ReflectPath

A REFLECTPATH FRAMEWORK TOOL

# The Win Pattern Audit

## For reps who are done leaving their best quarters to chance.

---

Most reps can tell you exactly what went wrong last quarter. The deal that stalled. The forecast that slipped. The call they wish they'd handled differently.

Fewer reps can tell you what went right, and why.

That's the gap. Your wins contain more usable intelligence than your losses ever will, but only if you study them the same way you'd study a loss. This tool walks you through the ReflectPath Framework so you can turn last quarter's wins into next quarter's system.

**You already know what worked.
Let's make it repeatable.**

> **HOW TO USE THIS**
> Set aside 45 minutes and work through the five steps in order. Have your CRM open for Step 1. Answer honestly rather than impressively. Nobody sees this but you.

STEP 1 OF 5

# Situate

Get clear on what actually happened.

REFLECTION QUESTION

**What's the number you'd brag about, and what's the number you hope nobody asks about?**

Before you can find your patterns, you need the raw material. Not the story you've been telling your manager. The facts.

### YOUR QUARTER AT A GLANCE

| | |
|---|---|
| Quota attainment | |
| Deals closed | |
| Total revenue / new business | |
| Average deal size | |
| Average sales cycle length | |
| Biggest win (size or difficulty) | |

**Which deals surprised you, in a good way?**

**Which wins didn't look like wins until late in the cycle?**

**What's one number here that tells a different story than the one you've been repeating?**

THE TRAP

Rounding up. Reps remember their quarter as slightly better than it was, which means the pattern they think they found is often built on a softened version of what actually happened. Use the real numbers, not the ones that feel good.

STEP 2 OF 5

# Surface

Name what's actually driving the pattern.

Start with your single best deal from last quarter. Just one.

**THE DEAL**

**REFLECTION QUESTION**

**What did that deal have that most of your other deals didn't?**

**WALK THROUGH IT**

**What discovery question opened the door?**

**What objection came up, and how did you handle it?**

**What did your follow up cadence actually look like, not what it was supposed to look like?**

# Surface

Name what's actually driving the pattern.

### Who else got involved, and when?

### What almost derailed it, and what kept it alive?

If the pattern isn't obvious yet, repeat this for one or two more wins and look for what shows up more than once.

#### WHAT SHOWED UP MORE THAN ONCE

#### THE TRAP

Crediting the product, the timing, or the buyer instead of the move you made. "They were just ready to buy" might be true. It's also an easy way to avoid naming what you did well.

STEP 3 OF 5

# Go Internal

Separate the pattern from the fluke.

REFLECTION QUESTION

**Would this exact move work on a different buyer, in a different vertical, with a different objection?**

If yes, it's a pattern. If no, it was probably a fluke, a good buyer, or good timing, and building a system on it will waste your next quarter.

**Where did you feel real confidence during the deal, versus where you were just hoping it would work out?**

**If you had to run this exact play again next week, on a totally different account, would you trust it?**

**Strip away the buyer and the timing. What's left that was actually you?**

THE TRAP

Every closed deal feels earned in hindsight. That's not proof of a pattern, that's just how memory works after a win. The test above is there because the feeling of "I earned this" isn't reliable on its own.

STEP 4 OF 5

# Decide + Commit

Turn the pattern into a system.

Name your pattern in one sentence. For example: "I ask about budget ownership on the first call, every time."

**MY PATTERN**

**REFLECTION QUESTION**

**What would this look like if you did it on purpose, every time, starting now?**

**What will you do differently in week one of next quarter because of this?**

**What's the one habit you're committing to, even on the deals that don't feel urgent yet?**

**Who can you tell about this commitment, so it isn't just a private intention?**

**THE TRAP**

Committing to too much at once. One pattern, run consistently, beats three patterns run occasionally. Pick the one that had the biggest impact and build from there.

STEP 5 OF 5

# Reflect

Close the loop.

REFLECTION QUESTION

**In 30 days, did the system hold up?**

This is the step everyone skips, and it's the one that actually builds self-trust. Skip it, and you're just guessing again next quarter.

MY 30-DAY CHECK-IN DATE

YOUR 30-DAY CHECK-IN

**Did I actually run the play, or did I default back to old habits under pressure?**

**Which deals proved the pattern? Which ones tested it?**

**What am I adjusting for the back half of the quarter?**

**What's the one rule I now live by, because of what I learned?**

THE TRAP

Treating one bad outcome as proof the pattern failed. One data point isn't a trend. Look at what happened across several deals before you decide to abandon it.

# Your best quarter wasn't luck. It was a pattern you hadn't named yet.

## Name it, and it stops being an accident.

1 **Situate**
Get clear on what actually happened.

2 **Surface**
Name what's actually driving the pattern.

3 **Go Internal**
Separate the pattern from the fluke.

4 **Decide + Commit**
Turn the pattern into a system.

5 **Reflect**
Close the loop.

---

### Winning becomes a habit, not an accident.

The Win Pattern Audit is built on the ReflectPath Framework, a five-step system that helps revenue teams identify and repeat their patterns of success. Fiona Covington is available for keynotes, workshops, and team training.

**fiona@reflectpath.com · reflectpath.com**

**ReflectPath**