

Practice Activity

Assess the Health of a Current Opportunity



Objective:

To use the Opportunity Assessment Tool to evaluate current sales opportunities, identify gaps, and create targeted questions in the ValuePrompter® for re-engaging prospects.

Instructions:

1. Use the Opportunity Assessment Tool to review the overall health of an opportunity, focusing on Differentiated VisionMatch™, Value, Power, and Plan.
2. Highlight areas where the prospect's commitment is unclear, or decision-makers are missing.
3. Create Open, Probe, and Confirm questions that address the gaps identified in the Opportunity Assessment Tool.
4. Add these Questions into the Problem and Solution box of the ValuePrompter® to guide your next sales conversation and target areas that need reconfirmation or requalification.

Examples of Questions:

Open Questions:

- Are there areas where the prospect hasn't fully confirmed their commitment?

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- Are decision-makers involved?

Not more than 300 characters

- Can you describe any additional factors that might influence your purchasing timeline?

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Probe Questions:

- What are the implications of not addressing these challenges now?

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- How do the changes you mentioned affect your view of the value we discussed?

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- Who else might need to be involved to ensure this opportunity moves forward smoothly?

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Confirm Questions:

- Have the priorities we discussed previously remained the same, or have there been any changes?

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- Are the decision-making criteria we aligned on still accurate?

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- Is everyone involved in the buying process still on board with the agreed plan?

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When you're ready, return to the e-learning course to continue your learning journey.