

*You thought the deal was done.  
Then your champion disappeared.*

# THE CLOSER

Issue #4: THE GHOST.

PRICELESS.

*Everything  
you built here  
dies with me.*

*86% of enterprise  
deals stall when a key  
stakeholder exits.*

@BarryFlanagan

Ten months. \$600k ARR.  
6-12 month sales cycles  
require absolute structural  
integrity. We were one  
signature away.

*We are two weeks  
from signature.*

*Nothing can  
stop us now.*

@BarryFlanagan

One notification.  
Everything changed.

Last day  
is *Friday*.



Wait...

@BarryFlanagan

The competitor was already in the room.

In enterprise deals, win rates drop by 233%  
without direct Decision Maker approval.

We are restarting  
the evaluation.



Ten  
months...

@BarryFlanagan

# He thought he had coverage. He had contacts. Access is not support.



@BarryFlanagan

The account looked wide. It was not.

I was single-threaded with backup names.

I had access. I did not have support.

**SINGLE-THREADED VULNERABILITY**

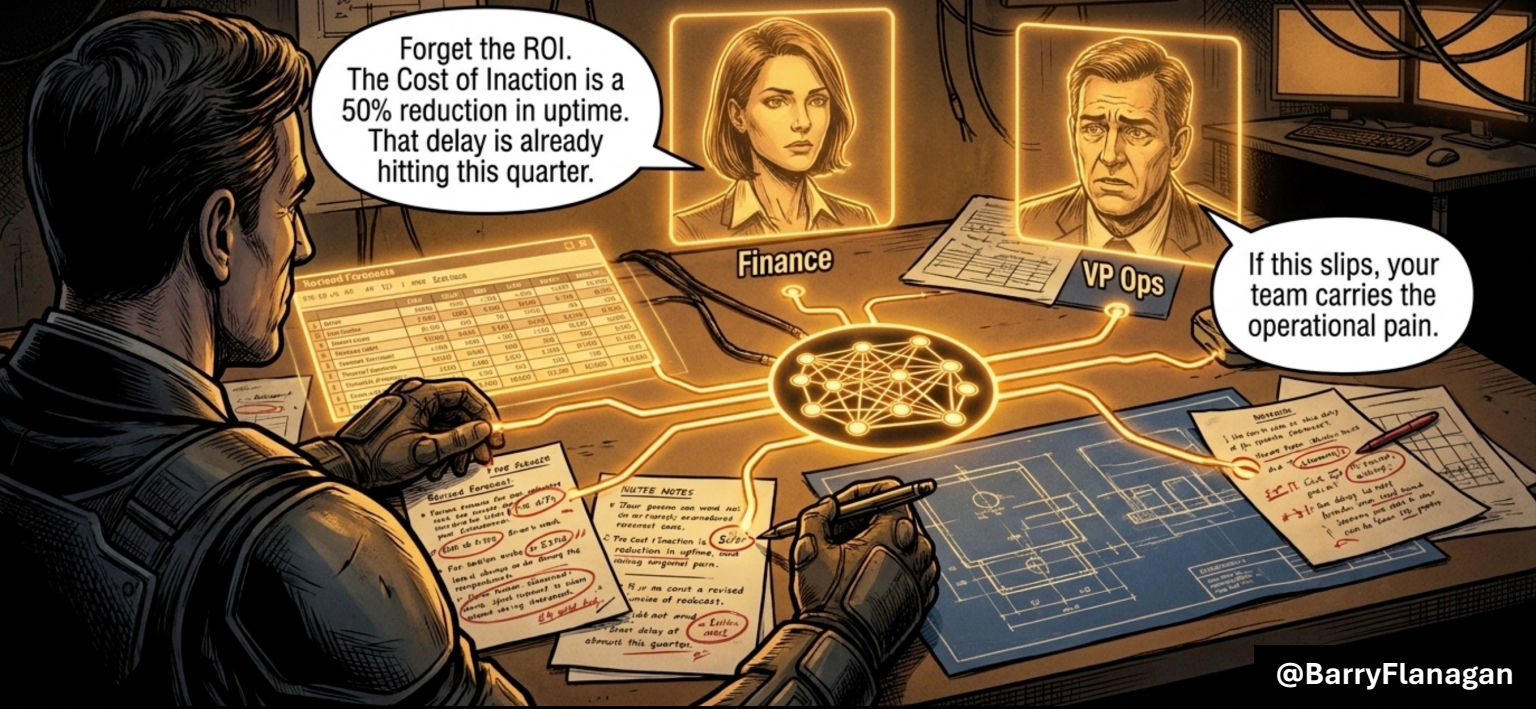
**MULTI-THREADED RESILIENCE**

**SINGLE-THREADED VULNERABILITY**  
1 Buyer Contact = High Ghosting Risk. Extended 6-12 Month Cycle.

**MULTI-THREADED RESILIENCE**  
Analysis of 1.8M Opportunities. 2x Buyer Contacts. 67% Larger Internal Selling Team. 130% Win Rate Boost.

