

# Opportunity Assessment Tool

FOR AN  
INDIVIDUAL

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

Opportunity Name:

Contact:

Date:

## VM<sub>D</sub> Differentiated VisionMatch™

### UNCOVERING PERSONAL OBJECTIVES

What is their Personal Objective?

Is it a Personal Objective or a Problem?

Have you confirmed the Problems that need to be addressed to achieve their Personal Objective?

### DIFFERENTIATION OF SOLUTION

Have you confirmed that your Solution requirements are differentiated?

### CONFIRMATION

Have you confirmed the VisionMatch and your differentiators in writing in a Mutual Plan?

YES NO

## V Value

### UNCOVERING BUSINESS VALUE

Do you know how the investment will be justified?

### UNCOVERING PERSONAL VALUE

Was Personal Value uncovered?

Was Personal Value stated by your prospect?

### CONFIRMATION

Have you confirmed the justification/ Business Value in writing in your Mutual Plan?

YES NO

## P Power

### IDENTIFYING POWER

Who makes the buying decision?

Is there anyone influencing the buying decision?

Could anyone override the purchase decision?

YES NO

## P Plan

### UNCOVERING PLAN ELEMENTS

Have you created a written Mutual Plan that includes a summary and timeline?

Has the decision maker reviewed that plan and provided any feedback?

Does the Plan timeline include the expected outcomes or results?

What additional steps must happen for the buyer to take action?

YES NO

# Opportunity Action Plan Worksheet

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

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Differentiated VisionMatch™



Value



Power



Plan

Notes:

Next Steps:

Stop Selling ➡ Start Solving™

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