THE OPERATOR'S METHOD · LESSON 3 WORKSHEET

The Kitchen Table Test: lost-deal review
Name _____ Week of _____

1 THE DEAL AND WHAT THE BUYER SAID

One deal you lost or that stalled in the last month or two. No names, no account numbers. Write the buyer's words, not your summary.

THE DEAL (KIND OF BUSINESS, SIZE)	WHAT THE BUYER SAID, WORD FOR WORD
EX: landscaping company, about 40 people (fictional)	*"We're going to stay put for now."*

2 WALK THE BOARD: THE FOUR QUIET QUESTIONS

For each one you call answered, write your evidence: something they said or did. If you can't point to it, it's open. Two open? Start with safe.

QUESTION	ANSWERED / OPEN	MY EVIDENCE (WHAT THEY SAID OR DID)
Safe? "What happens to me if this goes wrong?"		
Makes sense? In their numbers, their units		
Trust? Small promises, kept on time		
Fits us? "Is this for people like us?"		

3 EVERYONE WITH A SAY

Not just who signs: who might lose their place, and who outside the building has an opinion. Roles only, no names.

ROLE	DECIDES / INFLUENCES / MIGHT BLOCK	QUESTION THEY'RE STUCK ON	DID ANYONE ASK THEM? EVIDENCE
Office manager (fictional)	*Might block*	*Safe*	*Never in a meeting. Nobody asked.*

4 THE QUESTION NOBODY ANSWERED, AND YOUR RE-OPEN CALL

The open question, and for whom:

Call day + time:

What I'll say first (honest, about them, one small ask with a day and a time):

IF IT'S STILL NO

Thank them. Log what you learned. Leave the door open. Don't argue, don't disappear. "Take me off your list" = take them off, right then.

5 FIVE-DAY LOG: OPEN QUESTION AFTER EVERY MEETING

DAY	MEETING (NO NAMES)	STILL OPEN (SAFE / SENSE / TRUST / FIT) + FOR WHOM	MY NEXT CALL
MON			
TUE			
WED			
THU			
FRI			

Keep your Morning Dig and tally from Lessons 1 and 2. "Went great" is a mood, not a note.

6 FRIDAY REVIEW (PRODUCER + MANAGER)

Walk the re-opened deal together. Manager: ask for the evidence behind every "answered." What's still open, and what's the next small step?

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