

BUYER MOMENTUM SCORECARD

A 60-second diagnostic for enterprise deals.

Instruction: Score each item from 0 to 2. (0 = No, 1 = Partial, 2 = Strong | Max Score: 20)

Section 1: Micro-Movement (0-6 points)

- 1. Clear Trigger** - A real business shift or priority is driving this deal.
- 2. Micro-Commitment Taken** - The buyer took a small forward action in the past 7 days.
- 3. Next Step Confirmed** - There is a specific next action with timing.

Section 2: Internal Velocity (0-6 points)

- 4. Stakeholder Alignment** - Two or more stakeholders are engaged and responsive.
- 5. Champion Strength** - Your champion is sharing real internal feedback, not enthusiasm.
- 6. Economic Buyer Engagement** - The Economic Buyer has acknowledged value in their own words.

Section 3: Expansion & Decision Path (0-8 points)

- 7. Influence Expansion** - The deal is not single-threaded.
- 8. Decision Architecture Known** - Approval steps are confirmed by more than one person.
- 9. Procurement/Legal Aware** - They know a deal is coming and timing is understood.
- 10. Internal Timing Pressures Identified** - You know what's driving urgency inside their organisation.

Result:

0-7 = Weak Momentum

The deal is at high risk.
Fix micro-commitments first.

8-13 = Fragile Momentum

Some movement, but easily disrupted.
Strengthen stakeholder expansion

14-17 = Strong Momentum

Deal is progressing.
Protect velocity and confirm the decision path.

18-20 = High-Confidence Momentum

Multiple active lanes.
Deal likely to move if micro-steps maintained

Movement is a leading indicator of deal health.