@BarryFlanagan

# He stopped chasing the vanished person and rebuilt the business case.



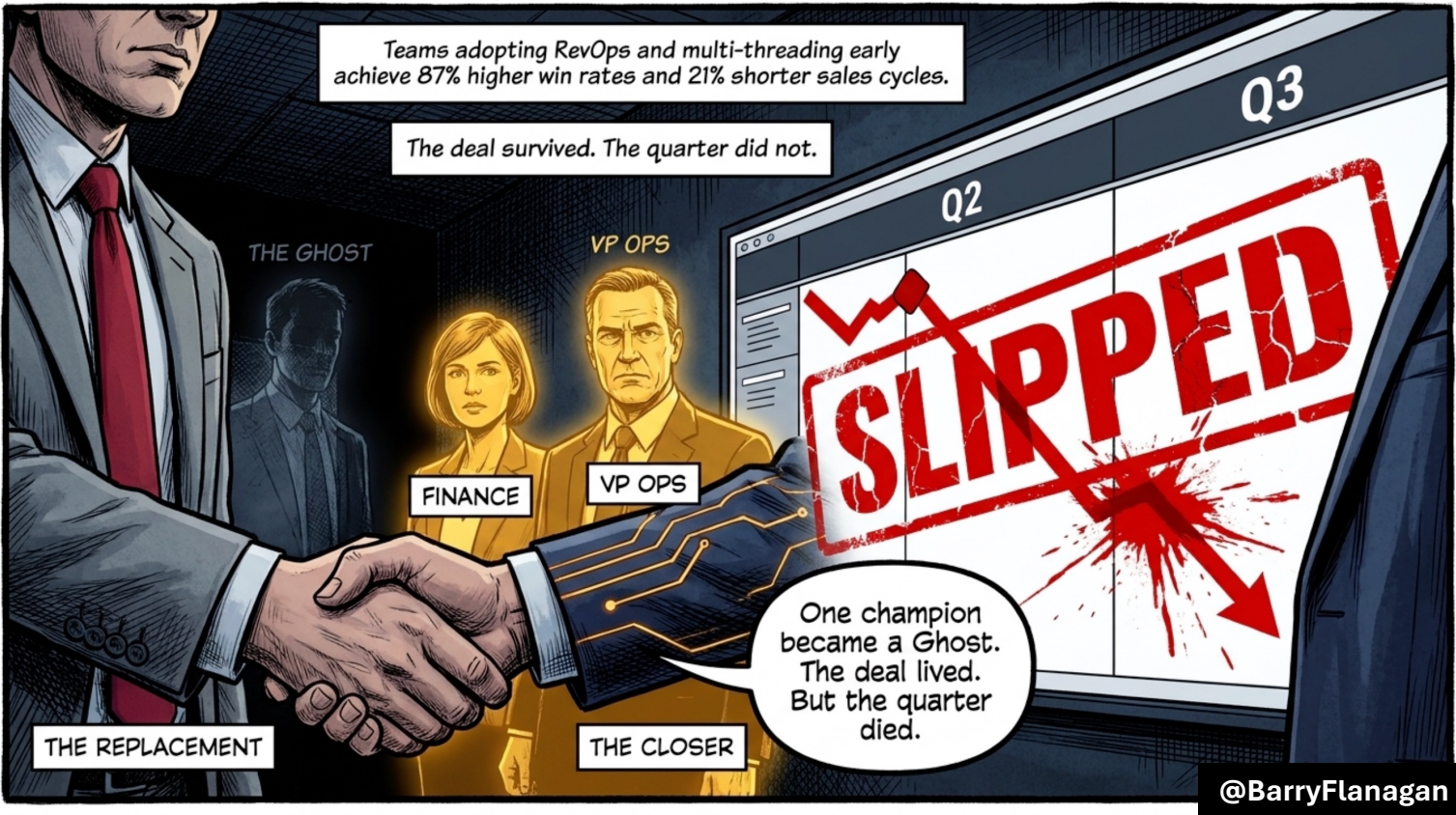
@BarryFlanagan



@BarryFlanagan

Teams adopting RevOps and multi-threading early achieve 87% higher win rates and 21% shorter sales cycles.

The deal survived. The quarter did not.



@BarryFlanagan

# FIELD INTELLIGENCE: THE BUYING COMMITTEE THREAT MATRIX

## CHAMPION INTELLIGENCE



**86%** Stakeholder Volatility Rate  
86% of enterprise AZ's have had a deal die specifically because a key stakeholder departed; relying on a single champion creates a fatal "single point of failure."

**WIN +5%** Sequencing: The 11% Performance Swing  
Champion-first yields a +5% win rate while going directly to the executive results in a -6% win rate; factual order is everything.

**LOSS -6%**

**The Champion as a Battlefield Guide**  
A champion's job is not to sell the product for you; it is to map the internal battlefield and provide you with the access required to enter the room.



@BarryFlanagan

## BUYING COMMITTEE: THREAT ASSESSMENT

### 17 Stakeholder "Invisible Committees"

Average committees now hold 10–11 stakeholders, but enterprise deals frequently involve up to 17 cross-functional decision-makers.

### 74% Internal Conflict Rate

Nearly 3/4 of B2B buying teams experience unhealthy internal conflict before reaching a decision, creating significant deal drag.

### 233% Closure Gap

Deals without Decision Maker (DM) involvement are 80% less likely to close, for enterprise deals over \$100K, that failure rate jumps to 250%.

### The Engagement Deficit

While enterprise groups average 17 stakeholders, most AEs engage fewer than half, leaving the deal to be decided by the "invisible committee."

@BarryFlanagan

## MULTI-THREADING: FIELD REPORT

### 2x Buyer Contact Advantage

Closed-won deals consistently show 2x more buyer contacts than closed-lost deals, proving multi-threading is a discipline, not a coincidence.

### 130% Win Rate Boost

For deals exceeding 300K, the act of multi-threading increases win rates by a staggering 130%.

### The Disqualification Signal

77% of all closed deals are multi-threaded, single-threaded deals should be viewed as a disqualification signal and pulled from forecast commit.



### 67% Larger Internal Selling Teams

Winning sales teams are 67% larger than losing teams, success requires orchestrating internal specialists rather than acting as a lone wolf.



**"THE CLOSER operates where others won't.  
Every number above is a scar from a deal that died the wrong way."**