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# THE DEAL BREAKERS™ SCORECARD

*A 10-second truth detector for any deal.*

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## Activities vs Outcomes

If your notes say this (Guessing)	If your notes say this (Winning)
“Sent email. Did demo.”	“They need onboarding cut from 30 → 7 days.”

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## No Emotion vs Emotion

Guessing	Winning
“They want efficiency.”	“She’s under pressure — this is hurting her credibility.”

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## No WIITT vs WIITT

Guessing	Winning
“They see value.”	“If this works, they hit their Q2 hiring plan.”

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## No WHY vs WHY

Guessing	Winning
“They’re exploring options.”	“Missing this risks a \$4M renewal.”

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## They vs People

Guessing	Winning
“They’re aligned.”	“Sarah in Finance is blocking this.”

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## No Politics vs Political Reality

Guessing	Winning
“Everyone is excited.”	“IT won’t approve unless Security signs off.”

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## Broadcasting vs Co-Authoring

Guessing	Winning
“Sent deck.”	“They edited the problem statement.”

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**If your notes are about YOU, you’re guessing.  
If your notes are in THEIR voice, you’re winning.**

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## Want the system behind the scorecard?

Move away from guessing to winning deals.

Buy the book on Amazon using this link [Deal Breakers: Stop Guessing, Start Advising: Cutter, Jeffrey M.: 9798246043202: Amazon.com: Books](#)

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