

**THE CLOSER &
THE ARCHITECT**



THE CONSULTANT

**THE EVALUATION
WAS RIGGED**

**ISSUE
6**

FOR "OBJECTIVITY"

Enterprise Cycle: Month 11 of 12.
Buying Committee: 11 Stakeholders Aligned.
Momentum: **CRITICAL FAILURE.**

**THIRD-PARTY
EVALUATOR
ASSIGNED**

Enterprise Cycle: Month 11 of 12.
Buying Committee: 11 Stakeholders Aligned.
Momentum: **CRITICAL FAILURE.**

Week 11.
Everything on track.
Then procurement called.

THE CLOSER

70% of B2B reps missed quota in 2024.
You don't survive losing an 11-month enterprise deal.

THE CONSULTANT

Buyers complete 57% of
the journey in the dark.
The evaluator already
had the blueprints.

He knew everything.
He'd been reading our
emails for two weeks.



SERVER ACCESS LOGS: BREACHED

Architecture Pulled: -18 Days

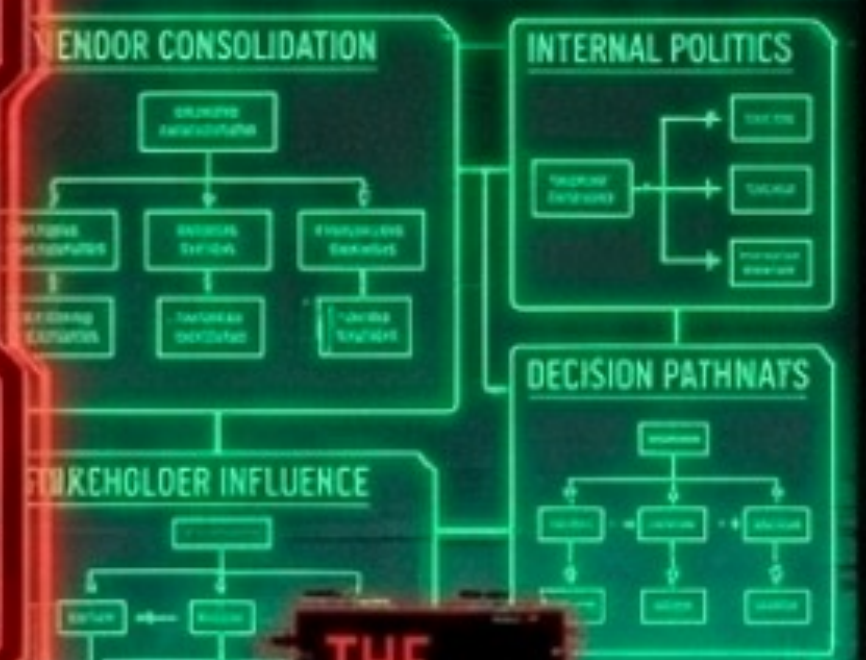
Evaluator Interaction: ZERO

Evaluation Status: Harvesting Mode

He wasn't evaluating. He was harvesting. Without early technical discovery, we were flying blind.



THE ARCHITECT RUNS A DEEP TRACE. A RED DATA THREAD EMERGES — THE CONSULTANT'S FIRM HAS BEEN ON RETAINER WITH THE LEAD COMPETITOR FOR 31 MONTHS. THE BUYER HAS NO IDEA. THE CLOSER AND ARCHITECT HAVE THE EVIDENCE.



THE RULER

NOW WHAT?

THE GUIDE

THE SKEPTIC



HE WASN'T EVALUATING BOTH SIDES. HE WAS SELLING ONE SIDE TO THE OTHER.



60% of SaaS deal losses happen at the proposal stage. We were multi-threaded, but they controlled the consensus.

We lost to someone the buyer hired to look objective.

Deep Research isn't about what might be true. It's about validating what must be true to move a live deal forward.



*We couldn't undo the recommendation.
We could expose the process.*



**CONSULTANT'S
NEUTRAL REPORT**

**MATCH
DETECTED**

**COMPETITOR
MARKETING COPY**

Deals won on independently
verified proof close at 2.3x
the rate of deals won on rep
credibility alone.

Your evaluation firm
used their brochure
as a template.

Now you know the game.
Ask who hired the ref.



What did you do when
it happened to you?