

DEAL AUTOPSY CASE FILE

Run it on any deal that died, or any deal sitting in Commit right now.

1. CHECK FOR THE CALLING CARD

Every victim in *The Commit Killer* had the same marks. Tick each one your deal has.

- ☐ One contact got most of the calls and emails. Nobody else at the account knows our name.
- ☐ Nobody on our side has met the person who signs.
- ☐ The close date is our date, from our forecast. The buyer never agreed to it.
- ☐ It's in Commit because the rep said "it's a lock," not because there's a plan.

Two or more ticks: this deal has the Commit Killer's fingerprints on it. Walk the three roads.

2. WALK THE THREE ROADS

ROAD 01

KNOWLEDGE

What did we know about their problem, what it costs them, and who signs?

Have we met the economic buyer? Can we say the cost of the problem in their numbers?

"Knowledge asks, 'Do they understand what good looks like?'" (Ch. 8)

ROAD 02

STRATEGY

Was there a plan with steps and dates the buyer agreed to, or just hope?

Is there a mutual action plan? Whose calendar set the close date?

"Strategy asks, 'Can they apply what they know in the right way at the right time?'" (Ch. 8)

ROAD 03

EFFORT

What did we actually do, and who did we do it with?

Count the people engaged, not the calls made.

"Effort should be the last thing you conclude, not the first." (Ch. 8)

THE BOOK'S RULE

The name leads with Effort, but in Chapter 8 the diagnosis runs the other way: Knowledge first, Strategy second, Effort last. Most leaders reach for effort first, and most often get it wrong.

3. WRITE THE VERDICT

THE GAP IS (KNOWLEDGE, STRATEGY OR EFFORT)

THE SPECIFIC EVIDENCE IS

THE ONE QUESTION I WILL ASK TO TEST IT IS

"If you cannot write the evidence line, you have not diagnosed; you have assumed." (Carry the Weight, Ch. 8)

All characters, companies and events in Deal Autopsy are fictional.

MONDAY QUESTIONS

Four questions to ask your team this week, one from each episode.

ASK THESE IN YOUR NEXT PIPELINE REVIEW

EPISODE 1	Take your last lost deal. What's your evidence for what killed it?
EPISODE 2	Who else at this account knows your name?
EPISODE 3	Who signs, and have we met them?
EPISODE 4	Walk me through the buyer's next three steps and their dates.

THE CASE NOTES

CASE NOTE 1	"From a distance, most performance problems looked like effort problems." Carry the Weight, Chapter 3
CASE NOTE 2	"Effort should be the last thing you conclude, not the first." Carry the Weight, Chapter 8
CASE NOTE 3	"Knowledge problems hide behind confidence." Carry the Weight, Chapter 8
CASE NOTE 4	"A coaching conversation should not end with a feeling. It should end with a commitment." Carry the Weight, Chapter 9

FOR MANAGERS: ASK HOW, NOT WHEN

In Episode 4, the deal died in the forecast review. The director asked when it would close, never how. Before you accept any deal into Commit, ask for three things:

- ☐ The name of the person who signs, and the date we last spoke with them
- ☐ The buyer's next three steps, with dates the buyer agreed to
- ☐ What the problem costs them if they do nothing

GO DEEPER

EKS, the OIRC coaching conversation and the full system for building people who win are in *Carry the Weight: The Sales Leader's Guide to Coaching, Trust, and Building People Who Win* by Joshua Teixidor. A 2026 Selling Power Highly Recommended Book. Available now on Amazon.