

EXECUTIVE BRIEF

Which active deals are actually ready?

FusionEQ AI helps enterprise sales leaders determine whether confidence in a forecasted deal is supported by evidence, where readiness remains unproven, and what move should create clarity next.

Your forecast shows which deals are expected to close. FusionEQ AI shows which ones are actually ready.

DECISION SUPPORTED	CONTEXT NEEDED	OUTPUT DELIVERED
Where should leadership trust, challenge, or recalibrate the deal read? Use FusionEQ AI when confidence needs sharper evidence before the next review, forecast call, or buyer conversation.	The context your team already has. Anonymized notes, summaries, stakeholder signals, buyer questions, forecast assumptions, and field judgment.	A Deal Readiness Report the team can act on. Recorded vs. evidenced, unproven assumptions, readiness pattern, forecast confidence, and Recommended Next Move.

Revenue teams do not need more confidence. They need a better read. Most enterprise revenue teams already have CRM data, call notes, activity history, methodology fields, dashboards, and pipeline reviews. The gap is interpretation: whether the available deal evidence supports the current confidence.

EXECUTIVE TAKEAWAY

FusionEQ AI helps leadership decide whether the deal read is supported, conditional, or overextended.

The value is not another activity score. It is a clearer basis for action: where to trust the forecast, where to challenge the assumption, where to coach the seller, and what stronger evidence should be created next.

WHY IT MATTERS

A deal can look healthy and still not be ready.

A deal can have executive meetings, an engaged champion, documented next steps, and a committed close date—and still not be ready to close.

Activity can mask incomplete readiness. Forecast confidence can move ahead of evidence.

FusionEQ AI helps leadership separate what has been recorded from what has been evidenced so the team can decide whether to advance, validate, coach, or recalibrate.

OPERATING MODEL

Apply FusionEQ AI Situational Deal Assessment™ to a live opportunity and receive a Deal Readiness Report™—without replacing your CRM, forecasting platform, methodology, or existing sales tools.

01 Share the context Use anonymized notes, summaries, stakeholder signals, forecast assumptions, and field judgment already surrounding the opportunity.	02 Read the evidence Interpret the context for decision ownership, alignment, urgency, influence, movement evidence, and readiness patterns.	03 Receive the report Return a concise read of what is evidenced, what remains unproven, the readiness pattern, and the Recommended Next Move.
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ANONYMIZED DEAL CONTEXT ONLY.

FusionEQ AI does not require or want customer company names, individual names, email addresses, contact details, or other identifying information. Replace them with neutral roles such as “Customer,” “Economic Buyer,” “Decision Owner,” or “Champion” before sharing deal context.

THE EXECUTIVE QUESTION

The question is not only, “Is the deal active?”

The better question is, “What has the deal actually proven?” That distinction changes the forecast conversation, the manager coaching moment, the seller’s preparation, and the next buyer-facing ask.

RECORDED ACTIVITY	FUSIONEQ AI	DEAL EVIDENCE
The meeting happened The champion is engaged The next step is scheduled The forecast is confident	Deal Readiness Interpretation layer	Buyer-owned action Decision ownership Stakeholder alignment Readiness pattern

WHAT FUSIONEQ AI ADDS

The missing layer between activity data and executive judgment.

FusionEQ AI does not replace CRM, methodology, conversation intelligence, forecasting, RevOps discipline, or human judgment. It gives leaders a clearer way to interpret whether visible sales motion is becoming supportable deal movement.

DEAL READINESS REPORT

The report gives the team a common read before the next move.

The FusionEQ AI Deal Readiness Report turns live opportunity context into a structured read of readiness, evidence, assumptions, forecast confidence, and the Recommended Next Move.

EXECUTIVE READINESS READ	A concise leadership-level interpretation of what the opportunity currently supports.
RECORDED VS. EVIDENCED	A separation of captured activity from supporting deal evidence.
READINESS PATTERN	The likely condition affecting deal movement, such as apparent momentum, unproven ownership, or alignment gaps.
FORECAST CONFIDENCE READ	Whether confidence is supported, conditional, overextended, or still requiring validation.
RECOMMENDED NEXT MOVE	One practical move designed to create decision clarity and stronger evidence.

WHERE IT HELPS

Use FusionEQ AI where forecast confidence needs stronger evidence.

SALES EXECUTION Prepare conversations that create evidence. Sellers can move from activity updates to better buyer questions, clearer stakeholder strategy, and next steps that test readiness rather than simply preserve motion.	MANAGER COACHING Focus reviews on evidence. Managers can coach the gap between confidence and proof: what has been evidenced, what remains unproven, and what move would make the deal clearer.
FORECAST CONFIDENCE Improve revenue communication. Leaders hear less vague confidence and more precise readiness language: what is supported, what is conditional, and what evidence would strengthen the read.	PIPELINE QUALITY Find readiness constraints before they become forecast surprises. Use FusionEQ AI when recurring patterns across opportunities suggest activity is high but decision progress is uneven, unproven, or hard to interpret.
EXECUTIVE DEAL REVIEW Clarify what leadership should inspect. The read gives executives a sharper way to discuss decision ownership, stakeholder alignment, momentum quality, and the action most worth testing now.	BUYING DECISION Start with a deal where confidence needs stronger evidence. A good first use case is a live opportunity, forecast concern, strategic account, or repeated pipeline pattern where confidence needs stronger evidence.

CAPABILITY BUILDING

Learn to think like the FusionEQ AI Situational Deal Assessment™: read deals more accurately and build forecasts grounded in evidence, not optimism.

FusionEQ AI can analyze a live opportunity now. FusionEQ courses teach sellers and managers how to separate evidence from assumption, interpret what the deal is signaling, and create clearer buyer movement with stronger human judgment.

LENS Build the language. Language, Evidence, Narrative, and Signals give teams a shared way to identify what is recorded, what is supported, and what the deal may actually be signaling.	READ Prepare the buyer conversation. Recorded, Evidence, Assumption, and Decision help sellers prepare buyer conversations that test assumptions and create stronger evidence.	CLEAR Coach the review. Managers use the report to coach the gap between confidence and proof, clarify the next move, and recalibrate the revenue read.
WHY FUSIONEQ EXISTS We believe forecast confidence should be earned by evidence. Deals rarely surprise leaders because nothing was visible. They surprise them because activity was mistaken for movement, support for influence, and agreement for alignment. FusionEQ was built to help leaders recognize that difference while there is still time to influence the outcome.	WHERE IT BEGAN The book was the beginning. While writing her forthcoming book, <i>The Deal Behind the Deal</i> , Cristine Wick began capturing what she had learned over more than three decades in enterprise sales. The work surfaced a recurring truth: the visible deal is not always the real decision. As the book took shape, that thinking developed into FusionEQ AI—a separate product that applies the same deal-readiness lens to live opportunities.	

EXECUTIVE DECISION

Use FusionEQ AI when leadership needs a more supportable deal read while there is still time to influence the outcome.

FusionEQ AI is designed for enterprise revenue moments where the team needs more than activity visibility. It needs a supportable interpretation of deal readiness before forecast confidence becomes executive exposure.

It strengthens judgment. It does not replace it.

READY TO TEST AN ACTIVE OPPORTUNITY?

Request a Deal Readiness Report

fusioneqai.com/contact.html?request=report

Build the judgment behind the read: fusioneqai.com/courses.html