

The Enterprise Ready Checklist.

Should you be selling into enterprise right now? Tick only what is true today, not what is on the roadmap. Be strict with yourself. The point of this page is to save you a year of finding out the honest way.

EIGHT CHECKS

- ☐ **A point of view sharp enough to earn a first meeting on its own merit.**
Test: could a competitor send your opening message to the same person and have it still make sense? If yes, you do not have one yet.
- ☐ **Security, compliance and implementation answers already written down.**
Test: if a champion asked for your data posture this afternoon, could you send one clear page inside the hour?
- ☐ **A warm route to at least one potential champion inside a target account.**
Test: name the person and how you reach them. A job title is not a route.
- ☐ **Two or more reference customers who will take a call.**
Test: they have already agreed, in the last six months, and they know it might happen.
- ☐ **Runway and capacity to carry a cycle across several quarters.**
Test: you can name what you will stop doing to make room. Six to eighteen months is the honest range.
- ☐ **A proposition that beats doing nothing, not just the nearest rival.**
Test: you can state the cost of the status quo per month, with the assumption visible so it can be argued with.
- ☐ **A founder or senior operator who can hold an executive conversation.**
Test: they can talk about the buyer's business for ten minutes without mentioning the product.
- ☐ **The discipline to disqualify an account that is not moving.**
Test: you have actually walked away from something in the last year, and you can name it.

YOUR VERDICT

7 to 8 Go now

Pick one account and run it properly. Not five. Set a stop date and an agreed signal of progress before you start: an executive meeting held and a mutual action plan agreed.

5 to 6 Stage the climb

Fix the unticked boxes on a live mid market deal first, where the cost of learning is lower. Same committee shape, fewer people, shorter cycle. Then step up.

Under 5 Acclimatise first

Not a verdict on the business, a route. Win smaller, build the references and the trust pack for real, or go in behind a partner already approved on their paper. Come back in two quarters.

THE TWO BOXES PEOPLE OVER-CLAIM

The warm route to a champion. A LinkedIn connection is not a route. A person who will reply to you within a week and introduce you onward is a route. If you cannot name them, leave it unticked.

The discipline to disqualify. Almost everybody ticks this and almost nobody has done it. If your pipeline still contains deals that have not moved in six months, the honest answer is no.

If you scored under seven, the useful next question is which box to fix first.

The free two minute Growth Score reads where your sales system is under strain and gives you the first fix in writing: closingfoundry.com/growthscore

Or bring this page to a free sixty minute Revenue Workshop and we will work through it with you, operator to operator: closingfoundry.com/revenue-workshop

Closing Foundry
closingfoundry.com
hello@closingfoundry.com