

A D E A L Q U A L I F I C A T I O N T O O L

The Deal Strength Index

Ten questions across three dimensions. Find the single points of failure in your forecast before the resignation email does.

Your best deal is one resignation away from dead.

Buying groups now average nearly seven stakeholders — eight to twelve on larger deals. A producer with one contact is talking to a tenth of the room, and their champion is running the internal sale alone. Most deals don't die on price or product. They die on consensus nobody was building.

130%

higher close rate on multi-threaded deals
over \$50K



**TELEIOS
STRATEGY**

2x

buyer contacts on closed-won vs. closed-lost
deals

~7

stakeholders in the average buying group, up
from 5.4 in 2020

Sources: Gong Labs analysis of 1.8M opportunities; Gartner buying-group research

Ten questions. Three dimensions.

Score every deal above your major-deal threshold: red, yellow, or green on each dimension.

01

Power

Enthusiasm is not authority. Authority is not power.

ASK

- Do they own the budget — or just influence it?
- Do they own the metric our work improves?
- Have they bought something this size before?

02

Durability

A champion who leaves takes the deal with them.

ASK

- How long have they been in seat?
- Any signs of role change, reorg, or exit?
- If they left tomorrow, who restarts this deal?

03

Coalition

One believer is a fan. Three is a buying decision.

ASK

- How many stakeholders have we actually met?
- Who is the likely blocker — and what's their objection?
- Has the champion made the internal case without us? What happened?
- Who else has committed real time to this deal?

THE KEYSTONE QUESTION

The Bus Test. Run it on your five biggest open deals.

**“If our contact resigned tomorrow,
who restarts this deal — by name?”**

Any deal without a name is a single point of failure wearing a forecast category. Count the deals with no answer. That count is your real pipeline risk — and no coverage ratio will show it to you.

How to use this in your next deal review

Stop Doing

- Marking deals safe because the relationship is strong
- Letting “Authority” stand in for power, durability, and coalition
- Forecasting single-threaded deals at full weight
- Meeting the rest of the buying group after the proposal

Start Doing

- Scoring every major deal red/yellow/green on all three dimensions
- Running the Bus Test on your top five deals monthly
- Mapping the likely blocker before they surface in week six
- Assigning a multi-threading play to every red Coalition score

The gate rule: no deal advances past proposal single-threaded. No exceptions for great relationships.

K E E P G O I N G

Subscribe to The Convert

For sales leaders who are done with theory that doesn't convert.

- Bi-weekly — contrarian, evidence-based sales leadership in 500 words or less.
- One field tool in every issue — print it, install it, use it the same week.
- Built for sales leaders at middle-market and growth-stage companies.

SUBSCRIBE → teleiostrategy.com/convert

Questions? drew@teleiostrategy.com