Lost reasons

The list a lost deal must be closed with, how to change it, and why it should stay short.

Every deal closed as lost carries one reason from this list. **Lost reasons** in **Development Settings** is where a Manage user edits it. The list is seeded the first time it is read with the reasons franchise sales are most commonly lost for.

The default list

- Unresponsive
- Not interested
- Financial qualification
- Financing unavailable
- Territory unavailable
- Chose another brand
- Timing
- Bad contact information
- Declined by committee

Adding, renaming and removing

1. Click **Create** to add a reason, or the pencil to rename one.
2. The bin removes a reason after a confirmation. It cannot be undone from here, but deals already closed with that reason keep their history and still report why they were lost.

> **KEEP IT SHORT**
> A list of eight to ten reasons gets used consistently. A list of thirty gets "Other". If two reasons mean the same thing to your team, merge them.