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THE FIVE VILLAINS OF DOOMED DEAL REVIEWS



CONQUER
DEAL REVIEWS
BY DEFEATING
THESE 5
SCOUNDRELS!

SPECIAL EDITION



CHORUS

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INTRODUCTION

AS THE CLOSER LOOKS OUT AT THE WINDING METROPOLIS OF THEIR CRM, THEIR EYES DART AROUND A TANGLED WEB OF DEALS, CONTACTS, AND OPPORTUNITIES. IT IS TIME ONCE AGAIN TO SUBMIT THEIR FORECAST, AND OUR HERO MUST ENLIST THEIR POWERS TO REVIEW DEALS AND GUIDE THE MEMBERS OF THEIR SUPERTeam.

BUT THERE IS TROUBLE AFOOT. STANDING IN OPPOSITION TO OUR HERO'S EFFORTS IS A GROUP OF FIVE VILLAINS INTENT ON WREAKING HAVOC. IF THIS BAND OF EVILDOERS SUCCEEDS IN SABOTAGING THE CLOSER'S DEAL REVIEWS, IT WILL SET OFF A CHAIN REACTION: FLAWED FORECASTS, MISSED TARGETS, AND FINANCIAL VOLATILITY ACROSS THE ENTIRE ORG.

ONLY BY BATTLING THESE BADDIES CAN OUR HERO BRING CLARITY TO THEIR SUPERTeam'S PIPELINE AND UNLEASH A BLIZZARD OF CLOSED-WON DEALS.

BUT FIRST THEY MUST LEARN THE INS AND OUTS OF THEIR FORMIDABLE FOES. LUCKILY FOR THE SUPERTeam, THESE VILLAINS CAN BE DEFEATED - BY FOLLOWING THE PROVEN TACTICS IN THIS GUIDE.

57%
OF SALES REPS
DON'T ACCURATELY
FORECAST THEIR
PIPELINE!

(CHORUS)



THE BEWILDERER

BIO

THIS VILLAIN ATTACKS REVENUE TEAMS WITH A BEAM OF CONFUSION. REPS ARE LEFT ASKING, "WHY ARE WE DOING THIS REVIEW?" AND "WHAT'S EVEN THE POINT OF THIS?"

ATTACK STRATEGY

DEFEATING THE BEWILDERER REQUIRES ORGANIZATION AND STRUCTURE. [SALES LEADERS](#) SHOULD MAKE EVERY DEAL REVIEW CONSISTENT SO THEIR TEAMS KNOW WHAT TO EXPECT AND HOW TO BE PREPARED.

TACTICS

- HOLD REVIEWS AT A CONSISTENT CADENCE THAT MATCHES YOUR TEAM'S NEEDS. (LARGE ENTERPRISE DEALS MIGHT ONLY NEED TO BE REVIEWED ONCE A MONTH, WHILE SHORTER SALES CYCLES MIGHT REQUIRE WEEKLY REVIEWS.)
- ASK THE SAME DIRECT QUESTIONS EACH TIME, SO EVERYONE ON THE TEAM KNOWS WHAT TO PREPARE FOR.
- CONFIRM THAT THE RIGHT PEOPLE ARE INVOLVED, AND THAT ALL OF THE STAKEHOLDERS ARE MULTI-THREADED.

**BETWEEN 6 -10
DECISION MAKERS
BECOME INVOLVED
IN THE TYPICAL
B2B DEAL!**

(GARTNER)



DISTRACTO

BIO

THERE CAN BE TOO MUCH OF A GOOD THING, AND DISTRACTO RELIES ON THIS TRUISM TO KEEP OUR HERO JUMPING BETWEEN DIFFERENT PLATFORMS AND DASHBOARDS WITHOUT EVER SETTLING ON A SINGLE SOURCE OF TRUTH.

