

Your champion is taking *one sentence* into the next meeting.

And that sentence decides whether the deal moves or dies. The six-step founder-led sales framework for writing one your champion can actually repeat.

AUDIENCE Founder + 1-2 reps

STAGE Seed → Series A

MOTION Founder-led sales

TIME TO USE 30 minutes

Your deal dies when your champion *cannot repeat the business case.*

The call feels good. The buyer gets it. Then nothing happens. It did not die on the call. It died in the room you were never in — where the CFO asked about payback, the VP asked about risk, and IT asked who maintains it. Your champion tried to explain your product with words you never gave them.

THE SURVIVAL SENTENCE • WORKED EXAMPLE

"We are spending 12 hours a week chasing access reviews, audit prep still slips, and this cuts the manual work without giving IT another system to manage."

ONE SENTENCE • THREE BUYERS • IN THEIR LANGUAGE

FINANCE

Gets a **cost**. Twelve hours a week is a number a CFO can model.

IT

Gets an **ownership answer**. "Without giving IT another system to manage."

BLOCKER

Gets **less room**. Status quo is already named as the expensive option.

Six steps. *Every one builds the sentence.*

The first four steps make sure your champion has the raw material. Step 5 locks the sentence itself. Step 6 sharpens the next one. Skip any of the first four and Step 5 has nothing to build with.

- 01

Map the decision roles

RAW MATERIAL

Funds the deal, blocks the deal, influences without signing. Thirty minutes once.
- 02

Role-translate the story

RAW MATERIAL

A CFO hears payback. A VP hears risk. Same product, different sentence.
- 03

Surface the landmines

RAW MATERIAL

What burned them before. Open the call signaling you are not the last vendor.
- 04

Rehearse before the call

RAW MATERIAL

Five minutes against the three objections that actually kill the deal.
- 05

Lock the Survival Sentence

★ THE SENTENCE

One leave-behind sentence. The metric, the cost, the outcome in their language.
- 06

Debrief every win and every loss

SHARPEN

Four written questions. Feed the answers into the next Survival Sentence.

RAW MATERIAL

STEPS 01 & 02 · MAP & TRANSLATE

STEP 01

Map the decision roles *before you build a single sequence.*

Label every role on the buying committee: **funds**, **blocks**, or **influences**. Thirty minutes, once.

PITFALL

Mapping the persona who is easiest to reach, not the one who kills deals at approval.

PAYOFF

The political structure is visible before outreach starts.

STEP 02

Role-translate the story into *internal justification language.*

Rewrite your value prop in the metric each role is measured on. A VP hears risk. A CFO hears payback.

PITFALL

Sending the same business case to a VP of Sales and a CFO.

PAYOFF

Each buyer repeats your story in the language their own boss uses.

STEP 03

Surface the landmines *before the first call, not after.*

A one-paragraph brief per buyer on what burned them before. Open the call signaling you are not the last vendor.

PITFALL

Skipping it because it is "only a discovery call." How you repeat the pitch that got the last vendor fired.

PAYOFF

Reference a known pain in the first 90 seconds and you earn the next step with less resistance.

STEP 04

Build a rehearsal moment *before every live call.*

Five minutes against the three objections that actually kill deals for this buyer. Solo founder: record yourself, listen back.

PITFALL

One shadowed call followed by "figure it out live." A tax paid in lost deals.

PAYOFF

Loss at the objection stage drops inside the first 60 days.

Lock the story that gets repeated *in the room you are not in.*

Your champion will sell for you after your call ends. If you have not given them a specific, memorable sentence, they will substitute their own paraphrase.

A paraphrase does not survive *the CFO's question.*

01 • THE METRIC

A number the economic buyer can model. Hours, dollars, headcount, payback.

02 • THE COST

The current cost of the status quo. Names doing nothing as the expensive option.

03 • THE OUTCOME

In your buyer's own vocabulary. Not your product category. Theirs.

"We are spending 12 hours a week chasing access reviews, audit prep still slips, and this cuts the manual work without giving IT another system to manage."

After every deal, *four written questions.*

- ◆ Who made the final call?
- ◆ Which objection almost killed it?
- ◆ Which message landed?
- ◆ Which landmine did you miss?

Feed the answers into the next Survival Sentence.

CFO

Cost

A
number
they can
model.

VP

Risk

The
price of
doing
nothing.

IT

Ownership

Who **owns it** after
launch.

COMMITTEE

Unknown

The question
nobody rehearsed.

CEO

Hallway

One sentence,
repeated.

Your Survival Sentence has to land in every room. If it misses one, the deal stalls there.

The three objections you *will* hear.

All three are the same problem in disguise. Your champion does not yet have a Survival Sentence they can carry.

OBJECTION • 01

"We can build this internally."

ROOT FEAR

They do not actually want to build it. They want to defuse the procurement conversation.

SAY THIS

"Who owns this in 18 months, and what do they stop doing to make room?"

OBJECTION • 02

"Let's revisit this next quarter."

ROOT FEAR

Your champion does not have the Survival Sentence. They are buying time.

SAY THIS

"Who in the room asked the question you couldn't answer? Let's write the one sentence that closes it now."

OBJECTION • 03

"The committee needs more time."

ROOT FEAR

An unmapped role was not spoken to in their own language. Your champion was outnumbered.

SAY THIS

"Which stakeholder hasn't been in a room with us yet? Twenty minutes this week."

Are your deals really dying on the call?

Or because your champion leaves without the sentence that survives the room?

BIA is the pre-call intelligence platform for founder-led sales teams. Build the Survival Sentence for any persona, any vertical.

SEE THE SURVIVAL SENTENCE BUILT FOR YOUR NEXT BUYER

Paste your product URL once. BIA generates the pre-call brief, the role-translated story, the objection bank, and the Survival Sentence for the persona you are calling next week. **In 30 seconds.**

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