

DESK & GROSS CONTROL

Install the Three-Yes gate and the one-pencil standard

This is where gross leaves the building. When salespeople negotiate and numbers go out before all three yeses, you pay for it on every deal and you never see the invoice.

THE STANDARD

- The Three-Yes gate is enforced before numbers are disclosed: all decision-makers present, demonstration complete, and the guest confirms they buy now.
- The one-pencil desk standard holds — the salesperson presents the first and only pencil, the manager negotiates. Every time.
- The four required T.O. moments plus an exit T.O. occur on every deal, including guests walking out unsold.
- First pencil is built to standard on gross, structure, and compliance before it leaves the desk.

INSPECT TODAY

1. Read yesterday's first pencils. Did any go out before all three yeses? Name the deal.
2. Count exit T.O.s against unsold guests. A gap here is unwritten policy.
3. Ask the desk who negotiated the last three deals. If it was a salesperson, that is the finding.
4. Review gross per deal against the one-pencil standard, not against last month.

SAY IT LIKE THIS

- | "Which of the three yeses do you have in writing?"
- | "You built the value. I hold the gross. That is the trade."
- | "Nobody leaves this store without me talking to them."

INSTALL THIS WEEK

- 1 Numbers are disclosed only after all decision-makers are present, the demo is complete, and the guest confirms they buy now.
- 2 One pencil, presented by the salesperson; the manager takes over negotiation without exception.
- 3 Log the four required T.O. moments and an exit T.O. on every deal.
- 4 Review the T.O. and save-a-deal log in the daily save-a-deal meeting, by name.

DAILY RECORD – NO NEXT ACTION WITHOUT AN OWNER

DATE	WHAT WAS INSPECTED	WHO WAS COACHED	NEXT ACTION	OWNER