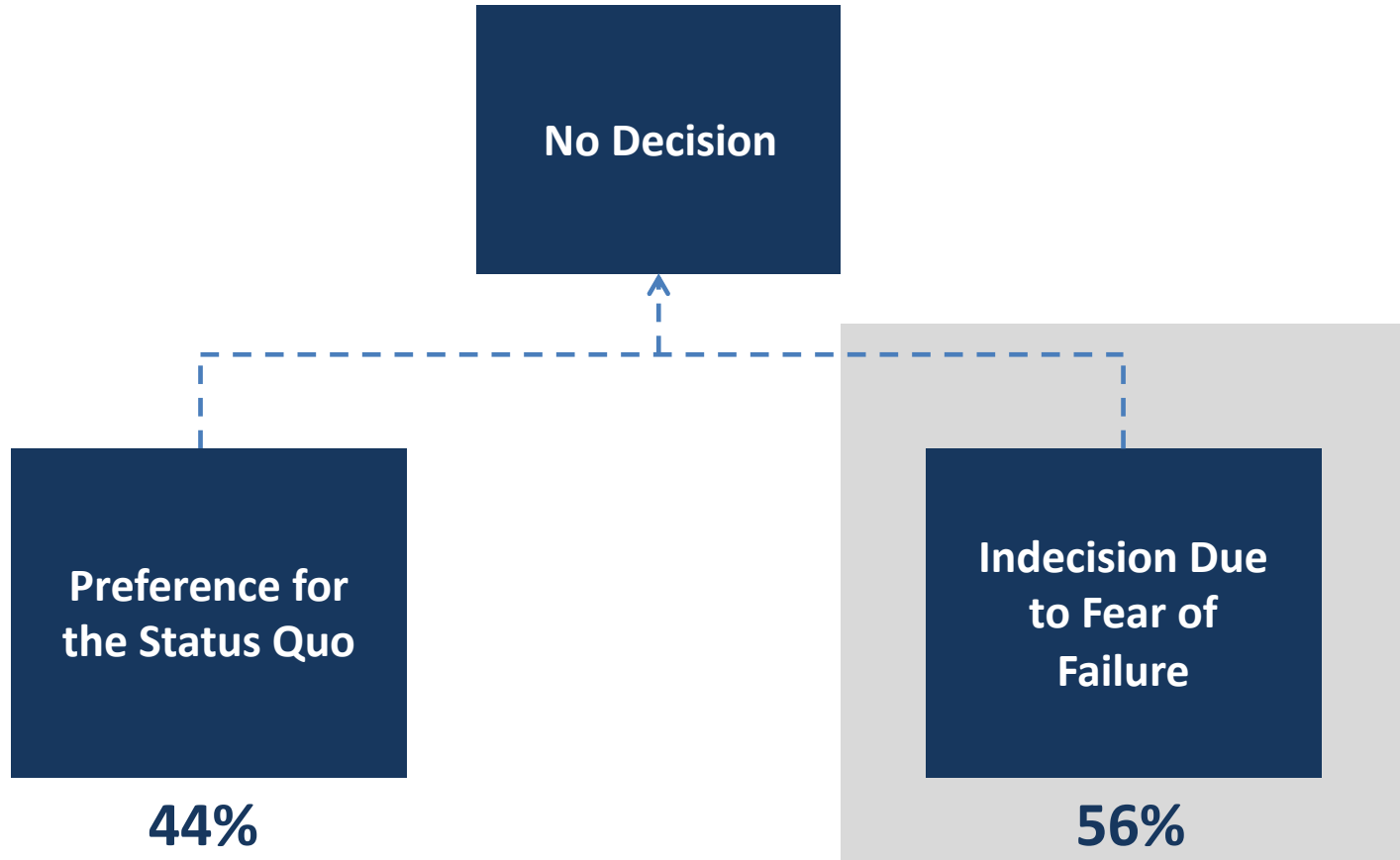
Two Reasons We Lose to “No Decision”



Two Reasons We Lose to “No Decision”



Two Reasons We Lose to “No Decision”





“We study natural stupidity, not artificial intelligence.”

-Amos Tversky

Two Types of Loss



**Errors of
Omission**



**Errors of
Commission**

Two Types of Loss

Errors of
Omission

Errors of
Commission

What Customers are Really Scared of

FOMO < FOMU

Three Sources of Indecision

Three Sources of Indecision



Valuation Problems

*“I’m worried I’ll
make the wrong
choice”*

Three Sources of Indecision



Valuation Problems

“I’m worried I’ll make the wrong choice”



Lack of Information

“I’m worried I haven’t done enough homework”

Three Sources of Indecision



Valuation Problems

“I’m worried I’ll make the wrong choice”



