# Opportunity Assessment Tool FORA COMPANY



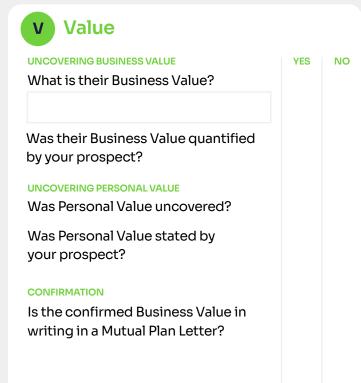
## **Opportunity Name:**

# **VMD** Differentiated VisionMatch™

# UNCOVERING BUSINESS ISSUES What is their Business Issue(s)? Is the Business Issue timebound and quantified? Do you know the Problems to be solved with your Solution? DIFFERENTIATION OF SOLUTION Have you confirmed that your Solution requirements are differentiated? CONFIRMATION Did you confirm this in writing in a Mutual Plan Letter?

### Contact:

# Date:





Have you validated or triangulated the decion-maker?

Do you know how they buy and how the purchase will be executed?

Does the purchase need to be executed by anyone else?

Is there anyone who could block this from happening?

### CONFIRMATION

Is the purchase process and decision-maker in writing in a Mutual Plan Letter?

# P Plan

YES

NO

# Have you sent Power a written Mutual Plan Letter that includes a timeline?

**UNCOVERING PLAN ELEMENTS** 

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

If the Plan is with an Influencer, does it include access to Power?

Are there logical checkpoints for Power to review?

Is there a commitment to do business?

# Opportunity Action Plan Worksheet



**Opportunity Name: Contact: Date: VMD** Differentiated VisionMatch™ **Value** P Power **Plan** Notes: **Next Steps:**