

Account/Location	
Sales Opportunity	
Description	
Solution Proposed	
Order Amount	
Close Date	
Competitor	
Salesperson	

		Our Co.	Comp.1	Comp.2	Comp.3
IS THERE AN OPPORTUNITY?		" + ? or - "	" + ? or - "	" + ? or - "	" + ? or - "
1	Customer's Application or Project Defined/Undefined				
2	Customer's Business Profile Strong/Weak				
3	Customer's Financial Condition Strong/Weak				
4	Access to Funds Yes/No				
5	Compelling Event Defined/Undefined				

		Our Co.	Comp.1	Comp.2	Comp.3
CAN WE COMPETE?		" + ? or - "	" + ? or - "	" + ? or - "	" + ? or - "
6	Formal Decision Criteria Defined/Undefined				
7	Solution Fit Good/Poor				
8	Sales Resource Requirement Low/High				
9	Current Relationship Strong/Weak				
10	Unique Business Value Strong/Weak				

		Our Co.	Comp.1	Comp.2	Comp.3
CAN WE WIN?		" + ? or - "	" + ? or - "	" + ? or - "	" + ? or - "
11	Inside Support Strong/Weak				
12	Executive Credibility Strong/Weak				
13	Cultural Compatibility Good/Poor				
14	Informal Decision Criteria Defined/Undefined				
15	Political Alignment Strong/Weak				

		Our Co.	Comp.1	Comp.2	Comp.3
IS IT WORTH WINNING?		" + ? or - "	" + ? or - "	" + ? or - "	" + ? or - "
16	Short Term Value High/Low				
17	Future Revenue High/Low				
18	Profitability High/Low				
19	Degree of Risk High/Low				
20	Strategic Value Yes/No				

IS THERE AN OPPORTUNITY?	-7	-7	-7	-7
CAN WE COMPETE?	-6	-6	-6	-6
CAN WE WIN?	-5	-5	-5	-5
IS IT WORTH WINNING?	0	0	0	0

TOTAL WIN FACTOR (0 to 360): 222 222 222 222

Customer's Project/Application	Customer's Compelling Event
Our Unique Business Value	Milestones in the Buying Process
	1. Assessment of Problem/Opportunity [] 2. Define Objectives [] 3. Initiation of a Project [] 4. Evaluation of Business Solutions [] 5. Proof of Business Solution concept [] 6. Negotiate and Sign Contracts [] 7. Implement [] 8. Measure & Review []
	+

Tactics : PRIME	Resources	Responsibility	Timing