Lack of Information

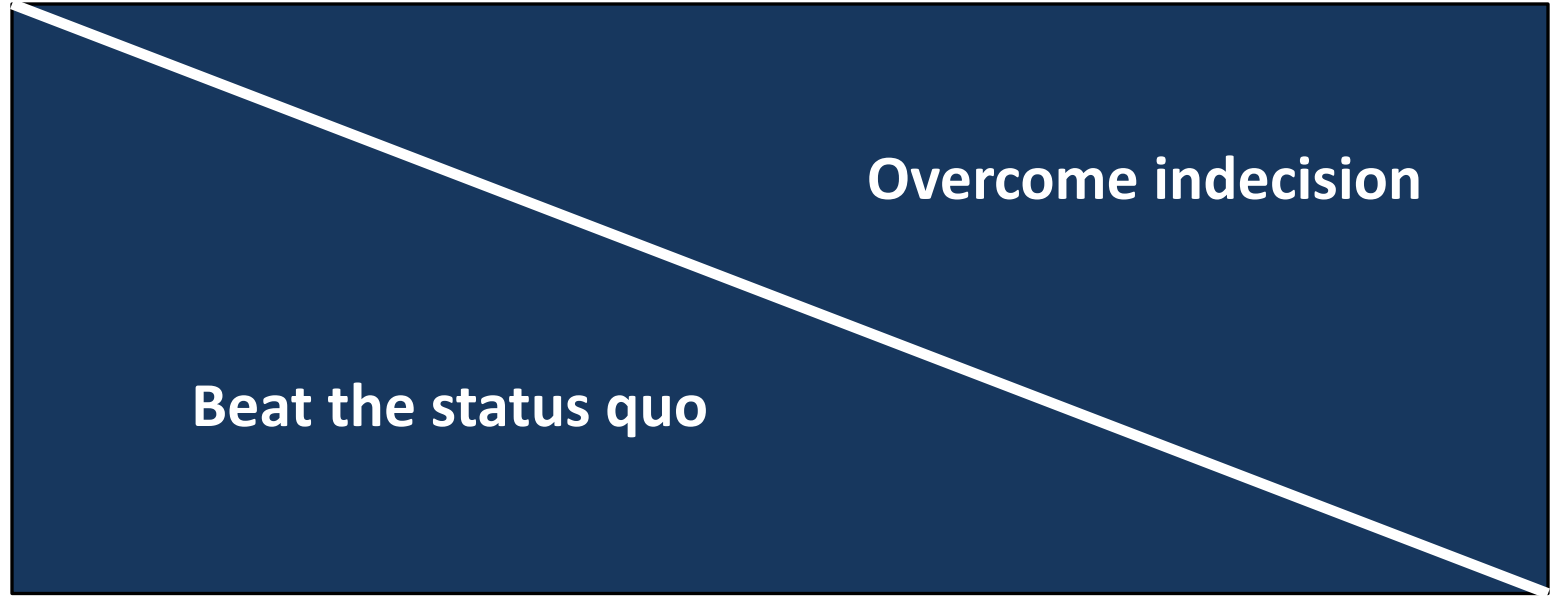
“I’m worried I haven’t done enough homework”



Outcome Uncertainty

“I’m worried I won’t get the benefits I expect.”

