

DIAGNOSE WHY DEALS STALL AFTER PROPOSALS

DEALS DON'T STALL BECAUSE PROSPECTS DISAPPEAR. THEY STALL BECAUSE CLARITY DISAPPEARS.

WHY DEALS STALL

HOW TO USE THIS WORKSHEET

Yesterday you measured how many proposals turn into revenue versus how many stall. Today, we identify why.

Most solopreneurs assume deals stall because prospects are busy, unsure, or shopping around. In reality, deals stall because the buying process loses structure at the exact moment commitment should happen.

This worksheet helps you diagnose what actually breaks after a proposal is sent so you can fix the system instead of chasing prospects.

THE WORKSHEET:

<p>1. Identify what happens immediately after sending proposals</p> <p>Finish this sentence:</p> <p>"After I send a proposal, the next step is usually _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • waiting for reply • following up later • hoping they review it • checking in next week • sending reminders <p>Write yours:</p> <p>_____</p>	<p>2. Identify the missing step</p> <p>Finish this sentence:</p> <p>"There is no clear _____ after the proposal."</p> <p>Examples:</p> <ul style="list-style-type: none"> • decision deadline • next meeting • commitment step • decision conversation • timeline <p>Write yours:</p> <p>_____</p>	<p>3. Diagnose what the buyer experiences</p> <p>Finish this sentence:</p> <p>"After receiving the proposal, the buyer probably feels _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • overwhelmed • uncertain • unsure what to do next • confused about options • unsure how to decide <p>Write yours:</p> <p>_____</p>	<p>4. Identify friction inside your proposal</p> <p>Check what may be slowing decisions.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Too many options <input type="checkbox"/> Too much information <input type="checkbox"/> Unclear deliverables <input type="checkbox"/> Unclear pricing structure <input type="checkbox"/> Unclear results <input type="checkbox"/> Custom complexity <input type="checkbox"/> No urgency <input type="checkbox"/> No clear next step <p>Check the biggest friction point.</p>	<p>5. Identify emotional hesitation</p> <p>Finish this sentence:</p> <p>"The buyer hesitates because they fear _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • making the wrong decision • wasting money • choosing the wrong partner • not seeing results • commitment risk <p>Write yours:</p> <p>_____</p>
<p>6. Identify where leadership disappears</p> <p>Finish this sentence:</p> <p>"After sending proposals, I usually _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • step back • wait for response • avoid pushing • hope they decide • stop guiding the process <p>Write yours:</p> <p>_____</p>	<p>7. Identify decision confusion</p> <p>Finish this sentence:</p> <p>"The buyer doesn't know whether to _____ or _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • move forward or wait • invest or delay • choose me or compare options <p>Write yours:</p> <p>_____</p>	<p>8. Diagnose proposal timing</p> <p>Answer honestly:</p> <p>Do you present proposals live on a call?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If no, deals are often left alone with uncertainty.</p>	<p>9. Define your real stall cause</p> <p>Finish this sentence:</p> <p>"Deals stall after proposals because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • no urgency exists • no decision structure exists • no timeline is defined • buyers are left alone to decide <p>Write yours:</p> <p>_____</p>	<p>10. Lock the diagnosis</p> <p>Finish this sentence:</p> <p>"My stalled deals are caused by lack of _____, not lack of interest."</p> <p>Examples:</p> <ul style="list-style-type: none"> • structure • clarity • urgency • leadership • decision framing <p>Write yours:</p> <p>_____</p>

Why This Matters:

Deals rarely die because prospects lose interest. They die because momentum collapses when structure disappears. When buyers are left alone with uncertainty, delay feels safer than action. Tomorrow we rebuild how proposals are presented so buyers move naturally toward decisions instead of drifting into follow-up limbo.

If you want help installing a proposal process that creates decisions instead of delays:

<https://square1grp.com/brainstormsession>