

THE CLOSER & THE ARCHITECT. Issue 5.

PRICELESS.

YOU TAKE THE TECHNICAL LAYER.

YOU TAKE THE TOP FLOOR.

NEITHER OF YOU HAS BEEN IN IN THIS EVALUATION FROM THE START.

One deal. Two fronts. Neither wins it alone.

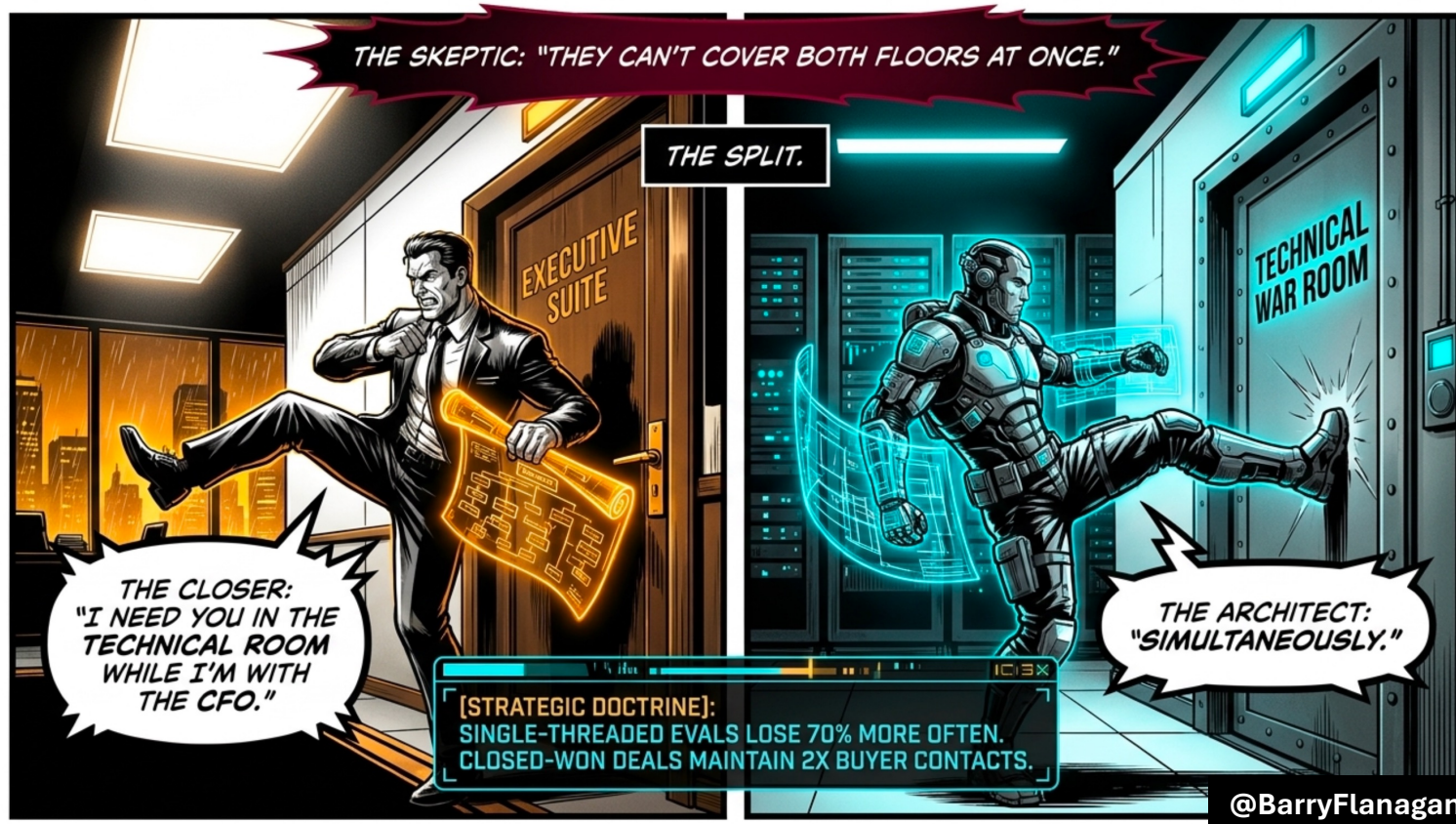
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CFO is bought in.

[TACTICAL INTEL]:
74% of enterprise deals stall at technical evaluation.

47 technical questions just landed. This is where deals die.

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WE'RE LOSING THE TOP.

THE SKEPTIC: "CFO DEFERRED TO THE COMMITTEE."



AND THE TECHNICAL FLOOR JUST GOT HARDER.