You Need Two Playbooks, Not One



Status Quo



*Agreement
On a Vision*



*Purchase
Decision*

JOLT Customers into Action

J

**Judge the Level
of Indecision**

O

**Offer Your
Recommendation**

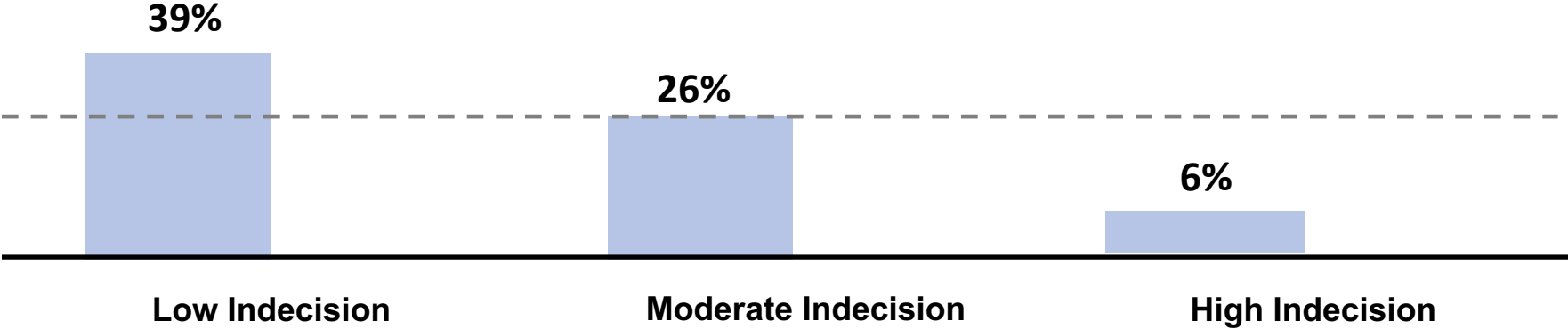
L

**Limit the
Exploration**

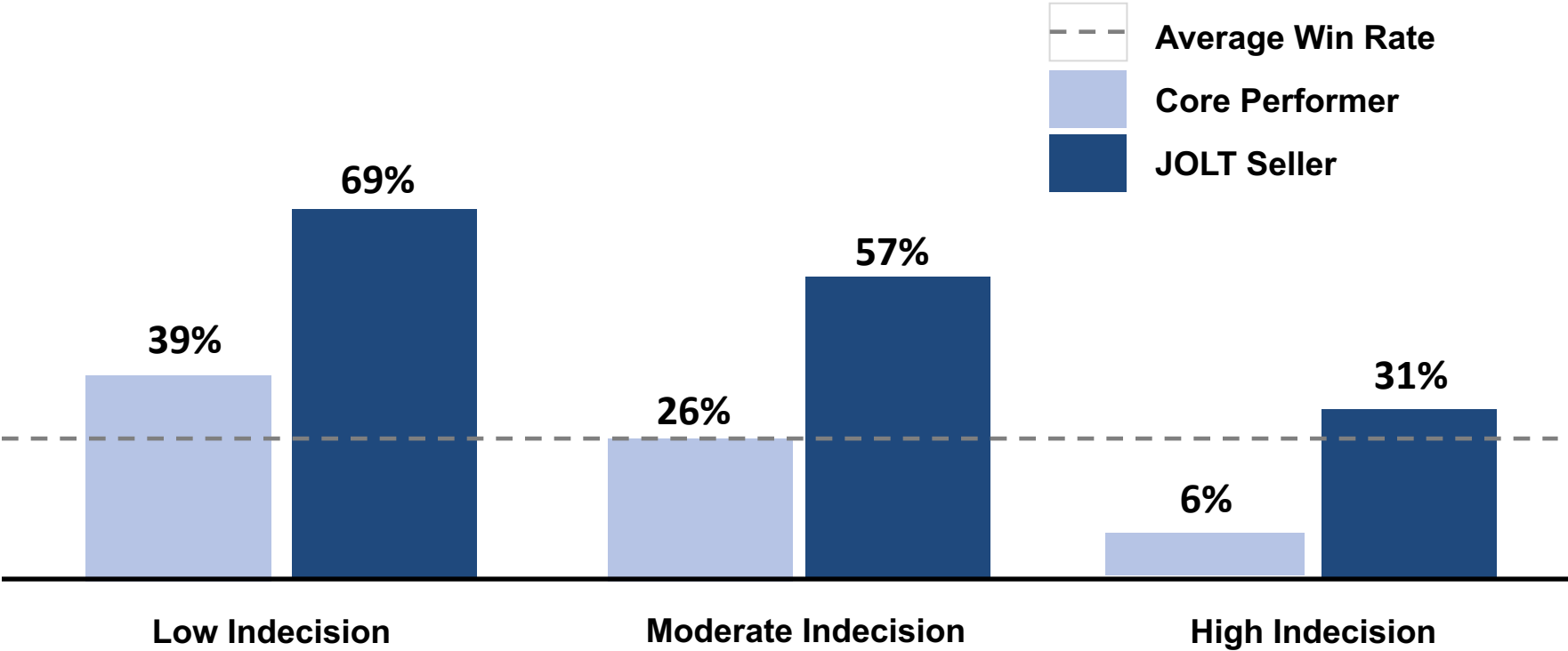
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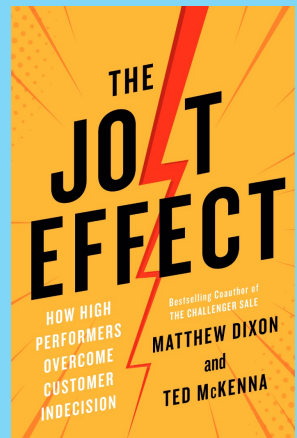
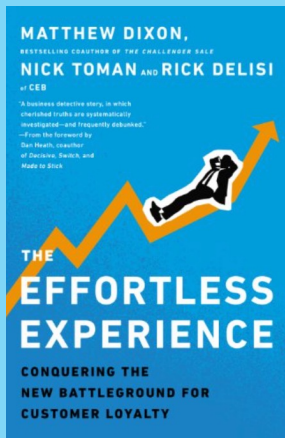
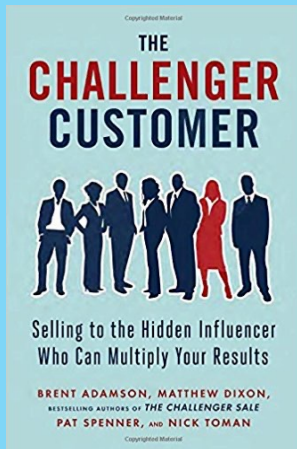
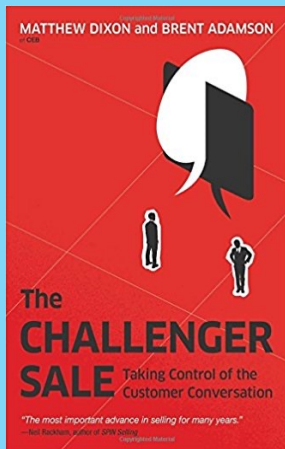
**Take Risk
Off the Table**

A Tale of Two Approaches



A Tale of Two Approaches





DCMⁱ
the customer understanding lab

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