



SPARK CATEGORY: REFINE

The 10-Minute Deal Review

Pressure-test the deal before the forecast does.

Evidence. Risk. Next move.

Suncoast Spark · Free Resource for B2B Account Executives

What Do We Actually Know?

For each element below, assign a status before you go any further.

Review Area	KNOWN	HYPOTHESIS	UNKNOWN
Problem — What specific business problem has the buyer confirmed?	☒	☒	☒
Impact — What business consequence has been established?	☒	☒	☒
Why Now — What creates a reason to act?	☒	☒	☒
Stakeholders — Who is actually involved?	☒	☒	☒
Decision — What do we know about how the decision will be made?	☒	☒	☒

 DO NOT PROMOTE A HYPOTHESIS TO A FACT BECAUSE THE DEAL FEELS GOOD.

Buyer Commitment

Deals that are merely *interesting* to a buyer look different from deals they are committed to moving. Look for evidence of real behaviour — not signals you have interpreted as commitment.

Behaviours that indicate real commitment

- Provides information without being chased
- Introduces new stakeholders unprompted
- Completes agreed actions on schedule
- Agrees to and honours decision milestones
- Helps build or refine the business case
- Gives access to decision authority
- Participates actively in technical validation
- Commits and protects calendar time

The diagnostic question

What is the buyer doing that they would **not** do if this were merely interesting?

List the specific actions. If the list is short, thin, or relies on your interpretation rather than observable behaviour — that is the finding. The deal may be progressing in your CRM and stalling in reality.

Stakeholder Risk

For each role, answer the four questions honestly. Gaps here are deal risk — not follow-up tasks.

Role	Do we know who they are?	Have we engaged them?	What do they care about?	What could they stop?
Champion				
Economic Buyer				
Technical Evaluator				
Procurement				
Legal / Security				
End Users				
Potential Blocker				

Deal Risk

Check every risk that applies to this deal right now

- ☐ Problem is weak or poorly defined
- ☐ Impact is unquantified
- ☐ No credible why-now
- ☐ Single-threaded — one contact owns everything
- ☐ Champion strength untested
- ☐ Economic buyer not engaged
- ☐ Decision process assumed, not confirmed
- ☐ Technical risk open
- ☐ Business case weak or incomplete
- ☐ Procurement timing unclear
- ☐ Commercial terms unresolved
- ☐ Buyer activity is declining

The one question that matters most

Which **ONE** of these most threatens the deal right now?

Do not list several. Prioritise one. If you cannot choose, that indecision is itself a signal — the deal may lack a clear problem statement or owner.

The risk you name here becomes the input for the next two minutes.

MINUTES 8–10

Choose the Next Move

Biggest Risk

Evidence

What Is Still Unknown

Buyer Action That Would Increase
Confidence

Best Next Move

Owner & Timing

Forecast Reality Check

Use your review to assign one state to this deal before your next forecast conversation.

STRONGER THAN LAST REVIEW

- New evidence gathered
- More buyer commitment observed
- A material risk has been reduced

UNCHANGED

- Activity occurred
- But deal certainty did not materially improve
- Assumptions remain assumptions

WEAKER

- Buyer engagement has declined
- A new risk has emerged
- A critical assumption has been disproved

A deal can have more activity and less probability. Activity is not evidence. Evidence is evidence.



AE ON DEMAND

A deal review should tell you what to do next.

AE on Demand helps account executives pressure-test opportunity evidence, stakeholder coverage, risk, assumptions, and recommended next moves — inside ChatGPT or Claude.

No generic prompts. No guesswork. A structured thinking partner built for how B2B deals actually work.

Explore AE on Demand at aeondemand.com

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