

ILLUSTRATED STORYBOARD · EXPANDED

The Method in Motion.

Two scenarios. One discipline.

Reactive → Proactive → Predictive.

Two parallel new-logo opportunities, followed through training, plan development, and early execution. Profit Plus shows the method run clean by a developed team. Meridian Health Partners shows the method as a teacher — one rep tries to skip it and stalls; another learns it live in bootcamp and closes it checkpoint by checkpoint. Together they prove the method is industry-agnostic and team-deep.

Prepared by Mi6 Group for MindCan · Bootcamp: Tuesday, April 28, 2026 · v3 ·
Internal narration reference



The cast



Seven characters carry the full Mi6 method through both scenarios. Internal narration reference — these are the names Bryan uses while narrating the bootcamp playthrough. Public-facing materials use a different roster.

Jack Smith

AE — ANCHOR

The developed seller. Knows the method by heart. Mentors without lecturing. Closes by being defensible, not loud.

Misty Quota

BDR

Hits her activity numbers. Books the meeting. Learns over time that activity without qualification is volume without value.

Will Winsome

AE — RIVAL

Charismatic. Reads the room. Skips the method because it slows him down. Stalls when the customer asks a question he cannot answer.

Hope Springs

STRUGGLING REP — THE AUDIENCE

Knows the product. Knows she should be doing more. Cannot quite see the system. Learns the method live in bootcamp and proves it on Meridian.

The Boss

SALES MANAGER

Pressure-tests forecast and pipeline. Not a cop — a coach. Reassigns accounts based on evidence, not feeling. Trusts the platform because it shows the work.

The SE

SALES ENGINEER

Owens CP4 Organizational Readiness and CP5 Technical Fit. Surfaces integration gaps before they become escalations.

Marketing Ops

DEMAND ENGINE

Watches intent signals. Scores accounts. Hands warm opportunities to BDRs with context, not just contact info.

SCENARIO A

Profit Plus.

Mid-market industrial manufacturer · ~\$140M revenue · 7 plants

Why now: a new CFO mandate to find four points of EBIT in the next two quarters. Margin compression is real and visible in the numbers, but nobody can trace where the value is leaking. The cast runs the method clean. Marketing Ops surfaces the signal. Misty Quota opens the door. Jack Smith reframes the problem. The SE validates fit. The Boss pressure-tests a plan that holds together.

“You don’t have a margin problem. You have a visibility problem.”





SCENARIO A · PROFIT PLUS
PANEL 1 OF 8 · ACT 1 · DIAGNOSE

Marketing Ops surfaces the signal

The opportunity does not begin with a cold call.

Marketing Ops sees Profit Plus return to MindCan content three times in two weeks — a CFO, a VP Operations, and a plant director. The signal pattern is unmistakable: this account is in motion. The intent dashboard scores it ICP-perfect and routes it to the BDR queue with context attached, not just contact info.

AIP SCREEN

Marketing Ops view — intent signals queue. Profit Plus moves to Stage 1 (Suspect) automatically with three named visitors, content-engagement timeline, and ICP score attached.

“The demand engine sees the deal before the rep does.”

SPINE Reactive

MINDSET I think



SCENARIO A · PROFIT PLUS
PANEL 2 OF 8 · ACT 1 · DIAGNOSE

Misty Quota makes contact

Activity is high. The question is whether the activity is leading anywhere.

Misty Quota does what she does best — gets a meeting. She runs her opening play, lands the discovery call, and books Jack Smith for the technical follow-up. She logs the BANT-Need chip the moment the VP Ops names margin compression. The handoff to Jack is not a thrown-over-the-wall; it is a structured pass with context.

AIP SCREEN

BDR view — first contact logged. BANT-Need partially confirmed: margin compression named by VP Ops. Stage advances 1 → 2 (Prospect). Hand-off note pre-fills with the customer’s own words.

“A meeting booked is not progress. A question answered is.”

SPINE Reactive

MINDSET I think



SCENARIO A · PROFIT PLUS
PANEL 3 OF 8 · ACT 1 · DIAGNOSE

Jack reframes the problem

Not a margin problem. A visibility problem.

Jack does not pitch product. He asks where value is leaking, what improvements go untracked, and which teams already see opportunities no one has captured. The CFO answers a question he has not been asked in a year. The reframe lands. The room shifts. Pain becomes quantifiable in the customer’s own words.

