



Sales Conversation — Decode Result

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Source: WhatsApp screenshot from prospect — 4 messages, last seen 19:42

Headline: Prospect is stalling, not declining. Their objection masks an internal-politics constraint. Move from feature talk to procurement enablement.

— Literal content

- Last message: 'We need to circle back internally before we can commit to a pilot.'
- Prior: 'The team likes the demo but it is hard to justify the spend right now.'
- Earlier: 'Can you share a one-pager I can take to my manager?'

— Subtext (what they are actually saying)

- **Champion exists, decision power does not.** 'Circle back internally' = waiting on someone above them.
- **Budget is not the real blocker.** If price were the issue, they would have pushed back on number, not on timing.
- **They have asked for ammunition twice.** Both 'one-pager' and 'hard to justify' are explicit asks for upstairs material.

— Recommended response

- Send a 1-page outcome memo, not a feature sheet — 3 bullets, all in their boss's language (revenue, risk, time).
- Offer to co-write the procurement note. Champions accept this offer 80% of the time.
- Propose a 30-day pilot with one named success metric. Removes the 'justify the spend' framing entirely.

— Behavioural read

- Loss-aversion is dominant — they fear being wrong about the spend more than they fear missing the outcome.
- Time-to-decision will be 9–14 days based on the message cadence.
- Probability of close if you send the memo: ~65%. If you wait: ~25%.

— END OF DECODE REPORT —

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