

Deal Breaker Buzzword Buffet Diagnostic Tool

Purpose:

Quickly audit your notes, decks, and buyer reactions to see if you're serving buzzwords (deal breakers) or reflection (deal makers).

Step 1: Language Audit

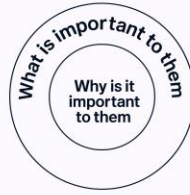
Question	Buffet (Deal Breaker)	Michelin (Deal Maker)	Your Score
CRM Notes	Seller-centric jargon (<i>"pitched innovation, scalability"</i>)	Buyer quotes (<i>"nurse said crawling under beds wastes 10 minutes"</i>)	—
Deck Content	Abstract arrows, "future state"	Lived examples, buyer stories	—
Call Language	Features and hype	Outcomes and urgency	—

Step 2: Buyer Reaction Audit

Question	Buffet (Deal Breaker)	Michelin (Deal Maker)	Your Score
Buyer Response	Polite nods, silence	Emotional resonance, urgency	—
Follow-Up	Ghosting, stalled cycles	Momentum, next steps confirmed	—
Decision Path	Default to incumbent	Trial conversion → adoption	—

Step 3: Deal Momentum Audit

Indicator	Buffet (Deal Breaker)	Michelin (Deal Maker)	Your Score
Pipeline Status	Stalled, delayed	Advancing, expanding	—
Stakeholder Alignment	Confusion, risk aversion	Clarity, confidence	—
Conversion Odds	30–40%	70%+	—



Scoring

- **0–4 Michelin scores:** You're stuck in the Buzzword Buffet → **Deal Breaker risk.**
- **5–7 Michelin scores:** Mixed plate → momentum fragile.
- **8+ Michelin scores:** Michelin star reflection → **Deal Maker advantage.**

If you want the **WIITT™ Swap Sheet Template**—the practical conversion framework Cordflex reps used to lift trial → sale conversions to 70%—DM me directly. I'll send it so you can tailor it to your team.
