

THE CLOSER

Issue #2

Price: PRICELESS

The deal is won.
Except no one told the CFO.

I need to get to the top floor.

Nobody gets through without my approval.



INTEL: Win rates have declined to the 17-20% range.
The game has changed.

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The champion loves it.
The economic buyer has never heard of it.

We've got full champion buy-in.

I'll bring it upstairs... when the time is right.

11 Months,
\$750k ARR



INTEL: Only 28% of reps met quota in 2023, dropping further to ~43% average attainment in 2024.
Hope is not a strategy.

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Every path to the top runs through **THE GATEKEEPER**.

The CFO's calendar is full. I'll pass along your summary.

That summary will never arrive.

47 REVISIONS REQUIRED

INTEL: The typical B2B buying group now consists of 10 to 11 stakeholders, and up to 17 in enterprise deals.

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Going deeper with the champion makes **THE GATEKEEPER** stronger.

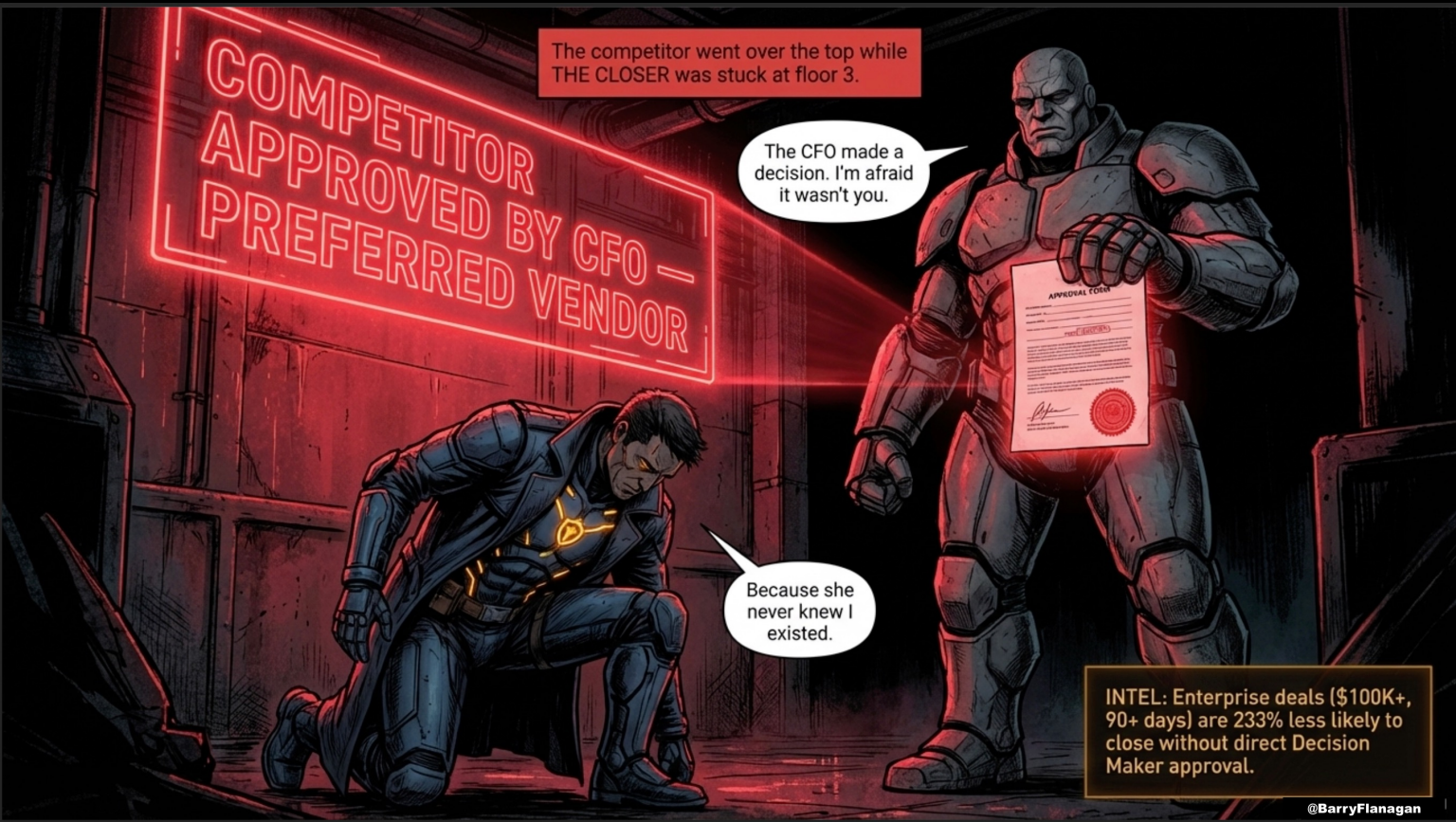
There are processes for a reason.

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BLOCKED!

INTEL: Deals without Decision Maker involvement are 80% less likely to close.

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The competitor went over the top while THE CLOSER was stuck at floor 3.

COMPETITOR APPROVED BY CFO - PREFERRED VENDOR

The CFO made a decision. I'm afraid it wasn't you.

Because she never knew I existed.

INTEL: Enterprise deals (\$100K+, 90+ days) are 233% less likely to close without direct Decision Maker approval.

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THE GATEKEEPER owns the front door. Not every door.

Time to go above the line.

You can't guard all of them.

INTEL: Closed-won deals consistently have ~2x as many buyer contacts engaged as lost deals.

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One conversation at the top changes everything below.

I think we've been talking to the wrong floor.

CONNECTED!

Nobody told me about this.

ENGAGED!

This is highly irregular—

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

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The economic buyer was never the enemy. Just unreachable.

Find the economic buyer. Go above the line. Close at the top.

Proper channels exist for a reason...

THE END

INTEL: \$750,000 ARR. CLOSED. C-SUITE UNLOCKED.

(Winning sales teams are 67% larger—orchestration is the ultimate differentiator).

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