ATTACK STRATEGY

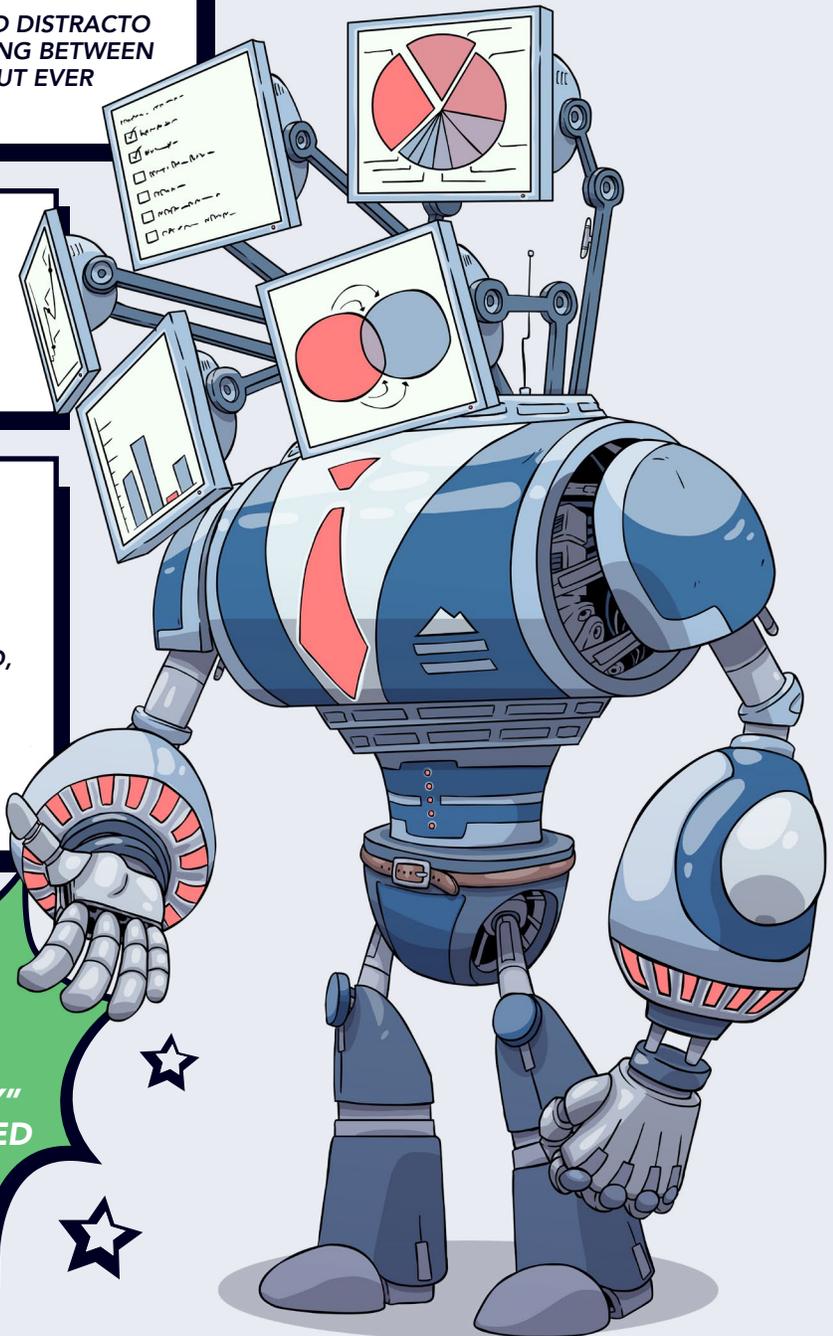
DEFEATING DISTRACTO DEMANDS UNWAVERING FOCUS - LEADERS SHOULD RESIST THE POWERFUL URGE TO OPEN UP FIFTEEN DIFFERENT TABS AT THE START OF EVERY DEAL REVIEW.

