

THE ENTERPRISE DEAL CHECKLIST

Closing enterprise deals takes time, skill, *and* a comprehensive checklist. (If surgeons and pilots can use checklists to guarantee outcomes, sellers can too.)

Here are the 11 things senior sellers do in every deal to get massive wins over the finish line:

Ensure executive alignment

Your execs need to be in lockstep with their execs. Successfully coordinate these meetings and **you'll over DOUBLE your win rate.**

Identify and confirm champions

Identify a list of potential champions, then give them a task to complete. Your real champion will use their political capital to get the job done.

Get sales leaders involved

Getting sales leaders involved **increases win rates by 119%**. This is why your sales leader should be involved in *every single deal*.

Widen groundswell

You're going to need a lot of supporting actors. In fact, your **deal size increases 7X when you have 25+ stakeholders involved** in the process compared to less than 5. Get that deal size up. (The more, the merrier.)

Create a Mutual Success Plan (MSP)

Building an MSP makes the buying process smoother and accelerates the sales cycle. Without it, misalignments happen and you risk your deal going off the rails.

Gain a clear understanding of the decision-making process

Work with your champion to outline every necessary milestone from start to finish. Then validate and refine that plan with others on the steering committee. Your goal is to *constantly* refine these steps via pressure testing.



Establish evaluation criteria

Evaluation criteria is an internal set of must-haves that the steering committee needs before selecting a vendor of choice. Your goal is to influence this set of criteria as much and as early as possible.

Align on a business case

Know the pain you're solving for. Align with your buyers on *why* they are looking for a solution. Understand the problem and their business inside and out. The bigger and more mission-critical, the better.

Identify a critical moment for purchase

Find your catalyst. If you don't have a validated catalyst in your deal, there's no downside to buying next quarter (or next year). Without a catalyst, your deal will push.

Communicate competitive differentiators

Biggest competitor in your deal? Call out your strategic advantages upfront. Make sure your buyer is *crystal clear* on the differences and why they should go with you.

Confirm technical validation

Ensure your buyer has the right set up to successfully implement your product. Address this with your champion sooner rather than later to avoid your deal crumbling at the finish line.

Check off all of these steps in each of your deals and you're about to have a *record-setting quarter*. Print this checklist out to identify what you can do to today push your deals forward.

Want the **fill-in-the-blank version**? It walks you through these steps, lets you add notes, and scores your progress. Plus, **it's perfect for sharing with your manager or in your next QBR.**

Curious how Gong can help you close complex deals?

[See it in action today.](#)