

Mutual Alignment Discovery Framework

Discovery designed to help both sides determine whether moving forward actually makes sense.

1 CONTEXT FIRST

- * *Research before the call - not during it.*
- * *Understand the business, the role, & the pressure points.*
- * *Relevance builds trust before you speak.*

2 HUMAN CONNECTION

- * *Create comfort, not chemistry theater.*
- * *Use relevant insights to establish trust early.*
- * *People open up when they feel understood, not wrorked.*
- * *Relevance builds trust before you speak.*

3 UP-FRONT CONTRACT

- * *Remove pressure. Set expectations.*
- * *Confirm time, agenda, permission, & give them an out.*
- * *Lowered guard - engagement - truth.*
- * *Relevance builds trust before you speak.*

4 REALITY CHECK

- * *Diagnose before prescribing*
- * *Uncover triggers, examples, duration & consequences.*
- * *If they can't articulate the problem, you can't solve it.*

5 IDEAL OUTCOME

- * *Let them define success.*
- * *If they own the destination, they own the decision.*

6 TRUTHFUL MAPPING

- * *Align - don't convince.*
- * *Show fit honestly.*
- * *Call out gaps clearly.*

7 INVESTMENT

- * *Test reality without closing pressure.*
- * *Introduce typical investment ranges and listen.*
- * *You're listening for curiosity, not commitment.*

8 DECISION

- * *Avoid vague momentum.*
- * *Confirm fit and co-define next steps.*
- * *Move forward together or part as friends.*
- * *Assumed alignment kills deals.*
- * *You're listening for curiosity, not commitment.*

THIS FRAMEWORK ELIMINATES

- Feature dumping
- False urgency
- One-sided selling
- Chasing bad-fit deals

IT CREATES

- Trust
- Clarity
- Mutual qualification
- Cleaner pipelines
- Chasing bad-fit deals

"Alignment isn't achieved by persuasion it's revealed through honest discovery."