AIP SCREEN

Question accordion — CP1 Account Understanding. Jack taps chips: Pain quantified with dollar figure. Why-now: cost mandate. L0–L5 maturity: L1. Evidence pasted from CFO’s own words.

“The reframe is not a trick. It is the question only the method asks.”

SPINE Reactive → Proactive

MINDSET I think → I know



SCENARIO A · PROFIT PLUS
PANEL 4 OF 8 · ACT 2 · DEPLOY

The plan takes shape

Inside AIP, the plan stops being a story and becomes a structure.

Jack works CP1 through CP3 from his discovery notes. The SE engages on CP5 Technical Fit. The stakeholder map (CP2) shows three named contacts, two unconfirmed, and a known gap: no Finance buyer beyond the CFO's name. Every gap is logged — not as anxiety, but as a row on the hunt list with a next action attached.

AIP SCREEN

CP grid view — CP1 Green, CP2 Amber (champion named, EB unconfirmed), CP3 Green, CP4 unscored, CP5 Amber (SE working).

Bucket: UPSIDE.

“A plan you can defend is a plan you can deliver.”

SPINE Proactive

MINDSET I know · I think (CP2)



SCENARIO A · PROFIT PLUS
PANEL 5 OF 8 · ACT 2 · DEPLOY

TBDs become the hunt list

Every gap becomes work.

Jack does not guess at the answers. He logs each unknown as a TBD, and AIP turns it into an action item with the suggested next step pre-filled and an owner named. The hunt list is no longer a feeling. It is a queue. Confirm EB veto power. Validate CapEx vs OpEx. Map procurement steps. Every row has a name and a date.

AIP SCREEN

Hunt list view — 11 open TBDs, 3 chasing, 0 found. Account meter: 23 of 74 questions answered, 51 TBDs, 47 days to forecasted close.

“Unknowns are not anxiety. They are the next move.”

SPINE Proactive

MINDSET I know · I think



**SCENARIO A · PROFIT PLUS
PANEL 6 OF 8 · ACT 2 · DEPLOY**

Manager review pressure-tests the plan

The plan is testable. The forecast is defensible.

The Boss does what The Boss does. He pushes on the soft spots. CP6 is Amber — budget confirmed, ROI case still drafted. CP7 is Amber — close date is ours, not joint. The Boss does not raise his voice. He asks two questions Jack already knows the answers to. The bucket holds. The plan moves.

AIP SCREEN

Manager view — bucket downgrade alert from PROBABLE to UPSIDE last week (CP6 went Amber when CFO asked for ROI doc). Jack walks the remediation plan with sources attached.

“A coach pushes where the evidence is thin. That is the job.”

SPINE Proactive

MINDSET I know



**SCENARIO A · PROFIT PLUS
PANEL 7 OF 8 · ACT 3 · DELIVER**

The plan turns predictive

By day 70, the picture has flipped.

The hunt list is shrinking. Twelve TBDs resolved this week. The CFO has signed the joint Mutual Action Plan. Procurement has cleared. The economic buyer is named with veto power confirmed. CP6 is Green — budget classified as CapEx with ROI case approved. The forecast is no longer hopeful. It is anchored.

AIP SCREEN

CP grid — CP1–CP7 Green, CP8 Amber (decision criteria 80% mapped), CP9 unscored. Bucket: UPSIDE (model caps bucket because CP9 is a hard-kill checkpoint and remains unscored). Resolved this week: 12 TBDs. *“A forecast becomes a statement, not a promise.”*

SPINE Predictive

MINDSET I know



**SCENARIO A · PROFIT PLUS
PANEL 8 OF 8 · ACT 3 · DELIVER**

Trusted forecast, written commitment

The final result is trust.

Jack’s report is not built on enthusiasm. It is built on a clear problem, visible evidence, captured stakeholders, written commitment, and honest next steps. The forecast call lasts four minutes. The Boss moves on. Profit Plus is now a defensible commit, not a hopeful one. The room has its first clean reference deal.

AIP SCREEN

All nine CPs Green. Bucket: COMMIT. Account meter: 74 of 74 answered, 0 TBDs, 8 days to close.

“Earned trust is quiet. That is how you know it is real.”

SPINE Predictive

MINDSET I know

SCENARIO B

Meridian Health Partners.

Regional health system · 4 hospitals + 22 clinics · ~\$680M revenue

Why now: a new CMO after a board confrontation. Every department reports improvement; nobody can prove it. RCM losses are real and lean function never stood up. Two reps run the same opportunity differently. Will Winsome tries to skip the method and stalls. Hope Springs learns the method live in bootcamp, gets reassigned the account, and closes it checkpoint by checkpoint. Jack mentors from the side.

