



Oculus User Guide: Sales Representative

Table of Contents

1.	INTRODUCTION	Page 4
1.1	About Oculus	
1.2	What Oculus Measures	
1.3	Terminology	
1.4	Date Formats	
1.5	Logging into Oculus	
2.	DASHBOARD	Page 10
2.1	Overview	
2.2	Elements of the Dashboard	
2.3	How to Update Past Due Opportunities	
3.	PROSPECTING MODULE	Page 13
3.1	Overview	
3.2	Elements of the Prospecting Page	
3.3	How to Make a Prospecting Call	
3.4	How to make a Follow-Up Prospecting Call	
4.	OPPORTUNITY MODULE	Page 19
4.1	Overview	
4.2	Elements of the Opportunities Main Page	
4.3	How to EXPORT the Opportunity List	
4.4	How to PRINT the Opportunity List	
4.5	How to Enter & Analyze a new Opportunity	
	- Type of Sale	
	- Type of Prospect	
	- Sales Cycle	
	- About the Analysis	
	- Question Categories	
	- Linked Questions	
4.6	How to Interpret the Analysis	
	- DoQ & CF Gauges	
	- Winning / Closing Table & Chart	
	- SWOT Chart	
	- DoQ Levels	
	- SWOT Analysis	
	- Missing Information	
	- Action Items	
	- Velocity Chart	
4.7	How to Update an Opportunity	
4.8	How to Close an Opportunity	
4.9	Closed Opportunities	
4.10	How to Re-Activate an Opportunity	

5. REPORTS MODULE Page 49

- 5.1 Overview**
- 5.2 Active Opportunities by Close Date**
- 5.3 New Opportunities**
- 5.4 Opportunity SKEW Report**
- 5.5 Active Opportunities by Position in Sales Cycle**
- 5.6 Closed Opportunities by Date Closed**
- 5.7 Active Opportunities by Degree of Qualification (DoQ)**
- 5.8 Active Opportunities by Probability of Closing by the Close Date**
- 5.9 Active Opportunities by Confidence Factor**
- 5.10 Active Opportunities by Type of Prospect**
- 5.11 WON Opportunities by Type of Prospect**
- 5.12 WIN / LOSS Report For NEW Prospects**
- 5.13 WIN / LOSS Report For CURRENT Prospects**
- 5.14 WIN / LOSS Report for UPGRADE Prospects**
- 5.15 WIN / LOSS Report for RENEWAL Prospects**

6. ACCOUNT DETAILS Page 67

- 6.1 Overview**
- 6.2 How to Change Your Password**

APPENDIX Page 69

- AP-1 How to Move an Opportunity Through the Sales Cycle**
- AP-2: How to Indentify an Opportunity that Might Slip Past the Close Date**
- AP-3: How to Indentify an Opportunity that has Stalled and/or is Going Nowhere**

1.0 INTRODUCTION

1.1 About Oculus

Oculus is an online selling tool designed to help you manage your sales opportunities from the first contact right through to the close.

With Oculus you can manage your Prospecting activities, transfer opportunities that are qualified to your Opportunity List (your Pipeline) and analyze them to identify what you need to do to win the Opportunity

Once an opportunity is identified as a prospect, Oculus will;

- Identify the gap between where you are with the opportunity and where you need to be to win it.
- Provide you with a path to close the gap.
- Provide you with a quick and accurate assessment of the quality of your sales opportunities;
- Inform you how well the opportunity has been qualified,
- Inform you as to the confidence you can have in winning the business,
- Identify the probability of the business closing by the stated Close Date,
- Identify the Strengths & Weaknesses of your sales campaigns and those areas where you need to focus,
- Identify Missing Information about the sales opportunity that you need to obtain,
- Provide you with a list of Action Items to help improve your chances of winning the business,
- Eliminate the subjectivity from your forecasts,
- Identify high-quality sales opportunities,
- Provide the information that will allow you to respond to management in a more meaningful manner.

1.2 What Oculus Analysis Measures: The GAP

The Oculus analysis is a 'gap analysis tool' that measures (in terms of %) where you currently sit with a sales opportunity and where you need to be in order to win the business (100%).

For example, if the analysis indicates that you have a 65% chance of winning the business, this is interpreted as meaning that if the prospect selected the winning vendor today, you have a 65% chance of being that vendor. In others words there is a 35% gap between your current standing and where you need to be to win the business (100%).

