



Hero
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5 Moments You're Missing in Every Sales Meeting

And why it has nothing to do with how good you are.

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Before We Start

You left the call feeling good.

The conversation flowed. The prospect was engaged. They asked smart questions. You had solid answers. The meeting ended on what felt like a high note — a forward, a handshake, the sense that something real just happened.

Then the silence started.

A day passed. Then a few more. You followed up. Nothing. You followed up again. Still nothing. The opportunity that felt like momentum quietly became one you can't explain in your next forecast call.

Here's what's true: you didn't miss the meeting. You missed a moment inside the meeting — and the difference between those two things is everything.

Sales cycles span weeks or months. **But outcomes are decided in a few seconds.** A specific question. A particular exchange. A cue that didn't register until it was too late. The moment passes, the conversation moves on, and the deal drifts.

This isn't about preparation or effort. The modern sales meeting is moving faster, involving more stakeholders, and demanding more specific answers than ever before. No rep — no matter how experienced — can catch everything in real time.

But what if you could?

These are the 5 moments most reps miss. Not because they're not paying attention. Because they were never built to catch them alone.

MOMENT 1

“This is really impressive.”

Why it feels like a win — and why the deal is already stalling.

What You Heard

Praise. Validation. Proof that the demo landed, the story resonated, and the relationship is real. You left the call with momentum in your chest and a note in your CRM that says something like: **strong meeting, prospect highly engaged, continuing conversation.**

It felt like a win. It looked like progress. Honestly, it was a great call.

What Was Actually Said



“Impressive” is not the same as “this solves a problem I urgently need to fix.”

When a prospect uses language like **impressive, interesting, or love what you’re doing** — without connecting it to a specific outcome they’re trying to achieve — they’re reacting to the demo, not reasoning through a decision. There’s a meaningful difference between a buyer who is engaged and a buyer who is bought in.

One leads to a next meeting. The other leads to silence.

The moment you missed wasn’t the praise. It was the question that should have followed it.

**What specifically resonated? Is that a problem you’re actively trying to solve right now?
What would it mean for your team if you could solve it by Q3?**

Those questions turn a reaction into a requirement. Without them, “impressive” expires the second the Zoom window closes.

MOMENT 1

“This is really impressive.”

What Winning This Moment Looks Like



The call ends. The prospect says it's impressive. And instead of accepting the compliment and transitioning to next steps, you hear a prompt — a cue that tells you what's underneath the praise and how to tie it to something real before you lose them.

You ask the follow-up. They tell you what actually matters to them. Now the deal has a business case behind it, not just good vibes.

What Hero Makes Possible



During the conversation, Hero surfaces the question you need to ask — not after the fact, not in a debrief, but in the moment itself. It recognizes the signal inside the compliment and brings you the follow-through before the momentum disappears.

The difference between a ghosted opportunity and a moving deal is often a single question. Hero makes sure you ask it.



MOMENT 2

“We’ll need to loop in our IT team.”

Why every rep thinks this is progress — and why it usually isn’t.

What You Heard

An expansion signal. Proof that the prospect is serious enough to bring others in. You made a mental note to ask for an intro, sent a follow-up email with a recap deck attached, and marked the opportunity as **multi-threaded**.

Forward progress. Deal development.
All good signs.

What Was Actually Said

“We’ll need to loop in IT” is one of the most common — and most misread — phrases in enterprise sales.

Sometimes it is a buying signal. Sometimes it is a delay tactic dressed up as one. And sometimes it is a genuine requirement that will kill the deal if you don’t understand it before you walk into that next meeting unprepared.

The problem isn’t that IT is involved. The problem is that most reps don’t know enough about what IT cares about — security posture, integration complexity, data residency, compliance requirements — to confidently navigate that conversation when it happens. So they schedule the meeting, show up, and face questions they weren’t ready for.

Credibility breaks at the worst possible time.

The moment you missed was right there: **What does IT typically care about in evaluations like this? Are there specific concerns we should get ahead of before we include them?**

That’s the question that prepares you. That’s the conversation that keeps you in control of your own deal.



MOMENT 2

“We’ll need to loop in our IT team.”

What Winning This Moment Looks Like



You don’t just hear “loop in IT” and say **great, let’s set that up.** You understand what IT’s involvement actually means for this deal — what their typical questions are, what your answers need to be, and what you should be prepared to address before that meeting happens.

You walk in ready. You look like you’ve done this before, because you have — with help.

What Hero Makes Possible



Hero tracks deal context and surfaces what you need to know the moment the conversation shifts to a new stakeholder. When IT comes up, Hero gives you the right follow-up questions and the context to navigate what’s ahead — so you’re not figuring it out after the meeting is over.

Looping in IT doesn’t have to mean losing control of your deal. Not anymore.



MOMENT 3

“Can you send me the pricing?”

The follow-up every rep loves to send — and the one that quietly ends deals.

What You Heard

Buying intent. The prospect is serious enough to want to understand investment. **They’re moving from curiosity to evaluation.** You sent the deck within fifteen minutes, feeling good about your responsiveness.

Fast follow-up. Professional execution.
Strong signal.

What Was Actually Said

Asking for pricing is not the same as being ready to buy. In many cases, it is the opposite — it is a way to evaluate whether the conversation is worth continuing without having to commit to anything.

Pricing without context is just a number. And a number without a business case attached to it will always feel like too much.

When a prospect asks for pricing before you’ve established what the problem costs them — in time, in revenue, in turnover, in missed targets — you’re sending them a document they have no framework to evaluate. They open it, they don’t know what to compare it against, and they do the only thing they can do: they go quiet.

The moment you missed was the one right before the send.

