

The Commercial Dictionary

One-Team Growth Engine · Language Pillar · one page, versioned like a product · oneteamgrowthengine.com

One shared vocabulary across sales, marketing, customer success and the CRM. Rules: maximum 15 terms · one sentence per definition · every term has an owner · stage exit criteria are **customer-verifiable evidence, never seller activity** · no exceptions at quarter end.

1 · Core terms (max 15)

Term	Canonical definition (one sentence)	Owner
<i>Champion (example)</i>	<i>A person with personal stakes in the outcome who actively sells internally when we are not in the room.</i>	<i>CRO</i>
<i>Discovery complete (example)</i>	<i>The customer has verbalized the cost of doing nothing, in their own numbers, and confirmed it in writing.</i>	<i>CRO</i>
<i>Commit (example)</i>	<i>A deal meeting every Commit evidence threshold; forecast at full value.</i>	<i>CRO</i>

2 · Stage exit criteria

Stage	Exit criteria — customer evidence (2–3)	Evidence artifact
<i>Validation (example)</i>	<i>Decision criteria & date confirmed in writing · evaluation committee named · mutual action plan accepted by customer.</i>	<i>Customer-accepted mutual action plan</i>

3 · Forecast categories

Category	Definition + evidence threshold
Commit	Will close in period, forecast at full value — terms confirmed by the economic buyer, signature date confirmed by the customer.
Best Case	Confirmed decision process; exactly which Commit criterion is still open is named.
Pipeline	Qualified per the Dictionary; decision path not yet confirmed.

4 · The retirement list — words banned for meaninglessness

Nominees: "engaged" · "warm" · "they loved the demo." Add your own. If a word describes seller hope instead of customer evidence, it retires.

Version: ____ · Owner: _____ · Last updated: _____ · Co-created with senior reps on: _____

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