

# DIAGNOSE WHY PROSPECTS AVOID DECIDING

INDECISION ISN'T CAUTION. IT'S CONFUSION OR LACK OF LEADERSHIP.

WHY PROSPECTS AVOID DECIDING

## HOW TO USE THIS WORKSHEET

Prospects don't avoid decisions because they're careful. They avoid decisions because something feels unclear, unsafe, or unnecessary.

Today you'll identify **which version of indecision** you're actually dealing with so you can stop responding with generic follow-up and start fixing the real issue.

## THE WORKSHEET:

<p><b>1. When prospects hesitate, what do they usually say?</b></p> <p>Choose the phrase you hear most often.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> "I need to think about it"</li> <li><input type="checkbox"/> "Send me more info"</li> <li><input type="checkbox"/> "Let me talk to my partner/team"</li> <li><input type="checkbox"/> "Now's not the right time"</li> <li><input type="checkbox"/> "I just want to explore options"</li> </ul> <p>Different words. Same avoidance.</p>	<p><b>2. Identify the FOUR real reasons people avoid deciding</b></p> <p>Read each and check the ones you recognize most.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> They don't fully understand the problem yet</li> <li><input type="checkbox"/> They don't fully trust the solution</li> <li><input type="checkbox"/> They don't trust themselves to follow through</li> <li><input type="checkbox"/> They don't feel pressure to decide now</li> </ul> <p>Most calls break on only one of these.</p>	<p><b>3. Match the hesitation to the real cause</b></p> <p>Fill in the blank.</p> <p>"They said _____, but the real issue was _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• "They said timing, but the real issue was urgency."</li> <li>• "They said price, but the real issue was confidence."</li> </ul> <p>Write yours:</p> <p>_____</p>	<p><b>4. What did YOU fail to establish earlier in the call?</b></p> <p>Choose the most uncomfortable answer.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Authority</li> <li><input type="checkbox"/> Clarity</li> <li><input type="checkbox"/> Urgency</li> <li><input type="checkbox"/> Decision framing</li> <li><input type="checkbox"/> Clear outcomes</li> <li><input type="checkbox"/> Expectations</li> </ul> <p>Indecision grows where structure is missing.</p>	<p><b>5. Which part of the call feels the weakest to you?</b></p> <p>Be honest.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Opening</li> <li><input type="checkbox"/> Discovery</li> <li><input type="checkbox"/> Transition to offer</li> <li><input type="checkbox"/> Price discussion</li> <li><input type="checkbox"/> Decision moment</li> </ul> <p>That's where indecision is born.</p>
<p><b>6. Look at your last stalled call</b></p> <p>Answer this clearly. What decision were they being asked to make?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Commit time</li> <li><input type="checkbox"/> Commit money</li> <li><input type="checkbox"/> Commit effort</li> <li><input type="checkbox"/> Commit to change</li> </ul> <p>If that decision wasn't named early, hesitation was inevitable.</p>	<p><b>7. What do you usually do to "keep it comfortable"?</b></p> <p>Pick the one you rely on most.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Soften language</li> <li><input type="checkbox"/> Downplay commitment</li> <li><input type="checkbox"/> Avoid urgency</li> <li><input type="checkbox"/> Offer more options</li> <li><input type="checkbox"/> Delay the decision</li> </ul> <p>Comfort kills clarity.</p>	<p><b>8. Reframe the hesitation</b></p> <p>Finish this sentence.</p> <p>"When a prospect avoids deciding, it usually means _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• they don't see urgency</li> <li>• they're unclear on value</li> <li>• they don't feel led</li> </ul> <p>Write yours:</p> <p>_____</p>	<p><b>9. Choose the ONE cause you'll fix first</b></p> <p>You cannot fix all four at once. The primary cause of indecision in my calls is:</p> <p>_____</p> <p>This becomes your focus.</p>	<p><b>10. Lock today's insight</b></p> <p>Finish this sentence.</p> <p>"Prospects don't avoid decisions because they're difficult. They avoid them because I _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• don't create urgency</li> <li>• don't lead confidently</li> <li>• don't frame the decision</li> <li>• don't anchor the cost of inaction</li> </ul> <p>Write yours:</p> <p>_____</p>

### Why This Matters:

When you misdiagnose indecision, you respond with reassurance, follow-up, and hope. When you understand the real cause, you can design calls that make decisions feel natural instead of forced. Tomorrow, we'll identify the exact moments in your calls where indecision is created—and how to fix them.

If you want help rebuilding your calls so prospects decide instead of drift:

<https://square1grp.com/brainstormsession>