Before I share that — can I ask what this problem is currently costing your team? I want to make sure the numbers we’re talking about make sense relative to what you’re dealing with.

That’s not friction. That’s the conversation that makes pricing land.



MOMENT 3

“Can you send me the pricing?”

What Winning This Moment Looks Like



You don't refuse to send pricing. But before you do, you spend three minutes building the context that makes the number make sense. You understand what they're comparing it against — internally, competitively, against doing nothing. Now when they open the document, there's a frame for it.

Pricing becomes proof of value, not a barrier to it.

What Hero Makes Possible



Hero recognizes pricing requests as a moment that requires more than a fast reply. It prompts you with the discovery questions you need to anchor value before the number goes out — and reminds you of what you already know about the prospect's situation that can make the conversation land harder.

Speed is still important. But the right words, sent at the right moment, matter more.

MOMENT 4

“We’re looking at a few other options.”

What most reps say — and what it costs them.

What You Heard

A buying process acknowledgment. Normal. Expected. You said of course, **that makes sense** — because it does — and moved on with the conversation.

Professional. Unfazed. Confident.

What Was Actually Said



“A few other options” is the most critical intelligence a prospect can give you — and most reps let it pass without capturing any of it.

You don’t know who they’re talking to. You don’t know what criteria they’re using to make the decision. You don’t know whether they’re evaluating on price, integration, ease of use, company size, references, or something else entirely. You don’t know if they’re comparing you to a competitor, to building something internally, or to doing nothing at all.

Every one of those is a different conversation. Every one of them requires a different answer. And you have no idea which one you’re actually in.

The moment you missed was right there: **What are the most important things you’re trying to get right in this evaluation? And are there specific concerns about us relative to what else you’re seeing?**

That’s the question that tells you where you stand. That’s the intelligence that changes how you compete.

MOMENT 4

“We’re looking at a few other options.”

What Winning This Moment Looks Like



You acknowledge the evaluation without flinching — and then you ask the question that puts you back in the driver’s seat. You understand what they’re weighing, you know where the gaps are, and you have a plan to close them before the decision gets made without you.

The deals you lose without knowing why are the hardest ones to learn from.

What Hero Makes Possible



When a competitive signal surfaces in the conversation, Hero brings you the context to respond — what the comparison points typically are, what concerns come up most often, and how to position the conversation so you’re on the right side of the evaluation.

You don’t have to improvise the most competitive moment of your deal. Hero makes sure you’re ready for it.



MOMENT 5

“Let’s reconnect after the quarter.”

Why this feels like a soft yes — and why it almost never is.

What You Heard

A delay, sure. But not a no. They’re still engaged. They need more time. You put a reminder in your calendar, sent a **looking forward** to reconnecting note, and moved on.

You stayed professional. You didn’t push. You gave them space.

What Was Actually Said



“Let’s reconnect after the quarter” is one of the most common — and most painful — ways a deal ends without being officially ended.

Here’s what’s true about timing objections: when there is no mutual business reason to act before a specific date, there is rarely a compelling reason to act after it either. The quarter passes. Something else becomes the priority. Your follow-up goes unanswered. The opportunity doesn’t die dramatically — it just quietly becomes inactive.

The moment you missed was the one where you accepted the timeline instead of exploring it.

I hear you — let’s make sure we find the right time. Can I ask: is there something specific that needs to happen this quarter before this decision makes sense? If I understand what’s in the way, I can help make sure we’re in the right position when you’re ready.

That question does two things. It respects the timeline and it surfaces what’s really happening. If the timing is real, you learn how to stay relevant. If it’s a stall, you find out now — not three weeks from now.

MOMENT 5

“Let’s reconnect after the quarter.”

What Winning This Moment Looks Like

You don’t pressure the prospect. You don’t manufacture urgency that doesn’t exist. You simply understand what’s driving the delay and make sure you have a genuine reason to stay in the conversation — not just a calendar reminder.

The difference between **great, talk in April and let me understand what needs to happen first** is the difference between a stalled deal and a moving one.

What Hero Makes Possible

Hero helps you recognize timing objections in real time and brings the right questions to the surface — the ones that separate a genuine delay from a quiet exit. It makes sure you leave every call with something mutual: a shared understanding of what happens next and why.

Reconnecting after the quarter isn’t the problem. Having no reason to reconnect is.



The Honest Truth

These five moments happen in virtually every sales meeting.

They're not mistakes — they're the natural result of how demanding modern selling has become.

You're managing the conversation, tracking the relationship, reading the room, handling questions, navigating stakeholders, and trying to stay confident — all at the same time. No one catches everything.

That's not a skill gap. It's a human reality.

The question isn't whether moments get missed. They always do.

The question is what you do about it.

What It Means to Sell With a Teammate

Hero® is an AI Sales Teammate that works alongside you before, during, and after customer conversations.

Not as another tool to manage. Not as a system that reviews calls after the fact. As a teammate — one that shows up in the moment, surfaces what you need, and helps you respond with confidence when the outcome is still undecided.

Before the call, Hero helps you prepare with the right context.

During the call, Hero listens for the signals that matter — the questions underneath the questions — and surfaces the insight you need to respond in the moment, not after it.

After the call, Hero helps you follow through with precision — capturing what was said, what was agreed, and what comes next.

The five moments in this e-book are not edge cases. They happen every day, in every deal, at every stage of the pipeline. Sellers who win those moments don't just have better conversations — they have better forecasts, shorter cycles, and more closed deals.

That's what it looks like to sell with a teammate.

See What It Feels Like

Visit meethero.ai to experience what it's like to sell with an AI Sales Teammate.

You've read about the moments.

Now see what it looks like when you win them.

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