Boardroom Dominatrix

The Ideal Client Summary Scorecard

> *A Boardroom Dominatrix does not pursue every prospect. She selects. The Scorecard is the precision tool for that selection.*

Before you commit time, energy, or reputation to a prospect, evaluate them. This is not gatekeeping for its own sake. It is about protecting the quality of the work you deliver and the results you can stand behind with confidence.

Score each category from 1 to 5: 1 is poor alignment, 5 is excellent alignment. Total the scores when you are finished.

Category	Question and scale (1 / 3 / 5)
Industry Fit	Does the prospect operate in one of the industries where your best clients exist? **1** Unrelated industry · **3** Adjacent industry · **5** Strong match
Company Size	Does the organization match the size profile of your most successful client engagements? **1** Significant mismatch in either direction · **3** Somewhat aligned · **5** Strong alignment
Buyer Authority	Are you speaking with the person who makes the decision? **1** No access to the decision-maker · **3** Indirect influence only · **5** Direct decision-maker in the room
Problem Alignment	Does the prospect face the same problems your strongest clients had before working with you? **1** Unrelated challenge · **3** Somewhat related · **5** The same challenge, specifically
Budget Readiness	Does the prospect have the capacity to invest at the level the engagement requires? **1** No budget · **3** Uncertain · **5** Confirmed
Timing	Is there urgency around solving the problem? **1** Long-term or speculative interest · **3** Moderate timeline · **5** Immediate need
Cultural Fit	Does the prospect seem collaborative, coachable, and aligned with how you work? **1** Resistant, deflecting, or demanding before the engagement has even begun · **3** Neutral · **5** Engaged, curious, and willing to be led through a process

SCORING

Add the scores. Maximum: **35**.

30 to 35 **High priority.** This is your ideal client. Move forward.
20 to 29 **Moderate fit.** Proceed with clear scope and eyes open.
Below 20 **Low priority.** This prospect will cost you more than they return.

A NOTE ON CULTURAL FIT

This is the one category most salespeople skip because it is the hardest to quantify. It is also the category that determines whether the other six categories matter.

A prospect who scores 5 on every other dimension and 1 on cultural fit is not your ideal client. They are your cautionary tale.

The questions to hold when scoring cultural fit: Does this person listen when I speak, or do they wait to redirect? Do they push back on my process before understanding it? Do they treat my methodology as a negotiation? Do they have a pattern of not acting on what they learn? Do they view my expertise as something to consult or as something to resist?

> *Dominance is Supreme Influence. Submission is Earned. A client who cannot submit to the process cannot earn the outcome.*

WHY THIS SYSTEM EXISTS

Most organizations struggle not because they lack prospects, but because they pursue too many of the wrong ones. Poorly aligned clients drain resources, generate scope creep, and produce outcomes that do not reflect your best work. That mediocrity then becomes your reference point in the market.

The Ideal Client Summary identifies who you should be pursuing. The Scorecard determines whether a specific prospect qualifies. Together, they create discipline inside your pipeline, replacing volume-based prospecting with precision-based selection.

When alignment exists, the right client sells themselves on working with you. You are not convincing. You are confirming consent.

> *Tenet at work: You cannot dominate a room you have not defined. Knowing who your ideal client is, with precision, is the dominance move. And submission from a client who trusts your process and acts on your strategy is earned. It begins here.*

Submit to a new paradigm.

Retire outdated sales tactics, pair your revenue and growth tools with future-focused strategy, and join a community where we grow our companies together, with consent, negotiation, boundaries, and safewords as the foundation for growth that does right by your people, your customers, and the planet.

Join us at boardroomdominatrix.com

Beatrice Stonebanks
Founder and Chief Revenue Officer
beatrice@boardroomdominatrix.com

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