

9 Dimensions of a Real Deal

Mi6 reads every commercial opportunity along nine dimensions. Most teams track three or four of these — usually unevenly, and almost never together.

- 1. Account.** Is the company the right size, shape, and motion to support what we sell? Fit before forecast.
- 2. Stakeholders.** Have we mapped the buying committee — including the people not on the call? Who is rising and who is falling?
- 3. Industry.** Are we reading this opportunity through the procurement cycle of its sector, or through the cycle of the last deal we closed?
- 4. Readiness.** Is the buyer actually ready to act, or are we mistaking interest for intent?
- 5. Solution.** Is what we sell genuinely the right answer to the problem on the table?
- 6. Budget.** Is the money real, allocated, and controlled by someone we have spoken to?
- 7. Timing.** Does our internal forecast clock match the buyer's actual decision clock?
- 8. Competition.** Do we know who else is in the deal, what their narrative is, and how we win?
- 9. Commitment.** Has the buyer made any verbal or written commitment we can hold them to?

Each dimension reads as signal, partial, or exposure. The combination places the deal in one of four buckets — Upside, Probable, Commit, or Omitted.