



Why 7 out of 10 HR vendor pitches fail

Enterprise HR buyers are investing, but they're tougher than ever. From our DACH, UK, and US roundtables:

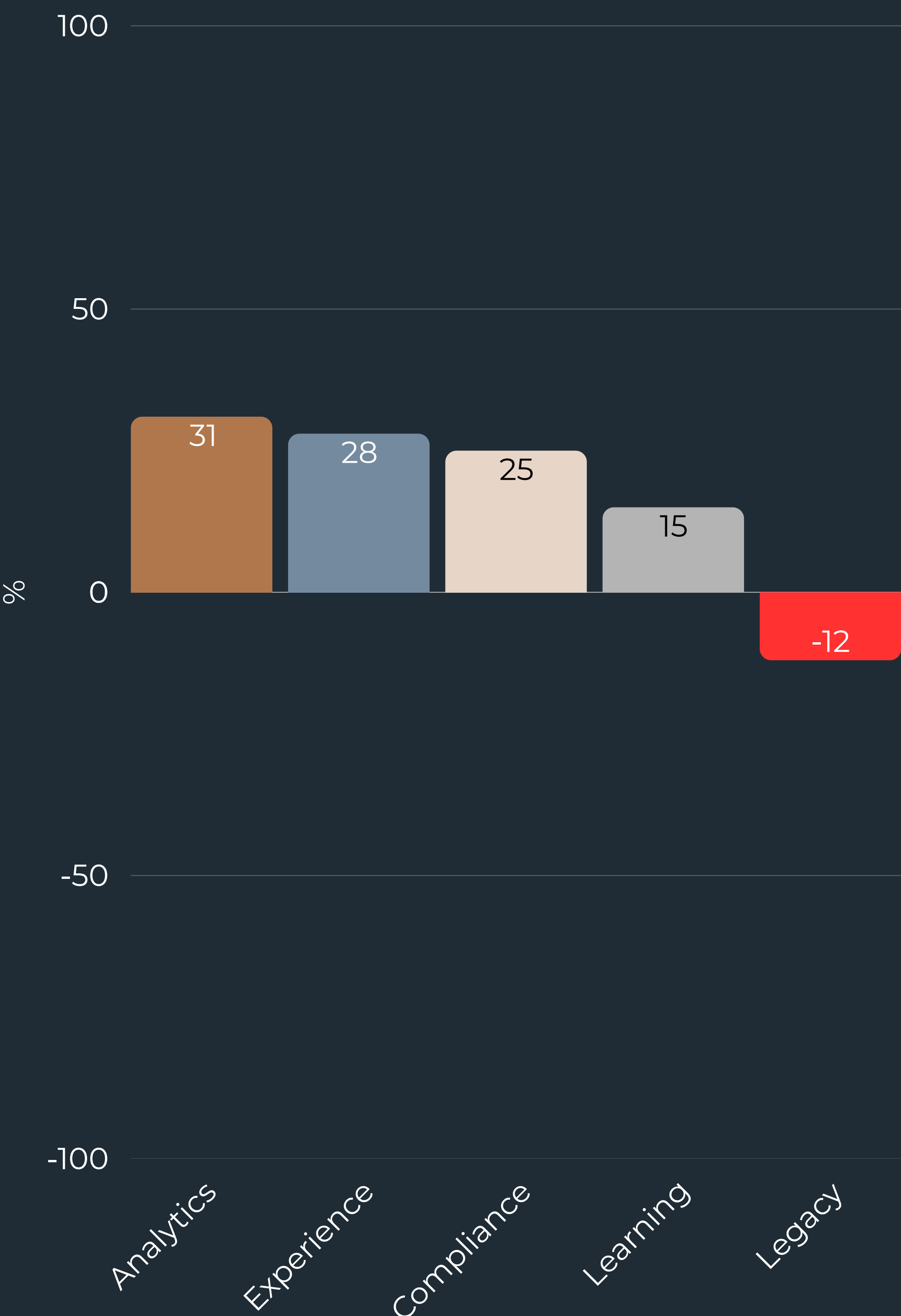
- Budgets are selective, not frozen: HR leaders are focusing on employee experience, talent analytics, and compliance tools.
- Most vendors miss the mark: 70% of pitches are too generic, too tech-heavy, or miss the real pain points.
- Trust is the currency: If you can't prove short-term impact and integration with existing systems, you risk being ignored.

