



UNLOCK DEAL MOMENTUM IN UNDER 1 HOUR

BrainSells Global – Buyer Activation Labs

Our Impact At A Glance



5,400+ Hours Saved

Over 225 workdays reclaimed by reducing stalled opportunities and unproductive follow-ups.



+25% Win Rate Improvement

Client conversations are more effective, driving deeper commitments sooner.



+50% Pipeline Momentum

Stalled deals start moving within hours and days, not weeks or months.



4x ROI on Prior Sales Training

Amplifies previous sales training investments with real-world application.

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“We got a response 30 minutes after our first Sales Lab from a prospect who had gone cold for over 8 months. This isn’t theory...it works.”

~Andrew C., Regional Sales VP

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Why It Works

- **Sell by Design, Not by Guesswork** - Reverse-engineer every step from the buyer behaviors that drive meaningful action.
- **Localized To You** - Practice in scenarios that mirror your actual pipeline.
- **Plug and Play** - Apply immediately to your existing strategies, processes, and workflows.
- **Fast & Focused** - 45 minutes to co-create practices that un-stall prospects and move clients forward.

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It was with someone who went completely dark on us. Used the email template (from The Lab) and then response same day. It’s not just luck. It’s the BrainSells magic.

~Zach S., National Sales Manager

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How It Works

1. Review Buyer Responses

We analyze typical client reactions and buyer behaviors to your messaging and positioning.

2. Identify Critical Challenges

Highlight the 1–3 gaps or areas of misalignment that need focus.

3. Co-Create High-Impact Actions

Develop practical practices and next steps ready for immediate use **under 1 hour**.

Most Common Scenarios the Labs Address

Move Beyond “Just Checking In”

A "hot" prospect says: "We think you have a great solution, but we need to revisit once next year's budget cycle kicks off."

Stop The Pitch-Slapping

After the demo: "Great platform. We'll add you to our vendor list."
(Then... crickets since.)

Design Decision-Triggering Actions

"Honestly, this feels similar to what we've already built in-house / tried recently -- not sure this is a fit."

Deliver Immediate Wins

An engaged client with strong NPS scores has sat on a proposal for expanded scope, without any further input or movement.

Example 1: From “Same Old” Objections to A Breakthrough in 1 Hour

1

Disrupted Autopilot

A legacy objection came up in nearly every BD conversation – and the team had been meeting it with the same tired, scripted response.

2

Looked In the Mirror

We examined with their BD team how their stock answers were landing with brokers – and enabled them to see that instead of building traction, they were reinforcing resistance.

3

Created the Contrast

In the lab, the team broke the pattern and designed fresher, curiosity-driven responses that opened space for dialogue instead of debate.

4

Developed Buyer Activation Questions

Together they built and practiced three new activation questions – designed to spark broker reflection and momentum.

RESULTS

Momentum Unlocked

Within 3 days of the lab, a brokerage that had declined for years agreed to an account-by-account review.

From: “I’m not sure you are the right fit.”

To: “Yes - Let’s talk.”

Example 2: From Stalled to Moving - in 45 Minutes

From Logic → To Buyer's Felt Pain

Coached sellers to translate operational, rational statements into emotional language that resonates with the buyer.

- *Before:* "The client wants better reporting."
- *After:* "They're tired of flying blind - spending hours compiling incomplete data, only to question whether they can trust it."



From "Just Checking In" To In-Group Trusted Advisor

Using SPARK, we elevated a dead-end "just checking in" email to a momentum-driving touch.

Before: "Just checking to see if you've finalized your budgets and what your decision about us was."

After: "As you head into budget reviews, I pulled together a quick snapshot showing where many teams lock up 40%+ more budget than they need. I also flagged one move that could free up capacity without adding headcount. Would it help if I walked you through it?"

**Momentum
Unlocked**

Within 24 hours, this team reignited a stalled Fortune 500 prospect silent since January.