

Opportunity Assessment



Legend

○ and ▲ are questions most often misunderstood, underestimated or left unresolved.

▲ is critical to winning.

Pioneer

Is There An Opportunity?

1. Client's Project or Need
2. Client's Business Profile
3. Client's Financial Condition
4. Access to Funds
5. Compelling Event

Can We Compete?

6. Formal Decision Criteria
7. Service Offering Fit
8. Opportunity Resource Requirements
9. Current Relationship
10. Unique Business Value

Can We Win?

11. Inside Support
12. Executive Credibility
13. Corporate Compatibility
14. Informal Decision Process
15. Political Alignment

Is It Worth Winning?

16. Short-Term Revenue
17. Future Opportunities
18. Profitability
19. Degree of Risk
20. Strategic Value

5 Compelling Event

- Client's need
- Payback in addressing
- Consequence of inaction
- Sense of urgency

10 Unique Business Value

- Tangible and intangible benefits
- Measured in client's currency
- Addresses compelling event
- Differentiates CSC

11 Inside Support

- Behavioral evidence of support
- Depth and breadth of support
- Influence with political structure

12 Executive Credibility

- Repeat access
- Impact on decision
- Knowledge of personal value and business value

14 Informal Decision Process

- Criteria priority and weighting
- Source of criteria
- Source of information

15 Political Alignment

- Influence on decision
- Ability to change selection criteria
- Connection to #11 and #14
- Do you know the most powerful people?
- Do they want you to win?

20 Strategic Value

- Portfolio client
- Sweet spot alignment
- Builds CSC assets or capabilities
- Breaks CSC into new or emerging area