



ORGUB

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Opportunity Assessment

Client Account Name

Opportunity Name

Last Update

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1 - Is this opportunity real?

Yes

No

How compelling is the client's need to act now?

I don't know

Weak

Strong

Does the client have funding available now?

I don't know

Yes

No

2 - Can we offer the best solution?

I don't know

Yes

No

Do we know the business capabilities the client wants?

I don't know

Yes

No

Do we have a solution that fits?

I don't know

Yes

No

3 - Do we know the buying center?

I don't know

Yes

No

How strong is our client relationship at all levels compared with competition?

I don't know

Weak

Strong

Do we know how the buying decision will be made?

I don't know

Yes

No

How strong is the key decision leader's support?

I don't know

Weak

Strong

4 - Does the solution meet client expectations?

I don't know

Yes

No

Can we meet or exceed client expectations?

I don't know

Yes

No

How strong is the value proposition for the solution for this client?

I don't know

Weak

Strong

5 - Do we want to pursue it?

I don't know

Yes

No

Will this impact any other engagements or opportunities with this client?

I don't know

Yes

No

Do we have support of all our involved business units?

I don't know

Yes

No

How strong is the win strategy and plan?

I don't know

Weak

Strong

Is it worth pursuing?

I don't know

Yes

No

Instructions: mark I don't know-answers with a yellow highlighter, yes-answers/strong-answers with a green and no-answers/weak-answers with a red highlighter. After having done this you can see at a glance how promising your opportunity is today.