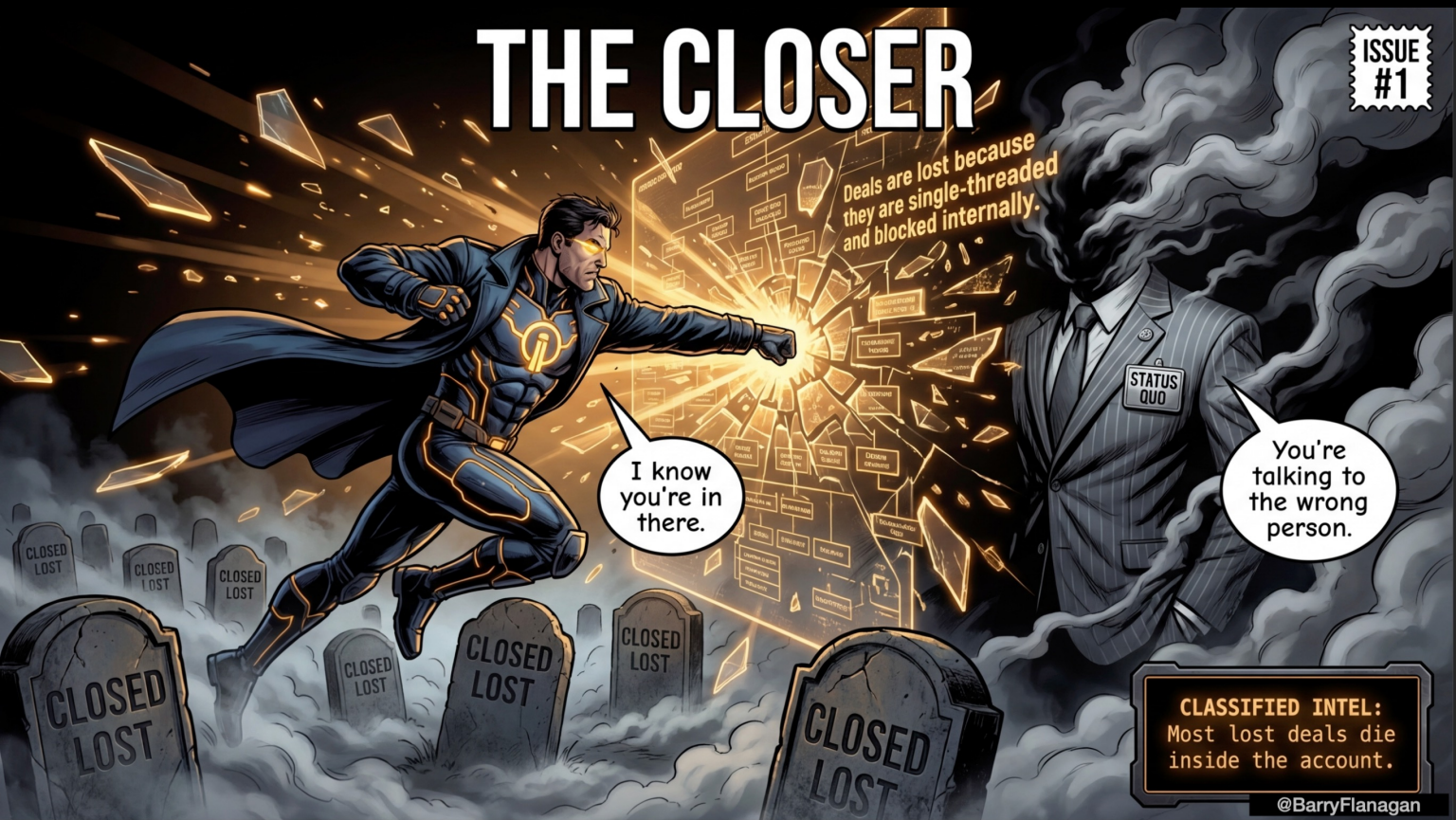


THE CLOSER

ISSUE #1



I know you're in there.

Deals are lost because they are single-threaded and blocked internally.

You're talking to the wrong person.

CLASSIFIED INTEL:
Most lost deals die inside the account.

@BarryFlanagan



9 months.
15 stakeholders.
\$500k ARR.

This deal is done!

I've got my champion.

Stay narrow.

CLASSIFIED INTEL:
Deals involve 10 to 11 stakeholders, often up to 17 in enterprise.

@BarryFlanagan

Deal stalls.
No clear reason.



Revisit next
quarter.

What am I
missing?

CLASSIFIED INTEL:
74% of deals stall due to increasing internal budget scrutiny and hidden factors.

@BarryFlanagan

One thread.
One failure point.

INTERCEPTED!

I can't push
this through.

They don't
listen to you.

CLASSIFIED INTEL:
Single-threaded deals lacking economic buyer involvement are 80% less likely to close.

@BarryFlanagan

The blocker protects his position, not the business.



Nothing personal.

It is.

You threaten what I own.

CLASSIFIED INTEL:
Win rates plummet to 17% when sellers fail to navigate internal friction.

@BarryFlanagan

The real buyer was never your champion.



This was political.

I was selling to the wrong person.

LEGACY SYSTEM OWNER

THE BLOCKER

CHAMPION

CLASSIFIED INTEL:
For deals over \$50k, multi-threading boosts win rates by 130%.

@BarryFlanagan

Go wide. Remove the blocker's control.

Everyone involved.

What happens if we do nothing?

CFO IT OPS LEGAL NEW EXEC

CONNECTED!

ALIGNED!

No—

CLASSIFIED INTEL:
Closed-won deals include 2x more buyer contacts and 67% larger selling teams.

@BarryFlanagan

You didn't lose to a competitor. You lost to a blind spot.

CLOSED

Find the blocker. Go wide. Close.

I'll be in the next deal...

CLASSIFIED INTEL:
\$500k ARR CLOSED.
Won deals are multi-threaded.

@BarryFlanagan