

Win the Deal Before You Sell

By Reilly Newman

When it comes to selling, every salesperson knows it's easier to sell something you truly believe in. Buyers are no different. It's far easier to buy something *you already believe in*, and this is where brand does its best work.

Sales will always matter. In good times or bad, every founder knows that survival requires selling. Selling is the act of guiding a prospect toward a purchase and sealing, or winning, the deal. Smaller purchases may take minutes, larger ones may take months, but each requires a buyer to find enough confidence to act.

And many salespeople have experienced a moment where the prospect arrives already excited, already aligned, and already ready to sign. You don't have to "sell" them. They're sold before they walk in.

A strong brand can help create the conditions for these moments through two things: *filtration and fit*.

Filtration

A healthy brand filters who it's speaking to. Without this, sales teams can waste time chasing the wrong audience, or worse, forcing deals that shouldn't happen at all.

A clear brand strategy defines who the company should serve and the value it can credibly deliver. The messaging, identity, proof, and experience then *signal to the right people that this is for them*. Filtering helps align expectations, values, and needs before a conversation ever starts.

That clarity works in both directions. The right buyer has a reason to lean in. Someone looking for a different offer has a reason to move on. Sales can spend more of its attention where there is a real possibility of fit.

Fit

Once the right people have been filtered in, the brand helps them determine the fit. Prospects evaluate what they see, hear, and feel about your brand. Their experiences, responsibilities, and expectations shape the perception they form. They decide whether you fit into their world. Not *you*.

This is the distinction between **strategy and positioning**. The company chooses the position it wants to earn and the signals it sends. Positioning is the conclusion the market reaches.

When someone recognizes that fit and self-selects into your orbit, the conversation can begin with shared understanding. They may already want to transact. But belief does not remove budget limits, procurement requirements, competing priorities, or the need to agree on scope. Sales still has work to do. It just has a stronger place to begin.

For **CVCCM**, a physician group pursuing hospital partnerships, Motif clarified the story, identity, and website around why a hospital should choose the group. The work gave clinical expertise a clearer expression for institutional decision-makers. It supported the conversation; it did not replace the hospital's evaluation. That is the role of **positioning for enterprise buyers**: help people understand the value and carry a credible case to others involved in the decision.

Where Sales Stops Feeling Like Sales

A brand-driven business recognizes that, at this stage, the transaction can feel like a confirmation of a relationship rather than the start of one.

It's similar to a wedding. Yes, there's paperwork and signatures at the end, but the meaning of the occasion goes well beyond the legal process. The contract still gets signed; it simply doesn't *feel* like business.

This is what brand makes possible. At its best, the sales moment feels like a continuation of confidence the buyer has already begun to build. You spend less time establishing why the company belongs in the conversation and more time confirming how the work will succeed.

You win the deal before selling because the relationship has a head start. The decision still has to be earned.

Because brand is *relational*. Business is *transactional*. When the relationship is strong and the offer fits, the transaction becomes more natural.

Reilly Newman

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Continue the thinking

Why Your Sales Feel Harder Than They Should

Make your value easier to choose

We rebranded. Why haven't sales changed?