“You don’t have an accountability problem. You have a scorecard problem.”





**SCENARIO B · MERIDIAN HEALTH
PANEL 1 OF 8 · ACT 1 · DIAGNOSE**

Will Winsome takes the call solo

He skips the qualification questions because he reads the room.

Will Winsome takes the discovery call alone. He pitches the platform. The CFO listens politely and asks a single question Will cannot answer: what does success look like at month six. Will tells him he will follow up. The CFO does not push. He just stops responding the way he was responding before.

AIP SCREEN

Will's account view — Meridian logged at Stage 2 (Prospect) with thin notes. CP1 unscored. BANT-Need: blank. Hunt list: 0 items. Will logs nothing.

“Charisma without evidence is a story the customer stops listening to.”

SPINE Reactive

MINDSET I think



**SCENARIO B · MERIDIAN HEALTH
PANEL 2 OF 8 · ACT 1 · DIAGNOSE**

Hope Springs in bootcamp

She is not behind. She is finally seeing the floor.

Hope Springs sits in the bootcamp room and watches the method appear on screen. CP1 expands. The chips appear. She types in evidence from her own struggling deal — Meridian Health Partners — and watches the platform tell her exactly what she does not know yet. The hunt list populates with eleven items. The unknowns have edges for the first time.

AIP SCREEN

Hope's account view — CP1 chips populate as she answers. TBDs auto-create: Confirm CMO is real EB or signaling for board. Quantify RCM losses. Map lean function gap. Account meter: 6 of 74 answered, 11 TBDs.

“Naming the unknown is the first act of progress.”

SPINE Reactive → Proactive

MINDSET I think → I know



SCENARIO B · MERIDIAN HEALTH
PANEL 3 OF 8 · ACT 1 · DIAGNOSE

Jack reframes for Hope

Not a software demo. A scorecard the board will trust.

Jack walks Hope through the reframe. Meridian’s CMO is not asking for a software demo. He is asking for a scorecard the board will trust. Every department reports improvement; nobody can prove it. Hope writes down a sentence she will use on her next call: you don’t have an accountability problem; you have a scorecard problem.

AIP SCREEN

Hope’s CP1 — Pain quantified updated to qualitative (no dollar figure yet, TBD logged). CP3 Problem Depth — Scorecard / dashboard gap chip: Excel and manual. CP3 status: Green.

“The reframe is not a slogan. It is the customer’s own problem in plain words.”

SPINE Reactive → Proactive

MINDSET I know



**SCENARIO B · MERIDIAN HEALTH
PANEL 4 OF 8 · ACT 2 · DEPLOY**

Hope runs the plan

The plan is no longer a wish. It is a structure with named gaps.

Hope does not improvise. She runs the call with the question accordion open. CP2 stakeholder map fills as the CMO names two finance allies and one detractor — the COO who has seen platforms before. Hope logs the detractor with a mitigation TBD and keeps moving. Naming the detractor is not a problem. It is a precondition.

AIP SCREEN

CP2 Stakeholder Map — 5 of 9 questions answered. EB identified: CMO with veto. Champion: VP Quality. Detractor: COO has seen platforms before, mitigation TBD. Bucket: UPSIDE.

“A named detractor is a stakeholder, not a surprise.”

SPINE Proactive

MINDSET I know · I think (COO motive)



SCENARIO B · MERIDIAN HEALTH
PANEL 5 OF 8 · ACT 2 · DEPLOY

Will Winsome's deal stalls

Without questions answered, the deal is a feeling.

Will Winsome's Meridian opportunity is two stages behind Hope's, even though Will took the first call. Without a hunt list, without evidence, his deal is a story he is telling himself. The CFO has stopped returning calls. The Boss has noticed. CP1 is still unscored. Bucket: nothing — pre-Stage-4. Activity has not become progress.

AIP SCREEN

Will's account — Meridian Stage 2, no movement in 18 days. Manager alert: no CP scoring activity, bucket cannot compute. Hope's view (split screen) — Stage 3, CP grid forming.

“A stalled deal is not bad luck. It is unanswered questions.”

SPINE Reactive (still)

MINDSET I think (still)



SCENARIO B · MERIDIAN HEALTH
PANEL 6 OF 8 · ACT 2 · DEPLOY

The Boss reassigns

The Boss does not lecture.

