

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 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:

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Priority: 1-4

VisionMatch_D



Value



Power



Plan



NOTES:

NEXT STEPS: