

Opportunity Assessment & Forecast Accuracy Guide

EXECUTIVE ABSTRACT:

Often, opportunity assessment (or management deal review) is an overly complicated process, consisting of layers-upon-layers of forms. One of the major drawbacks to this approach is the fact sales professionals only fill out the forms when they must, they obtain little to no return on this effort, and don't consistently use the information to inspect and gain insight to their opportunities. The ValueSelling Associates approach is to analyze opportunities and ensure that pipeline accuracy that is in direct correlation to the process the customer follows to make buying decisions. Your customer will execute and evaluate opportunities through a buying process - with or without us. Thus, we need to assess our opportunities from the customer's perspective of what is important to them to proceed to invest in our solution and release funds. The Qualified Prospect Formula[®] identifies and tests four key components to determine if the opportunity is truly qualified – a VisionMatch that is differentiated, Value, Power, and Plan.

OVERVIEW

The Opportunity Review process analyses four key components of an opportunity to determine the likelihood that the customer will invest in your solution. If one component is determined to be lacking or undeveloped (a "zero"), the prospect is considered unqualified until that component can be validated. The Qualified Prospect Formula[®] shown below illustrates the qualification process.

$$QP = VM_D \times V \times P \times P^{\circledR}$$

KEEP IT SIMPLE. DRIVE RESULTS.



Opportunity Reviews with the Qualified Prospect Formula[®]



VisionMatch_D: Should They Buy from Us?

- What is their *Business Issue*?
- Is it a *Business Issue* (versus technical problem)?
- Can it be directly related to revenue or profit?
- Has the prospect acknowledged the *Business Issue*?
- What are the problems or challenges that make this issue difficult to solve?
- Is there agreement on the underlying problems?
- Have we identified *Problems* that only we can solve?
- Has our uniqueness been mapped to specific *Problems*?
- Would the prospect say any of the solution requirements are unique or differentiated?



Value: Will they buy from us?

- What is the *Value*?
- Was the *Business Value* uncovered and offered by prospect (versus being told to the prospect)?
- Do they agree with the potential *Value* to their business?
- Has the *Business Value* been quantified?
- Has a cost justification or ROI been completed, and how does its *Value* rank with other potential investments they are considering?
- Was any *Personal Value* uncovered?
- Do we understand the *Personal Value* of the ultimate power person?
- How does this *Value* rank with other personal priorities they have?
- Did it come from the customer or are you assuming?



Power: Can They Buy from Us?

- Who makes the decision?
- Have they made this big of a decision before?
- Do we have access to the Power person and validated that they have the ultimate decision making authority?
- Does the purchase price logically fit the authority of this person?
- Does the *Power* person have access to funds or a plan to obtain any additional funds required? Confirmed or assumed?
- Can we bargain for access based upon *Plan* requirements?



Plan: Is there A Mutual Plan?

- Has the *Power* person agreed to a *Mutual Plan* of activities to convince them and their subordinates to do business with us?
- If this *Plan* is with a sponsor, does it include access to the decision maker at some point?
- Are there logical checkpoints for decision maker review? *Planned Access* and/or *Conditional Access*?
- Does this *Plan* have regular milestones or checkpoints, and has client agreed to schedule meetings with us to review progress?
- Has client agreed to a completion date that maps to their urgency to act or compelling event?
- Has the *Plan* been mutually developed?
- Does the *Plan* include all the steps necessary for the prospect to be successful, or does it stop at the purchase order?
- Is the *Plan* in writing and confirmed in a letter?



Opportunity Action Plan Worksheet

$$QP = \text{VMD} \times \text{V} \times \text{P} \times \text{P}^{\circledR}$$

| | | | | | |
|-------------------|--|----------|--|-------|---------------|
| OPPORTUNITY NAME: | | CONTACT: | | DATE: | |
| | | | | | Priority: 1-4 |

VisionMatch_D



Value



Power



Plan



NOTES:

NEXT STEPS: