

ADAPT TO CLOSE

WHY GOOD SALESPEOPLE LOSE SALES THEY SHOULD WIN



JEREMIAH GORE
Sales, Leadership, &
Customer Experience

Most salespeople lose deals not because of price, product, or competition, but because they're selling the same way to every buyer. This session gives you the lens to read any buyer in real time and adapt before the sale slips away. Practical. Field-ready. Built for professionals who sell anything where the decision actually matters.

THE REAL PROBLEM

IT'S NOT YOUR PRODUCT. IT'S MISALIGNMENT.

- › Why buyers go quiet when salespeople think they're connecting
- › "We need to think about it" decoded. What it really signals
- › The one-speed salesperson vs. the adaptive closer
- › Why effort and enthusiasm can actually push buyers away

READ THEM FAST

IDENTIFY BEFORE YOU PRESENT.

- › Three signals to watch in the first five minutes of any conversation
- › The questions that reveal style without sounding like a survey
- › The most dangerous misread: the quiet C vs. the disinterested buyer
- › Quick-read practice: real scenarios, real buyer types

THE BUYER BEHAVIOR GRID

FOUR BUYERS. FOUR DECISION STYLES.

- › D — The Driver: speed, control, bottom line. Decides fast when you get out of the way
- › I — The Influencer: buys on emotion. Says yes and still doesn't sign
- › S — The Steady: needs trust above all. Pressure kills the deal every time
- › C — The Conscientious: needs proof, not feeling. Leaves to "do more research"

ADAPT TO CLOSE FRAMEWORK

IDENTIFY. INTERPRET. ADJUST. CONFIRM.

- › Same home, same price, four completely different conversations
- › How to handle objections differently based on who's objecting
- › Follow-up format and tone by buyer type; what lands vs. what's ignored
- › The one thing you can practice in your very next sales conversation

YOU'LL WALK AWAY WITH:

- › The Buyer Behavior Grid: your field reference tool
- › A framework you can run in any live sales conversation
- › Clarity on exactly which deals you've been leaving on the table
- › One immediate practice rep for your next conversation

 /jeremiahgore

 @JeremiahGore1999

 jeremiah@ChooseCrossroads.com

 ChooseCrossroads.com



CROSSROADS

SALES

CUSTOMER EXPERIENCE

LEADERSHIP