👉 Why this matters to you:

Trust wins deals. Vendors who can prove short-term impact, integration with existing systems, and regulatory compliance get priority.

Information based on 2025 roundtables with HR senior decision-makers in the US, UK and DACH.

Where enterprise HR budgets are going in 2025



Information based on 2025 roundtables with HR senior decision-makers in the US, UK and DACH.



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Winning in Talent Analytics

Buyer quotes:

- “We want actionable insights, not dashboards full of vanity metrics.”
- “Analytics must connect to business outcomes, not just HR KPIs.”

Common mistakes vendors make:

1. Leading with features, not outcomes
2. Overloading with data instead of insights
3. Ignoring integration with current HRIS/ERP systems

💡 Actionable tips:

- Show short-term impact: turnover reduction, cost savings, faster hiring.
- Offer a pilot program with clear KPIs.
- Demonstrate integration & interoperability.



Winning in Employee Experience Platforms

Buyer quotes:

- “We need engagement that actually moves the needle, not fancy apps.”
- “Adoption is key. If employees don’t use it, it’s wasted budget.”

Common mistakes vendors make:

1. Selling UX/UI instead of measurable engagement
2. Ignoring adoption strategies
3. Overcomplicating the solution

💡 Actionable tips:

- Position yourself as an adoption partner, not just a product.
- Highlight impact metrics: engagement, satisfaction, retention.
- Offer low-risk rollouts to key teams.



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Winning in Compliance & Risk

Buyer quotes:

- “Regulators are relentless. We need solutions that reduce risk, not add more complexity.”
- “Integration with payroll, legal, and HRIS is non-negotiable.”

Common mistakes vendors make:

1. Selling fear instead of resilience
2. Point solutions that don't integrate
3. Technical jargon over clarity

💡 Actionable tips:

- Frame as risk reduction and business resilience
- Show integration with legacy systems
- Keep messaging simple and measurable



10 quick checks before you face the CHRO

Before your next enterprise pitch, run it through this 10-point stress test:

ROI

Can I prove measurable value in under 12 months?

Jargon

Is my message clear and free of tech buzzwords?

Integration

Have I shown how this fits with existing systems?

Compliance

Do I address governance and regulatory needs?

Pilot

Am I offering a low-risk, high-impact trial?

Simplicity

Does my solution reduce complexity, not add to it?

Outcome

Is the business result (not the tech) front and centre?

Trust

Can I demonstrate improvements in security or data quality?

Differentiation

Am I clearly standing out from hype-driven pitches?

Buyer's view

Would I buy this if I were the CHRO?

👉 If you answered “no” to more than three, refine before you pitch.

Want in?

These insights are drawn directly from HR leaders at large enterprises, not guesswork, but real feedback from those driving budgets in 2025.

If you'd like to see realtime investment priorities from large organisation with budget, contact us today.

johan.oosthuizen@theleadershipboard.com

Yes: Delegates you wish to meet. No: Delegates you do not wish to meet. Client: Existing clients (no meeting will be arranged).																Please identify up to 5 Priority					
Company	Job title	Website	Global Headquarters	Country	Industry Sector	Who do you directly report to?	Personal Annual Budget	Do you hold purchasing authority	Employees within the UK	Company turnover	Employee size	1	2								
Avalara, Inc.	Senior Director, Talent Acquisition	www.avalara.net	New York, NY	USA	Education	Chief People Officer	Less than \$5M	Yes	150	\$10M - \$50M	100 - 500	Learning & Dev: Highest priority	Employee Branding								
AMS	VP, Head of Human Resources	www.ams.com	NYC	USA	Insurance	CHRO	\$5M - \$50M	Yes	400	\$10M - \$50M	500 - 1,000	HR and L&D: Acceleration	Legal Transformation								
Amesbury's Car Wash	COO in Charge	www.carwash.com	Proctor, NH	USA	Motor Vehicle Manufacturing	CHRO	\$5M - \$50M	Yes	400	\$10M - \$50M	100 - 500	Change Management	Business Skills Enhancement								
Amica	Human Resources Director	www.amica.com	Calgary, TX	USA	Construction	CHRO and Vice President	\$5M - \$50M	Yes	100	\$10M - \$50M	100 - 500	Learning & Development	Leadership Training								
Amica	Head of Operations Staffing & Development	www.amica.com	Calgary, TX	USA	Construction	CHRO and Office Quality	\$5M - \$50M	Yes	100	\$10M - \$50M	100 - 500	Legal Training and Project	Privacy Skills Development								
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