TACTICS

- TAKE INVENTORY OF THE PLATFORMS, TOOLS, DASHBOARDS, AND REPORTS AT YOUR TEAM'S DISPOSAL.
- EVALUATE EACH RESOURCE BY ACCURACY, SPEED, AND THE ABILITY TO PRESENT NECESSARY DATA IN A WAY THAT'S EASY TO UNDERSTAND.
- ONCE YOU'VE DETERMINED THE BEST SOURCE OF TRUTH FOR YOUR TEAM, USE IT CONSISTENTLY FOR EACH AND EVERY REVIEW.

FROM A SURVEY OF NEARLY 6,000 SALES PROFESSIONALS, LEADERS RANK "IMPROVED DATA QUALITY AND ACCESSIBILITY" AS ONE OF THEIR TOP-RANKED TACTICS FOR SUCCESS.

(SALESFORCE)



MISS DRISK

BIO

WITH JUST A FEW POWER CHORDS FROM HER ENCHANTED GUITAR, THIS MUSICAL MISCREANT INDUCES HAPPY-EARED OPTIMISM THAT ECLIPSES A TEAM'S ABILITY TO IDENTIFY THE RISKS LURKING IN THE SHADOWS.

ATTACK STRATEGY

LEADERS MUST RELY ON A WELL-HONED SENSE OF DISCERNMENT TO IDENTIFY THE RED FLAGS HIDING IN OTHERWISE PROMISING DEALS.

TACTICS

- EXPLORE THE FOLLOWING QUESTIONS WITH YOUR TEAM:
 - HAVE COMPETITORS BEEN MENTIONED? IN WHICH STAGE?
 - DO YOU HAVE POWER IN THE DEAL? (IDENTIFY WHO WILL BE SIGNING THE CONTRACT, AND MAKE SURE THEY ARE INCLUDED AS EARLY IN THE PROCESS AS POSSIBLE).
 - IS BUDGET CONFIRMED?
 - HAVE YOU ESTABLISHED A BUSINESS CASE FOR THE DEAL?
 - HAVE YOU ESTABLISHED SUCCESS METRICS?
- CONSIDER THE CONTEXT OF WHEN A TOPIC IS MENTIONED IN THE SALES CYCLE.
- QUICKLY REVIEW WHAT THE CUSTOMER IS ACTUALLY SAYING IN CALLS OR EMAILS - RATHER THAN RELYING ON A REP'S MEMORY.

COMPETITORS ARE MENTIONED 5-6 TIMES IN EARLY STAGE MEETINGS IN CLOSED-WON DEALS - AND IDEALLY JUST ONCE OR TWICE IN LATE STAGE CALLS.

(CHORUS)



SERGEANT SOLITUDE

BIO

THIS CRAFTY CROOK UNLEASHES AN ISOLATING SMOKESCREEN TO CONVINCE REPS TO TACKLE DEALS ALONE. WITH THE FIGHT REDUCED TO A SOLITARY STRUGGLE, THE LIKELIHOOD OF FAILURE INCREASES.

ATTACK STRATEGY

SERGEANT SOLITUDE CAN ONLY BE TAKEN DOWN BY A COLLABORATIVE TEAM, EACH MEMBER CONTRIBUTING THEIR UNIQUE EXPERIENCE AND EXPERTISE.



GETTING THE TEAM UP-TO-SPEED CAN PROVE CHALLENGING: THE AVERAGE CLOSED-WON DEAL LASTS 46 DAYS, AND INCLUDES MORE THAN 3 TOUCHPOINTS PER WEEK!

(CHORUS)

TACTICS

- EMBRACE THE CONCEPT OF [TEAM SELLING](#), ESPECIALLY FOR LARGER OPPORTUNITIES.
- AFTER IDENTIFYING THE DECISION-MAKER(S), ENLIST SOMEONE ON YOUR SUPERTeam WHO CAN SPEAK THEIR LANGUAGE.
 - CONCERNS ABOUT ADOPTION? INVITE YOUR ONBOARDING SPECIALIST.
 - CONCERNS ABOUT INTEGRATION? INVITE YOUR TECH LEAD.
- ENSURE THAT EVERYONE ON YOUR TEAM UNDERSTANDS THE COMPLETE RELATIONSHIP CONTEXT. REMEMBER: THE POWER OF TEAMWORK COMES FROM UNITY.

