

“My leads don’t close – what to do?”

Early on, what you say is less important than who you say it to. Your top-of-funnel must reflect that and be filled with **prospects who experience a painful need to solve the problem you address** – prioritize quality over quantity. All subsequent sales efforts are more effective if you get this right. Here are the most common reasons your pitch fails and how to fix them (listed in the proper sequence for execution).

REASON ↓	FIX ↓
No Pain Discovery You solve a problem in the abstract rather than addressing a specific, painful need . E.g., “Leaky access control” is a problem. “CISO gets fired because business-critical data leaked” is a specific, painful scenario that the CISO wants to avoid.	1 Before committing to a specific client profile, confirm viability through pain discovery . Ask the main buyer: What is their biggest problem in the space you solve? Why is it important and urgent to solve? What will happen if it is not solved quickly? This gives you their framing: verifies the pain and helps you align your pitch.
Diffused Pain You address a broad problem, but only a small part is painful . This weakens focus. E.g., “AI Governance” instead of “Data leakage prevention for AI Agents that access business-critical data stored in Salesforce.”	2 (builds on 1) No one loses sleep over AI governance in general. People worry about specific painful cases (e.g., will my entire deals database leak?). Prioritize concrete issues and immediate pain over broad demographics. Niche down to find specific, intense pain through pain discovery (1).
Sloppy Targeting You don’t have a clear, specific Ideal Client Profile to systematically filter for in prospecting tools. Or you do, but you don’t follow it.	3 (builds on 1 & 2) Hypothesize who benefits most from your solution – this is your starting point. Then, use pain discovery to validate the pain (1) and narrow down the problem to its most painful part (2). Generalize to a specific target demographic and consistently run outreach to it. Avoid expansion early to keep opportunity density high.