

THE JOLT EFFECT: A CHALLENGER'S GUIDE TO INDECISION

Buyer indecision stalls deals in 90% of sales conversations, and according to The JOLT Effect, 40-60% of lost deals aren't lost to competitors but to no decision at all. Not because your solution isn't the right fit, but because buyers freeze, overwhelmed by uncertainty and the fear of making the wrong choice.

The result? Stalled deals. Missed quotas. Millions in revenue left on the table.

To win, sellers must stop acting as persuaders and become trusted guides, helping buyers navigate uncertainty, recognize the hidden cost of inaction, and de-risk their decision. The difference between winning or losing the deal often comes down to how well your team manages buyer hesitation.



Key Concepts Covered in the Program



Unpack the drivers of indecision

Sellers will learn to identify the three core types of buyer indecision—being overwhelmed by choice, information, or expectations. Through real-world sales call analysis and exercises, they will recognize early warning signs of hesitation and how these fears prevent buyers from moving forward. The workshop will provide strategies to proactively surface and address these concerns before they stall deals.



Understand the gap between intent and action

Buyers express interest but fail to take the final step. Sellers will explore why the pain of the status quo isn't always enough to drive action and why pressing harder can backfire 84% of the time. Instead, they'll learn how to apply the JOLT framework to shift the focus from "Why buy?" to "Why now?", making the cost of inaction undeniable and creating a clear, low-risk path to commitment.



Unlock a proven playbook to combat buyer uncertainty

Judge indecision and forecast deals with uncertainty in mind

Offer proactive, personal recommendations to reduce buyer choice paralysis

Limit unnecessary exploration to prevent information overwhelm

Take risk off the table by setting realistic expectations and providing safety nets

Sellers face an increasingly difficult market. Buyers hold most of the power.

Every sales call has some level of indecision present. But more than 90% of sales calls had medium or high degrees of indecision. It's more pervasive than you think.

Traditionally, the most successful sellers showed buyers why they needed to disrupt their status quo, led them to agree on a vision, and then followed up with a signed deal. But over the past few years, as many as 40-60% of lost deals ended in no decision, NOT the competition.



The JOLT Effect is such a logical extension of the brilliance of The Challenger Sale... I expect it to have a similarly major impact on the GTM sales motion that I and my fellow professionals deploy."

—Mitchell Bayer, VP of CRO Partnerships, physIQ

Delivery Options



Keynote

- 1 hour
- 1.5 hours
- 2 hours



ILT

Full day with a Richardson facilitator, 9 hours



VILT

2-day: 4 hours per day
3-day: 2 hours for 2 days of Learn content; 4 hours for 1 day of Application
4-day: 2 hours per day

Challenger, powered by Richardson, transforms how sales organizations engage customers by equipping sellers to lead with insight to reframe how buyers think about their business. Grounded in the bestselling book *The Challenger Sale*, our methodology enables sellers to shape demand, generate urgency, and drive decisive action—the approach needed to navigate the confidence chasm faced by today's buyers.

To sell forward, we show you how to blend disruptive insights with consultative skills to move deals forward, orchestrate seller-personalized, AI-enabled learning to drive new behaviors that last, and analyze progress with data and visualizations that make it easy to see what's working—and what needs to change.

CHALLENGER
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