Your challenge is to use the remaining time (between now and the Close Date) to 'Close The Gap'. You will close the gap by focusing on those areas of your sales campaign that Oculus has identified as areas needing attention (as shown in the SWOT Analysis) and by obtaining the information identified in Missing Information section and implementing the Action Plan identified in the Action Items section.

NOTE: Oculus is a selling tool and consequently focuses on the specific Opportunity and what you have to do to win it. Oculus does not concern itself with account information, only information that has a direct impact on your chances of winning an Opportunity and what you have to do to improve those chances are considered in the Oculus analysis.

1.3 Terminology

Throughout this document and in Oculus you will come across the terms;

1. Suspect
2. Prospect
3. Opportunity (or Sales Opportunity)
4. Owner (Opportunity Owner)
5. Qualified/Qualification
6. Qualified Opportunity
7. Degree of Qualification (DoQ)
8. Uncertainty
9. Uncertainty Range
10. Probability of Winning
11. Probability of Closing by the Close Date
12. Confidence Factor (CF)

In Oculus these terms have the following meanings

1. **SUSPECT:** a company or an organization that you believe may benefit from the products and services you are selling. You may not have specific information that the company/organization has a need for your products and services, you will determine that through your prospecting activities.
2. **PROSPECT:** a company you have identified that could benefit from your products and services
3. **OPPORTUNITY:** (or sales opportunity) is the actual piece of business (the 'Deal') you are pursuing within the PROSPECT company/organization.
4. **OWNER (OPPORTUNITY OWNER):** every Opportunity in Oculus is 'owned' by someone. The Owner is the individual who originally entered the Opportunity into Oculus. The only exception to this rule is if the Sales Manager transfers an Opportunity from the original owner to a new owner.
Only the owner of the Opportunity can edit / update the Opportunity record. Sales managers that are authorized to view other Opportunities cannot update the information in the record.
5. **QUALIFIED / QUALIFICATION:** in Oculus Qualified and Qualification represents of the amount of information you have about an opportunity.
6. **QUALIFIED OPPORTUNITY:** a qualified Opportunity is an opportunity within a prospect company/organization that meets a minimum criteria for you to expend time and resources pursuing.
7. **DEGREE OF QUALIFICATION (DoQ):** is a relative measure (in %) of how well the Opportunity has been qualified; meaning that DoQ actually measures how much information you have about an opportunity. An Opportunity with a high DoQ indicates that it is highly qualified and that you have a high amount of information about the Opportunity, conversely a low DoQ indicates that the Opportunity is poorly qualified and that there is a significant amount of information about this Opportunity that you need to obtain.
There are six (6) different degrees of qualification, see below for a complete definition of the various levels.
DoQ does not measure your chances of winning a piece of business, it measures how much you know about the Opportunity. Your chances of winning the business are given by the Confidence Factor (CF), see below.
8. **UNCERTAINTY:** is a measure of the uncertainty in the Probability of WINNING and the Probability of Closing by the Close Date due to missing or incomplete information.
9. **UNCERTAINTY RANGE:** is a measure of the size of the Uncertainty in the Probability of WINNING and the Probability of Closing by the Close Date.
10. **PROBABILITY OF WINNING:** the probability (in %) of you winning the Opportunity if the prospect made a decision at this moment.
11. **PROBABILITY OF CLOSING BY THE CLOSE DATE:** the probability (in %) that the Opportunity will close by the stated Close Date, i.e. the date you entered into the Close Date field.
12. **CONFIDENCE FACTOR (CF):** is a measure of the probability of winning the business if the Prospect made a decision at that moment. When calculating CF, Oculus considers two elements of the analysis; the DoQ, see above, and the Probability of WINNING (which is obtained directly from the analysis).

One of the outputs of Oculus is a statement indicating the degree to which the opportunity has been qualified. By 'Qualified' Oculus is referring to the amount and quality of the information you have about the opportunity.

An opportunity that is well qualified implies that you have a good deal of information about the opportunity. It does not necessarily mean you are going to win the business only that you have a lot of information about it. Your actual chances of winning the business are given by the Confidence Factor (CF).