The Boss looks at the AIP scorecard and the hunt list, side by side. Hope's account has structure, evidence, and a path. Will's account has a story. The Boss reassigns Meridian to Hope, with Jack as her coach. Will keeps two other accounts and a clear instruction: run the method or run something else.

AIP SCREEN

Account ownership transfer — Meridian moves from Will to Hope.
Manager view: bucket recompute pending, CP scoring resumes under new owner. Coaching note: Jack shadows the next two calls.

“Reassignment is not punishment. It is the system protecting the customer.”

SPINE Proactive

MINDSET I know



**SCENARIO B · MERIDIAN HEALTH
PANEL 7 OF 8 · ACT 3 · DELIVER**

Hope closes CP by CP

By day 75, the picture has flipped.

Hope has worked CP1 through CP7 to Green, with CP8 Competitive at Amber (Meridian has shopped two other vendors but Hope has the criteria document). She has a signed Mutual Action Plan. She has cleared procurement. She has a champion who repeats Mi6 language back to her without prompting: this is not an accountability problem, it is a scorecard problem.

AIP SCREEN

Hope’s CP grid — CP1–CP7 Green, CP8 Amber, CP9 unscored. Bucket: UPSIDE (model caps bucket because CP9 is a hard-kill checkpoint and remains unscored). Resolved this week: 9 TBDs. Account meter: 63 of 74 answered, 11 TBDs, 14 days to close.

“When the champion uses your language, the deal is yours to lose.”

SPINE Predictive

MINDSET I know



**SCENARIO B · MERIDIAN HEALTH
PANEL 8 OF 8 · ACT 3 · DELIVER**

**Two reps, two outcomes,
one method**

The difference was not talent. It was discipline.

Hope Springs walks the team through Meridian on the forecast call. The Boss does not ask hard questions because Hope has already answered them. Will Winsome takes notes. Jack Smith does not say anything. The lesson is in the room. The same method that turned Profit Plus into a defensible commit turned Meridian from a stalled story into a forecasted close.

AIP SCREEN

Hope’s Meridian — bucket COMMIT pending CP9. Will’s two remaining accounts — both Stage 2, both showing Run question accordion prompts. Manager dashboard: bucket mix improving across the team.

“Discipline travels. Talent stays put.”

SPINE Predictive

MINDSET I know

INTERLUDE · THE SAME DEAL FROM WILL'S POV

Before Hope picked it up.

Five panels. Will Winsome on Meridian, before the reassignment.

Scenario B follows Hope Springs through Meridian Health Partners and shows the method working. This interlude rewinds and walks the same account through Will Winsome's hands first — the version where the method gets skipped. The point is not to embarrass Will. The point is to let bootcamp attendees see, beat by beat, the moments where method discipline would have changed the trajectory.

“The method is the work. There is no shortcut.”





**INTERLUDE · WILL'S MERIDIAN
PANEL 1 OF 5**

Will picks up the lead

Confidence without context.

Marketing Ops routes the Meridian intent signal to Will Winsome. Will glances at the name, the revenue size, and the title pattern. He decides he can run discovery cold. He does not open the question accordion. He does not look at what the BDR captured. He picks up the phone. Activity feels like progress.

AIP SCREEN

Will's account view — Meridian opened, no CP work logged, no chips touched, BANT panel blank. Hunt list shows zero open TBDs because no questions have been asked.

“The shortcut is the longest path.”

SPINE Reactive

MINDSET I think



INTERLUDE · WILL'S MERIDIAN PANEL 2 OF 5

Will pitches product

He leads with the platform, not the problem.

Two days later, Will is in the room with the Meridian CFO and the VP Quality. He has a deck. He runs the deck. He demos features. He talks about other healthcare customers. The customers in the room nod politely — the way customers nod when they have already decided you are not the answer. Will does not notice. He is enjoying the performance.

AIP SCREEN

Will's account view — still no CP scoring. Notes field contains a single line: gave platform overview, they liked it. CP1 unscored. CP3 unscored.

Bucket: cannot compute.

“Demoing is not discovering.”

SPINE Reactive

MINDSET I think



INTERLUDE · WILL'S MERIDIAN
PANEL 3 OF 5

The unanswered question

What does success look like at month six.

The CFO leans forward and asks the only question that matters: what does success look like at month six. Will smiles, gestures, and tells the CFO he will follow up with a tailored success plan. He does not have a tailored success plan. He has not earned one. The CFO does not say anything. The room cools by half a degree.

