

Selling to Procurement: 7 Mistakes That Are Costing You the Deal

Deadly Mistake #2: Making It Hard to Do Business with You



Introduction: They're Not Just Buying Your Product—They're Evaluating You

Welcome back to our 7-part series, “**Selling to Procurement: The 7 Deadly Mistakes That Sales Makes.**”

In the first article, we tackled one of the most common—and costly—errors Sales makes: **Treating Procurement like a roadblock** instead of a strategic stakeholder. If you missed that one, go back and read it. It's the foundation for everything that follows.

Today, we're zeroing in on the second deadly mistake:

Making it hard to do business with you.

Here's the kicker: Procurement isn't just evaluating your product or service. They're evaluating *you*—your responsiveness, transparency, flexibility, and willingness to collaborate inside *their* process, not just yours.

It's not just what you're selling that gets you chosen. It's how you show up in the buying process.

Mistake #2: Making It Hard to Do Business with You

The Reality:

Enterprise Procurement teams don't just evaluate what you're selling. They evaluate how you operate.

In fact, one of the most important (and underrated) questions in every Procurement-led buying process is this:

“Will this supplier be easy to do business with?”

That means transparent communication, flexibility where it matters, responsiveness to requests, and a willingness to operate inside the customer's system—not just your own.

But many sales teams make it harder than it needs to be.

They:

- Hedge on performance data
- Dance around commercial questions
- Push inflexible contract templates
- Insist on their own SLAs
- Avoid full answers to RFI or RFP questions
- Exaggerate or cherry-pick customer references

Procurement notices. And they don't take it lightly.

We're trained to detect sidesteps, inconsistencies, or evasiveness.

We have a good idea when you're stalling on documentation, hedging on capabilities, or trying to mask financial weaknesses behind marketing gloss.

And we don't just take your word for it—we validate through peer networks and back-channel references. Not to get pricing intel, but to get something more important: **a reputation check.**

If we greenlight a supplier who underperforms, it reflects on *us*.

So, when you make it harder for us to assess risk, benchmark quality, or get straight answers—you make it harder for us to choose you.

The Fix:

Start by being radically transparent.

Let your posture say: **“We want to make this work—for both of us.”**

- Provide clear, complete documentation the first time
- Offer flexibility on T&Cs where possible

- Be upfront about performance limitations and how you mitigate them
- Share realistic case studies—and let Procurement do the outreach to validate
- Respond to every question fully—even the uncomfortable ones

The vendors who win aren't always the cheapest or the flashiest.

They're the ones Procurement can trust to operate cleanly, consistently, and collaboratively.

Make yourself easy to do business with—and you'll be a lot harder to beat.

Conclusion: Friction is the Enemy of Trust

Procurement professionals are wired to spot red flags—dodged questions, vague data, boilerplate responses, and signs that your team may be more flash than follow-through. When you make it hard for Procurement to evaluate you, benchmark you, or validate your claims, you don't just slow the process down—you give them a reason to choose someone else.

The good news?

The fix isn't rocket science. It's radical transparency, clean operations, and a mindset of partnership over posturing.

Next up in the series: **Deadly Mistake #3—Pitching Too Late.**

Because by the time the RFP lands in your inbox, the most important decisions have already been made. We'll show you how elite sales teams gain influence *before* the paper hits—and why the early game is where deals are truly won.

Want to take the next step?

Visit www.convergspt.com to learn how *Cracking the Procurement Code* can equip your team to engage smarter, sell more effectively, and become the supplier Procurement champions—not just selects.