THE SILENTIST

BIO

THE SILENTIST UNDERSTANDS THAT WHAT YOU DON'T HEAR **CAN** HURT YOU. ONCE THIS SLY FIEND SURROUNDS A TEAM WITH THEIR MISDIRECTIONING MINIONS, IT BECOMES ALMOST IMPOSSIBLE TO PAY ATTENTION TO WHAT CUSTOMERS ARE ACTUALLY SAYING.

ATTACK STRATEGY

EVERY MINUTE SPENT REVIEWING A CUSTOMER'S WORDS, WHETHER FROM A CALL OR EMAIL, WEAKENS THE SILENTIST'S DASTARDLY POWERS.

TACTICS

- USE ALL THE TOOLS IN YOUR UTILITY BELT TO CAPTURE EVERY CUSTOMER INTERACTION.
- KEEP YOUR EARS OPEN FOR SPECIFIC TERMS AND PHRASES, SUCH AS THE MENTION OF A COMPETITOR OR PRICING.
- ENLIST THE HELP OF CONVERSATION INTELLIGENCE TO PROACTIVELY SURFACE INSIGHTS AND UNLEASH THE POWER OF AUTOMATION.

PRICING IS 10% MORE LIKELY TO BE DISCUSSED IN THE EARLY STAGE OF A CLOSED-WON DEAL.

(CHORUS)



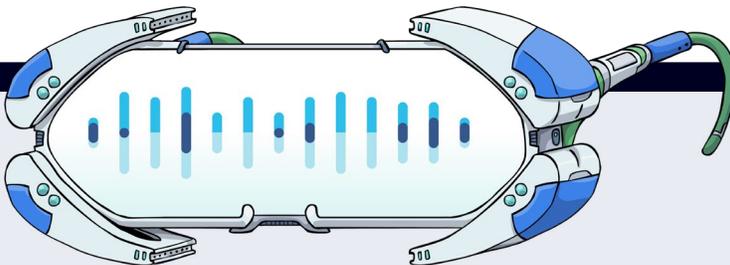
MOMENTUM

**YOUR SUPERTEAM'S
NEW SUPERFRIEND**

YES, THERE'S A LEGION OF SUPERVILLAINS INTENT ON TAKING DOWN YOUR DEAL REVIEWS. BUT THAT DOESN'T MEAN YOU SHOULD ACCEPT YOUR FATE LYING DOWN. AFTER TOILING FOR MONTHS IN A TOP SECRET LAB, YOUR FRIENDS AT CHORUS.AI HAVE EMERGED WITH A NEW WEAPON SO POWERFUL THAT IT'S ALMOST NOT FAIR.