AIP SCREEN

Will's account view — still no CP1 chips. CP6 (Budget) unscored. CP7 (Timing) unscored. The platform shows a pinned prompt at the top of the screen: open the question accordion. Will closes it.

“The question you can't answer is the question that ends the deal.”

SPINE Reactive (still)

MINDSET I think (still)



INTERLUDE · WILL'S MERIDIAN PANEL 4 OF 5

Going dark

The CFO stops returning calls.

Will sends three follow-up emails over two weeks. He leaves a voicemail. He sends a LinkedIn note. Nothing comes back. The CFO has not declined; he has just stopped responding the way he was responding. Will starts to feel the deal slipping. He still has not opened the question accordion. The hunt list is still empty. There is nothing for the platform to escalate because there is no plan to escalate.

AIP SCREEN

Will's account view — Meridian Stage 2, eighteen days no movement.
Manager alert fires: no CP scoring activity, bucket cannot compute.
Suggested action pinned: open question accordion, log known answers, log open questions as TBDs.

“Silence is data. The platform reads it before the rep does.”

SPINE Reactive (stuck)

MINDSET I think (stuck)



INTERLUDE · WILL'S MERIDIAN PANEL 5 OF 5

Will learns the method

Run the method or run something else.

After the reassignment, The Boss tells Will the same thing he tells every rep at this moment: run the method or run something else. Jack sits down with Will and walks him through CP1 on a different account, slowly, chip by chip. Will is humbled. He is also, for the first time in a long time, learning. The method is not a tax on his charisma. It is a defense for it.

AIP SCREEN

Will's remaining accounts — both Stage 2, both showing pinned prompts: open question accordion. Coaching log: Jack shadows Will's next three calls. Bucket mix expected to recompute within two weeks under method discipline.

“The method is not against the rep. It is for the rep.”

SPINE Proactive

MINDSET I think → I know

SIDEBAR · EXISTING-CUSTOMER FAST LANE

The same method. A shorter path.

A new logo and an existing-customer expansion are not the same conversation. The new logo has to prove fit, prove pain, prove value, prove tech, and prove paper. The existing customer has already proven all of that. Asking them to answer the same 74 questions wastes their time and makes the rep look junior. The fast lane removes what the customer has already answered.

Worked example: Profit Plus is live in two plants. Six months in, the CFO wants to roll the platform across all eight. Same company. New buying unit (the COO who reports to the CFO). New economic buyer. Same champion. The full re-qualification takes 14 weeks. The fast lane runs five CPs instead of nine, roughly 28 questions instead of 74, and closes in three weeks. Same chip standard. Same evidence rule. Same brand spine. Shorter path.

Status for Tuesday: the bootcamp audience learns this lane exists. We do not run a full scenario. The fast lane gets a working walk-through after Tuesday once Profit Plus is operational.

“The method is the same. The path is shorter.”



CP	Full new-logo path	Fast lane	Why
CP1 Account Understanding	Required	Refreshed only	Same trust, new driver
CP2 Stakeholder Map	Required	Required (NEW)	New buying unit
CP3 Problem Depth	Required	Skipped	Already proven
CP4 Org Readiness	Required	Skipped	Already proven
CP5 Technical Fit	Required	Skipped	Already deployed
CP6 Budget	Required	Required	New budget line
CP7 Timing	Required	Required	New close date
CP8 Competitive	Required	Skipped	We are incumbent
CP9 Written Commitment	Required	Required	Always required

What the room walks away with

By Tuesday afternoon the bootcamp room has watched two reps run the same method on different industries and seen it work. They have watched one rep try to skip the method and seen it cost him. They understand the spine — Reactive, Proactive, Predictive. They understand the mindset — from I think to I know. They know what each CP looks like in a real conversation, not a checklist. They know what the AIP question accordion does and why standardized chips matter. They know the existing-customer fast lane exists for when they expand customers.

The takeaway is not enthusiasm. It is discipline. The platform makes the discipline easy to repeat. Misty Quota learns that activity becomes value when it is qualified. Marketing Ops learns that intent signals become a queue when they are scored against ICP. The SE learns that integration risk surfaces faster when CP4 and CP5 are scored in the open. The Boss learns that coaching is reading the same evidence the rep is reading, in the same view, at the same time.

Hope Springs is the audience. When Hope succeeds, the bootcamp succeeds. The story is not about Jack Smith. The story is about the system that makes Jack repeatable.

“The difference is not talent. It is discipline. And the platform makes the discipline easy to repeat.”