[MORTALITY RATE]:
52% OF DEALS ENTERING SECURITY REVIEW WITHOUT EXECUTIVE AIR COVER ARE KILLED.
DEALS W ARE 88%
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These are copied from the last vendor's risk report.

I can bury it live.

Can you kill it?

[VULNERABILITY DETECTED]: 61% of technical objections based on outdated internal documentation.
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Fourteen months. What did staying cost?

REVENUE LOST

HEADCOUNT BURNED

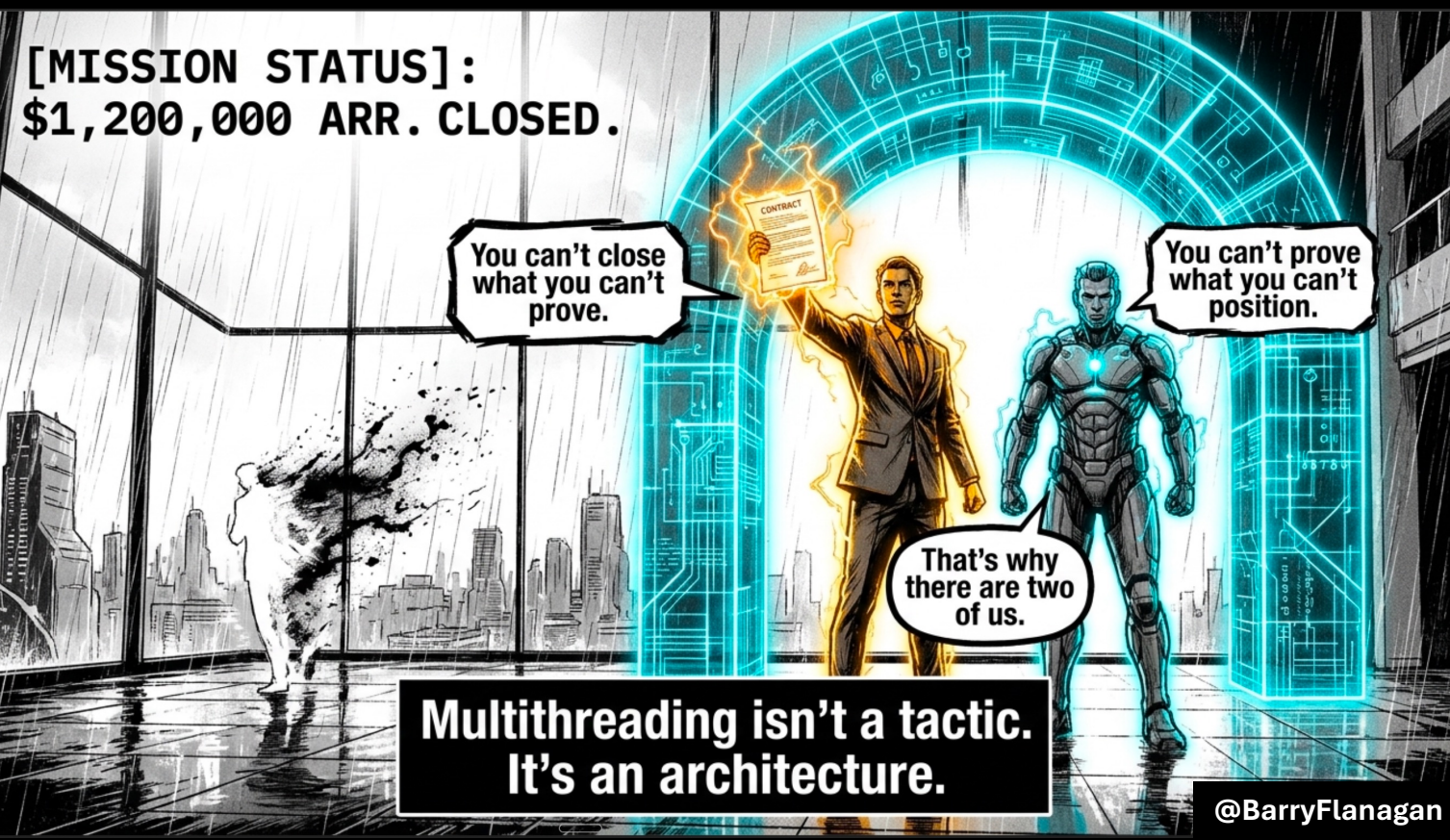
He doesn't have to be.

Objection 47. Watch.

More than switching.

[TACTICAL ADVANTAGE]: Coordinated AE-SE engagement closes 2.4x more often. Winning teams are 67% larger.

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[MISSION STATUS]: \$1,200,000 ARR. CLOSED.

You can't close what you can't prove.

You can't prove what you can't position.

That's why there are two of us.

Multithreading isn't a tactic. It's an architecture.

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