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Aatir Abdul Rauf • 1st
 VP of Marketing @ vFairs | Newsletter: Behind Product Lines | Talks about how...
 2w •

I reviewed ~10k deals in our CRM and realized that there's something worse than a lost deal that PMMs & sales should pay attention to.

It's a no-decision deal.

These deals didn't go dark or fall to competitors. The prospect simply chose not to go ahead with any verdict.

It made me feel standard win/loss analysis has a survivorship bias. We're only focusing on accounts who went one way or another.

For the "No-Decision" crowd, we hardly pay attention to them.

There could be many reasons for them to stall:

- The pain wasn't "urgent" enough.
- They felt understaffed to drive the solution.
- They didn't understand how the solution fits.
- They got worried it would be too much work.
- They didn't have enough internal info to build a case.

While you can't win them all, I've observed that a healthy balance between sales and buyer enablement can help offset this.

Now, buyer enablement isn't just "content."

It starts with intense segment research to understand their specific friction points. What do they care about in their industry and use case? What is success for them in their own words?

Then, you arm the champion like a Trojan Horse with tailored tools to win their internal fight:

- Interactive demos to showcase ease.
- ROI calculators to quantify value.
- Microsites with assets that speak their jargon.
- Integration templates that address stack compliance.

Ex: we built multiple interactive demos at vFairs and started including them in every post-demo follow-up email. Almost every prospect accesses it at least once or twice.

We reduced no-go deals by 4-5%. It sounds small, but at scale it can translate into decent sales. You either accelerate the "Won" deal, or you get the data to understand exactly where they were lost.

But it's food for thought for product marketers leading win/loss exercises.

Don't forget the deals that sank in the valley.

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Sales vs Buyer Enablement

	Sales Enablement	Buyer Enablement
Main Goal	Help the Sales rep close the deal	Help the Buyer navigate the internal purchase and win confidence.
Focus	Overcoming objections from the prospect.	Providing tools and info for the champion to sell internally.
Artefact Examples	Bottlecards Pitch decks Scripts	Calculators Interactive Demos Knowledge Bots
Pertinent Questions	<p>Sales org thinks:</p> <ul style="list-style-type: none"> How do we handle this objection? Why are we better than competitor X? Which pitch deck would be relevant? What case study can we use? How do we coach the rep to close faster? 	<p>Buyer thinks:</p> <ul style="list-style-type: none"> How do I convince my CFO? How do I quantify the ROI here? Is the solution intuitive for me to use? Does this integrate with my stack? Will this solve IT's concerns?
Who is involved?	PMMs, Sales Ops, and Enablement Managers serving the internal Sales team.	PMMs and Demand Gen creating tools for the Customer Champion and their stakeholders.
KPIs Metrics	Sales Velocity Win Rate Quota Attainment Asset usage	Reduced no-decision deals Win Rate Demo Engagement
Common Myths	<ul style="list-style-type: none"> It's about creating pretty decks. More content is better. It's only used to train sales reps. 	<ul style="list-style-type: none"> It's the same as lead gen content. Buyers don't share vendor assets. One ROI calculator fits all industries.

Aatir Abdul Rauf / aatir.substack.com

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I've seen this too. Going that little teensy bit upstream in the prospect's mind makes all the difference in knowing "at this particular critical point where the deal is salvageable, let's dig deeper to make sure we're even answering the right questions for our buyer". It's so dangerous to assume prospects know the same things we do. ...more

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"What's driving this initiative now?" is doing a lot of work here.

That one question alone filters out 80% of the noise. If they can't answer it clearly, you've learned more than 10 discovery questions would've told you.

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Nethali Medina • 2nd
 I help innovative businesses to streamline their lead generation by designing...
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I have seen that sales enablement usually targets the user persona, and this new concept buyer enablement targets the buyer persona.

then conceptual framework targets the buyer persona.

It is interesting because the messaging for a buyer persona has to be shorter and quicker since they have less time. His objectives do not revolve around...

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John McMahon · 2nd
Operator of AI enabled companies | Chief Product Officer | GTM Strategist | 0...

No decision, apathy, no change is often the easiest thing for buyers. Therefore in EVERY competitor framework/battlecard this should be #1. It's often an afterthought but like you [Aatir Abdul Rauf](#), my analysis of the CRM, in more than one company, showed our biggest loss was to no change.

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Syed Daniyal Hassan Naqvi · 2nd
Head of Growth & Strategy | Product Marketing | Ex Folio3 | ERP Marketing | ...

This is such a common occurrence. In the past year, I've observed this trend more than ever, where multiple "interested" buyers went dark. It had more to do with the political fiasco but the Marketing teams & leadership were freaking out why people are not buying our solution when it was a no-decision deal.

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Rahul Ray PMP · CSM · CSPO · JTIL · 2nd
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This is actually insane. Most teams obsess over why deals went left or right, but no-decision means you never earned their urgency in the first place.

Question: when you dug into those stalled deals, was it mostly internal politics or genuine friction with the solution itself?

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Mohsin Ali · 2nd
B2B Marketing Consultant → Growth Systems & Demand Generation for SaaS...

[Aatir Abdul Rauf](#) No-decision is where good funnels quietly bleed. I've seen maybe later crush more pipeline than competitors.

Buyer enablement is just de-risking the yes.

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Adam Tamburello · 2nd
Solutions Marketing Director, Go To Market, Positioning, Market Insights, Pro...

Good analysis [Aatir Abdul Rauf](#). Staying with the status quo is often where deals stall. Doing nothing is the number 1 competitor.

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I really enjoy the materials you share, [Aatir Abdul Rauf](#). They are always practical and relevant for marketers. Please keep them coming. 🙌👍

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