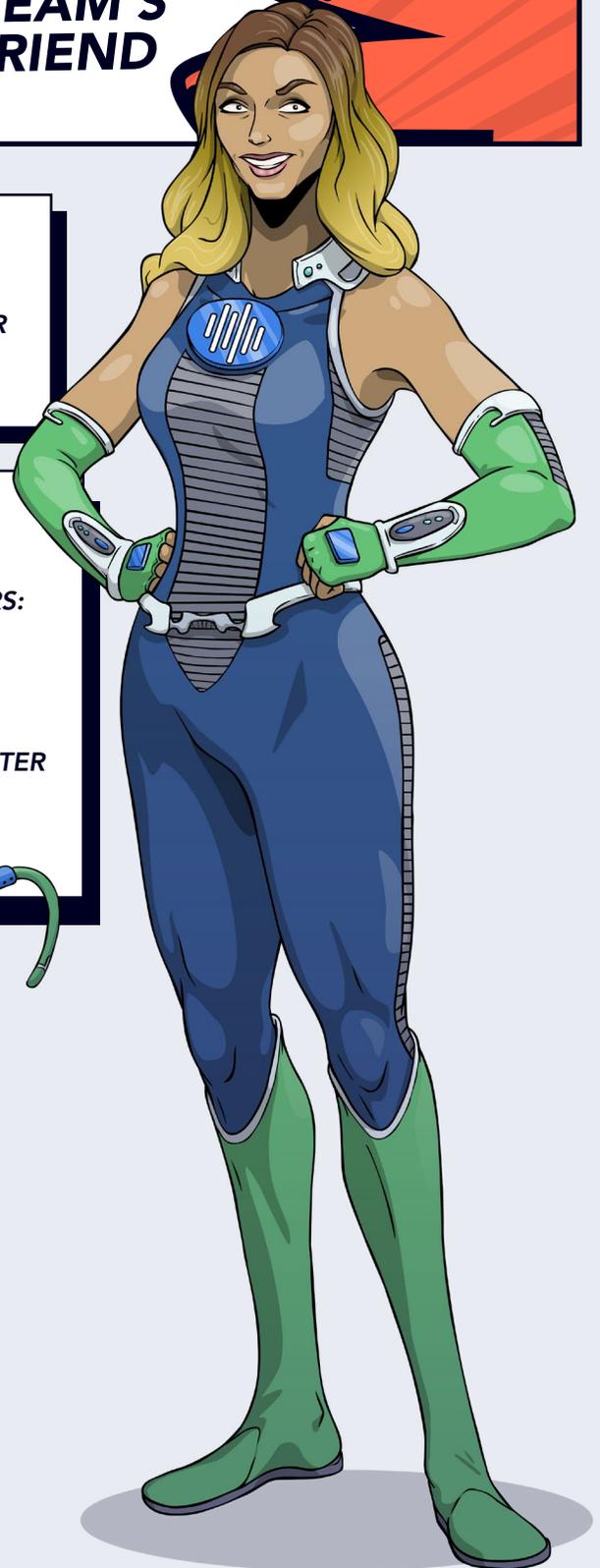
MOMENTUM BY CHORUS BRINGS EVERY CUSTOMER INTERACTION RIGHT INTO YOUR CRM, SUPERCHARGING YOUR DEAL REVIEWS BY MAKING THEM MORE EFFECTIVE THAN EVER. MOMENTUM IS BUILT TO HELP SALES LEADERS:

- REVIEW DEALS QUICKLY AND EFFECTIVELY
- EASILY PINPOINT RISKS AS WELL AS OPPORTUNITIES
- IDENTIFY WHO MIGHT BE MISSING FROM A DEAL
- KEEP THE VOICE OF YOUR CUSTOMER FRONT AND CENTER
- BE THE SINGLE SOURCE OF TRUTH FOR YOUR TEAM



INTERESTED IN UNLEASHING MOMENTUM ON THE VILLAINS STANDING IN THE WAY OF YOUR SUPERTEAM?

[SCHEDULE A DEMO NOW](#)



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About Chorus

Chorus is the leader in Conversation Intelligence and an integral part of ZoomInfo's (NASDAQ: ZI) leading modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. Founded in 2015, Chorus' Conversation Intelligence Platform identifies and helps revenue teams replicate the performance of top-performing reps by analyzing their sales meetings. These insights serve as the foundation of an effective coaching strategy for sales and customer success teams and provide insight into the voice of the customer across the entire organization. Customers like Zoom, Mavenlink, Qualtrics, Adobe, TripActions, and GitLab ramp new hires to productivity 30-50% faster and see an increase in quota attainment from 20-100%.

Chorus has offices in San Francisco, Tel Aviv, Boston, Toronto, and Salt Lake City.