BLOG · ALWAYS BE "C"-ING · PART 5 OF 8

Confirming

Commitment wins the deal. Confirmation keeps it alive.

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We treat commitment like a milestone…and it is, but it's not a guarantee.

Just because both sides agreed doesn't mean everything that follows will go as planned. Alignment isn't static. It drifts.

> **Most deals don't fall apart from resistance. They decay from assumption.**

The truth is, even the most thoughtful sales process can lose altitude after the yes. Internal priorities shift. Resources get pulled. New voices enter the room. What felt simple when the commitment was made can start to feel complicated when the work begins.

That's why confirmation matters.

Not to double-check the yes. Not to re-sell the decision. But to protect the momentum we've earned from the complexity that's bound to show up. And it will.

Confirmation is what happens when we recognize that clarity needs maintenance. It's how we validate that the terms we agreed to still make sense, that the constraints haven't changed, that the client still has what they need to follow through.

It's not an apology. It's not insecurity. It's leadership.

Because the client doesn't just need us to guide the decision. They need us to support the reality of implementing it. And that means being willing to ask, "Is this still true?" before the silence shows up.

We know that friction doesn't always announce itself. It gathers slowly, in the form of delays, dropped replies, or subtle hesitation. Confirmation interrupts that drift and brings it to the surface while there's still time to adjust.

We don't confirm because we doubt the deal. We confirm because we respect what the deal is up against.

And in a space where complexity is the norm, that respect is what earns longevity.

Previous: Committing. Next: Championing.

Let's talk.

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