



Welcome to the Enterprise Deal Readiness Checklist!

**ARE YOU READY TO WIN, SURVIVE, AND
THRIVE YOUR FIRST BIG LOGO DEAL?**






Your Reality Check for Big Logo Deals



This checklist is designed to help you determine if you're truly ready to pursue and manage marquee enterprise clients, what we call "big logo deals." These opportunities can transform your business but also come with unique challenges. Use this tool to evaluate your financial, operational, legal, and team readiness. By the end, you'll know if you're ready to take the leap or if there are gaps to address before pursuing enterprise deals.

THIS CHECKLIST PROVIDES:

-  A clear reality check of your current resources and infrastructure.
-  Guidance on areas to strengthen before taking on big logo deals.
-  Insight into what enterprise clients expect from their vendors.

HOW TO USE THIS CHECKLIST

01

Review each section carefully: Financial, Operational, Legal, and Team Readiness.

03

Reflect on your results to identify areas that need more preparation.

02

Check "Yes," "No," or "In Progress" for each item.

04

Use your insights to develop a concrete action plan.

BEFORE WE DIVE IN,

Let me introduce myself...



I'M DAVID LEDGERWOOD,

but my friends and colleagues call me Ledge. I've been a 13-time startup founder, based in Nashville, TN, with a deep passion for helping B2B services businesses grow and succeed. Over the past decade, I've closed around \$50 million in high-ticket B2B deals, working with clients ranging from innovative startups to established enterprise brands. My focus has always been on scaling businesses by unlocking the potential of enterprise relationships.



I'M ALSO A MANAGING PARTNER AT ADD1ZERO,

a growth consultancy designed to help B2B services firms scale from \$500K to \$5M in revenue. At Add1Zero, we specialize in lead-to-close sales execution, allowing B2B services firms (agencies, consultancies, and professional services) to concentrate on their strengths while we build the strategies and close the deals that transform their growth trajectory. You can learn more about our work [here](#).

Let's get ready to take your business to the next level! 

Financial Readiness

ARE YOUR FINANCES HEALTHY ENOUGH TO SUPPORT A LARGE ENTERPRISE DEAL?

Taking on large enterprise clients can significantly impact your financial structure. Whether it's managing long payment cycles or ensuring you have enough working capital to handle the scale of these deals, your financial readiness is crucial. Use this section to evaluate if your business can withstand the demands of an enterprise contract without jeopardizing your cash flow or operations.

Do you have sufficient cash flow and cash reserves to cover extended payment cycles?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Have you established clear payment terms for enterprise clients?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are you prepared to manage financial risks (e.g., delayed payments, upfront costs)?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Do you have a budget for onboarding enterprise clients (e.g., tools, infrastructure)?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Is your financial tracking and reporting system robust enough to withstand enterprise scrutiny?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS

Operational Readiness

CAN YOUR OPERATIONS HANDLE THE DEMANDS OF A BIG CLIENT?

Enterprise clients bring with them specific operational requirements that can stretch your current systems. This section will help you assess if your existing processes, tools, and infrastructure can handle the complexity of large-scale projects. Being operationally ready means you can smoothly manage deliverables, deadlines, and expectations without compromising on quality.

Do you have scalable systems and processes in place?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are you equipped with tools to manage larger workflows?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Can you meet enterprise-level compliance and data security standards?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are your timelines and deliverables aligned with enterprise expectations?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Do you have a dedicated project management and communications system?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS

Legal Readiness

HAVE YOU ADDRESSED LEGAL AND COMPLIANCE REQUIREMENTS?

When you engage with large enterprise clients, you'll encounter a higher level of legal scrutiny. This includes everything from complex contracts to industry-specific compliance issues. Use this section to review whether your legal framework is solid enough to handle enterprise-level agreements and mitigate any potential legal risks.

Do you have legal counsel to review contracts and agreements?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are your intellectual property rights and confidentiality protections in place?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are you aware of industry-specific legal and compliance requirements?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Do you have liability insurance that covers enterprise engagements?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS

Team Readiness

IS YOUR TEAM READY FOR THE SCALE AND EXPECTATIONS OF AN ENTERPRISE DEAL?

The success of a big logo deal often depends on the team behind it. Enterprise clients require more hands, skills, and coordination. In this section, you'll assess whether your team is ready to meet the high expectations and increased workload that come with managing large clients. It's crucial to know if you have the right talent and capacity to support these deals while continuing to serve your existing clients.

Do you have team members with experience managing enterprise clients?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Is your team trained to handle higher demands and expectations?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are roles and responsibilities clearly defined for enterprise projects?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Do you have enough bandwidth to support a big logo client without sacrificing other clients?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS
Are you ready to hire additional resources if needed?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> IN PROGRESS

Reflect and Take Action



Mostly Yes: You're likely ready to pursue a big logo deal! Congratulations on being well-prepared to take on enterprise clients.



Mostly No: It might be time to pause and work on building the necessary systems, resources, or mindset before pursuing these deals.



Mostly In Progress: You're on the right track! There are some areas that need attention, but with focused effort, you'll be ready soon.

Next Steps

If You're Ready:

Congratulations! You've already taken a major step toward growth. You can begin pursuing large enterprise deals with confidence, knowing that your business is equipped to handle the demands. Enroll in [Big Logo Deals](#) to learn the strategies, tools, and insights that will help you successfully land and manage these clients.

If You're Not Ready Yet:

Don't worry—this is a learning process. Identify the areas that need improvement and take time to focus on those. You might need to:

- Strengthen your financial management or cash flow.
- Implement scalable systems to support larger clients.
- Consult legal experts to ensure your contracts are airtight.
- Expand your team or train existing members.
- Work on your mindset and confidence for managing larger-scale deals.

[Reach out to Add1Zero](#) for a complementary session to help set priorities for getting this work done.

TURN READINESS Into Results!

Before you take the plunge into big logo deals, make sure you're confident that your business can handle the unique demands these clients bring. If you've completed the checklist and feel ready to go, then it's time to act!

If You're Ready, Enroll in Big Logo Deals:



Our course is designed to guide you through the process of landing and succeeding with enterprise clients. You'll learn proven strategies, gain practical tools, and access insider insights that will help you close those game-changing deals.

If You're Not Ready Yet, Take Your Time:

Big logo deals can transform your business, but they require serious commitment and preparation. If you're not quite there yet, that's perfectly fine! Here's what you can do:



Focus on Growth: Work on the areas where you need improvement. Financial readiness, operational systems, legal structures, and team capacity should be your primary focus.



Build Your Skills: Consider additional resources or training to bridge any gaps in knowledge or experience. If you're uncertain where to start, reach out to industry experts, mentors, or business coaches.

Remember, there's no rush. Build the foundation for long-term success, and we'll be here to help when you're ready.



Listen to Our Podcast: Tune in to our podcast, where we provide detailed insights on up-market expansion and strategic growth. You'll gain an understanding of how Big Logo Deals aligns with your business goals. You'll get a clear view of what the course offers, whether it fits your current stage of development, and how to confidently prepare for this strategic investment when you're ready!



Take Incremental Steps: You don't have to take on a giant deal right away. Start by targeting smaller enterprise clients or refine your processes to gradually scale up.

Ready to dive in and get the tools and strategies to land big logo deals?

**ENROLL IN BIG LOGO
DEALS TODAY!**