

# Opportunity Assessment Tool

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OPPORTUNITY NAME:

CONTACT:

DATE:

## DIFFERENTIATED VISIONMATCH™



### UNCOVERING BUSINESS ISSUES

What is their Business Issue?

Is it a Business Issue or a Problem?

Can the Business Issue be directly related to revenue or profit?

Did you introduce Problems that align to our differentiated Solutions?

### DIFFERENTIATION OF SOLUTION

Would your prospect say that any of our Solution requirements are differentiated?

### CONFIRMATION

Did the prospect confirm their Business Issue, Problems, and Solution in writing?

### ASSESSMENT

What's the impact of unknown answers?

## VALUE



### UNCOVERING BUSINESS VALUE

What is their Business Value?

Was their Business Value quantified by your prospect?

### UNCOVERING PERSONAL VALUE

Was Personal Value uncovered?

Was Personal Value stated by your prospect?

### CONFIRMATION

Did your prospect confirm their Business and Personal Value in writing?

### ASSESSMENT

What's the impact of unknown answers?

## POWER



### UNCOVERING POWER STRUCTURE

Who makes the decision?

Have they made a decision the size of this opportunity before?

Does the purchase price logically fit the prospect's authority level?

Do we understand their decision-making process?

Is that confirmed or assumed?

### ACCESSING POWER

Do we have access to Power?

Can we bargain for access based upon Plan requirements?

### CONFIRMATION

Is Power confirmed in writing?

### ASSESSMENT

What's the impact of unknown answers?

## PLAN



### UNCOVERING PLAN ELEMENTS

Has Power agreed to a written Mutual Plan?

Does the Plan include all of the steps necessary for the prospect to realize Value?

If the Plan is with a Sponsor, does it include access to Power?

### MAINTAINING POWER ACCESS

Are there logical checkpoints for Power review?

### URGENCY TO ACT?

Is there a commitment to do business?

### CONFIRMATION

Is the Plan confirmed in writing?

### ASSESSMENT

What's the impact of unknown answers?

# Opportunity Action Plan Worksheet

$$QP = \text{VM}_D \times V \times P \times P^{\circ}$$

OPPORTUNITY NAME:

DATE:

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Priority: 1-4

VisionMatch<sub>D</sub>



Value



Power



Plan



NOTES:

NEXT STEPS: