

TEN MINUTE DEAL CHECK

Is your deal real?

One rule. You only know an answer if you can repeat the sentence where the buyer told you. A reasonable guess counts as a blank. Answer from memory, tick what you know, and act on every blank this week.

DEAL _____ DATE _____

- ☐ 01 **Who signs the contract, and have you heard that person say so yourself?**
If blank: Ask your champion to walk you through their last purchase this size. Then ask for 20 minutes with the signer, on their priorities, not your demo.
- ☐ 02 **What is this problem costing them each month, in their number, not yours?**
If blank: On your next call, ask "What does this cost you each month if nothing changes?" Write down the number and who gave it.
- ☐ 03 **Is there a next step with a date, in both calendars?**
If blank: Send the invite before your next call ends. A deal with no date on the next step isn't a deal yet. It's a hope.
- ☐ 04 **If your champion left tomorrow, who else could carry this internally?**
If blank: Ask your champion who else feels the problem every week, and offer to brief that person together.
- ☐ 05 **Who else has to approve, and what happened the last time they bought something this size?**
If blank: Ask "Who joined late last time, and what slowed it down?" Add every name to your map.
- ☐ 06 **What would make them choose someone else, in their words?**
If blank: Ask it straight: "If you don't go with us, what will the reason be?" Doing nothing counts as a competitor.
- ☐ 07 **The last time they went quiet, do you know why, or did you decide why?**
If blank: Ask your champion what changed internally that week. If you guessed, write the guess down and test it on your next call.

Count your blanks

MY BLANKS

0 OR 1 BLANKS

The deal is real.

Keep the next step dated. Run the check again after your next meeting.

2 OR 3 BLANKS

You have work this week.

Start with the blank closest to question one.

4 OR MORE BLANKS

You are forecasting a hope.

Find out who signs before anything else. Then go back to your map.