

Opportunity Name:

Contact:

Date:

VM 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?

YES NO

V 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

Is the confirmed Business Value in writing in a Mutual Plan Letter?

YES NO

P Power

IDENTIFYING POWER

Who makes the buying decision?

Have you validated or triangulated the decision-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?

YES NO

P Plan

UNCOVERING PLAN ELEMENTS

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

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?

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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