A 'Good Prospect' is a company or individual that you believe could benefit from your products and services and with whom you would like to do business. A 'Good Opportunity' is an opportunity you believe you can win.

In many situations, especially during the early part of the sales cycle, you may find yourself with a 'Poorly Qualified Opportunity' within, what you consider to be a 'Good Prospect'. This simply means that the company you are dealing with is a good candidate for your products and services, but at this point in time you do not have very much information about the specific opportunity. In other words, a Poorly Qualified Opportunity is not necessarily a bad opportunity

As you follow through and implement the guidance provided by Oculus you will, over time, increase the amount and quality of the information you have about the opportunity and its Degree of Qualification (DoQ) will increase to the point where it will become well qualified. At this point the Confidence Factor (CF) will tell you if it is a good opportunity (a high CF, where your chances of winning it are high), or a bad (or poor) opportunity (low CF, where your chances of winning it are low).

1.4 Date Formats

In Oculus you will be asked to select a date range in order to populate a page with the desired information. There are two (2) options available to choose from;

1. **Pre-Defined Date Ranges:** The pre-defined date ranges are set to your company's fiscal calendar and are listed in a drop-down menu. For example, if you select 'Current Quarter' from the drop-down menu, it will be your company's current quarter and the Start Date and the End Date of the quarter will appear in the date range fields.
In many cases there will be a default date range which is used to populate the page with appropriate information
2. **Custom Date Range:** you can select a non-standard date range by selecting 'Custom Range' in the drop-down menu. If Custom Range has been selected you are required to enter the Start Date and End Date of the date range you want.

Note: You must click '**Refresh>>**' in order to update the page with the information requested.

1.5 Logging into Oculus

Oculus Web Site:

www.OcculusSales.com

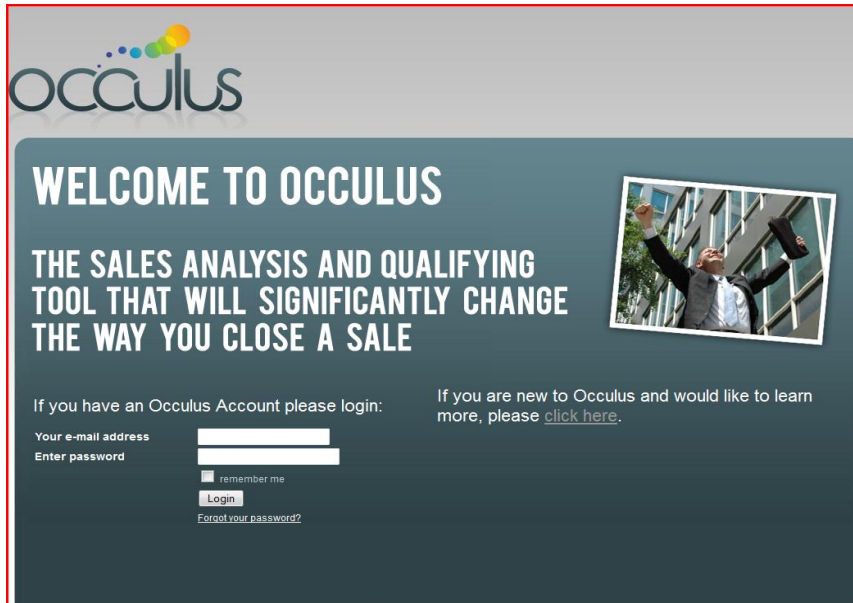


Figure 1.1: Oculus Home Page

Enter your email address and the password provided to you.
Click 'Login' and you will be transferred to your Dashboard, see Figure 1.1.

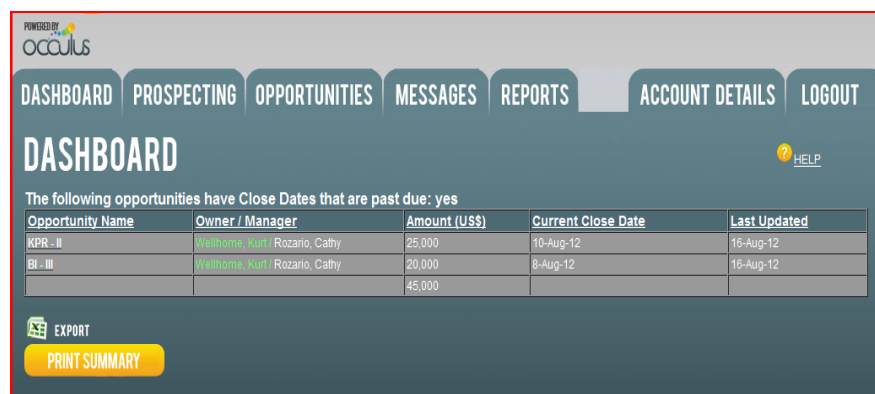


Figure 1.2: Oculus Dashboard

There are 7 tabs on the Dashboard

- | | |
|--------------------|---|
| 1. DASHBOARD | Lists ALL Opportunities that have Close Dates that are past due |
| 2. PROSPECTING | Keeps track of all prospecting calls and follow ups. |
| 3. OPPORTUNITIES | List of all active (and Closed) opportunities |
| 4. MESSAGES | Messaging to allow communication to your manager |
| 5. REPORTS | Various reports |
| 6. ACCOUNT DETAILS | To change the password |
| 7. LOGOUT | To log out of Oculus |

The purpose of the Dashboard is to highlight those Opportunities that have Close Dates that are past due. There are 5 columns in the Dashboard;

- | | |
|------------------------|--|
| 1. Opportunity Name: | Name of the Opportunity |
| 2. Owner: | Name of the sales rep who owns this Opportunity and their manager. |
| 3. Amount: | Value (amount) of the Opportunity |
| 4. Current Close Date: | Current forecasted Close Date |
| 5. Last Updated: | Last time the Opportunity file was updated. |

The Dashboard should not have any Opportunities listed. If there are opportunities in the Dashboard list you should remove them by;

1. Closing the Opportunity (see CLOSING An Opportunity)
2. Updating the current Close Date with a new Close Date (see UPDATING an Opportunity)

2.0 DASHBOARD

2.1 Overview

The Dashboard is the first Page you will see when you log onto Oculus.

The Dashboard contains a list of all Opportunities that have past due Close dates, i.e. the Opportunities that you have forecast to close by a certain date, but have not been closed in Oculus.

Ideally there should not be any Opportunities shown in the Past due list.

There are only two options for updating;

1. Close the Opportunity
2. Change the Close Date

2.2 Elements of the Dashboard

The Dashboard contains the following elements, see Figure 2.1

Opportunity Name:	The name of the Past Due Opportunity
Owner / Manager:	The name of the Opportunity owner and their immediate manager
Amount:	The value (amount) of the Opportunity
Current Close Date:	The date you currently have listed as the Close Date for this Opportunity
Last Updated:	The last time the Opportunity file was updated

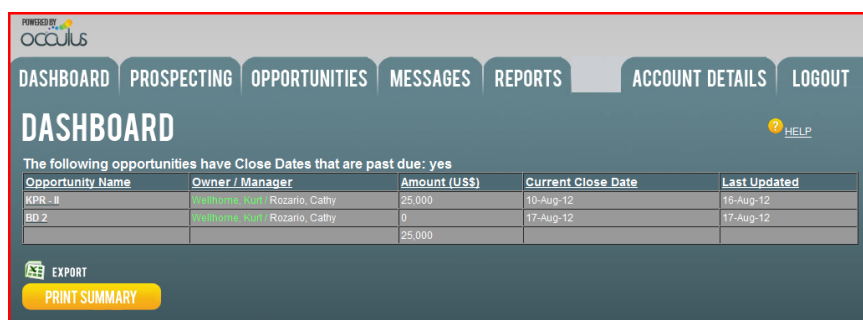


Figure 2.1: Dashboard

2.3 How to Update Past Due Opportunities

Past Due Opportunities are Opportunities with a Close Date that is past due and are listed on the Dashboard, see Figure 2.2.

NOTE: You must always strive to keep the list of Past due Opportunities to an absolute minimum.

Opportunity Name	Owner / Manager	Amount (US\$)	Current Close Date	Last Updated
KPR - II	Wellhome, Kurt	25,000	16-Aug-12	16-Aug-12
BD 2	Wellhome, Kurt	0	17-Aug-12	17-Aug-12
	Rozano, Cathy	25,000		

Figure 2.2: Dashboard listing Past Due Opportunities

There are only 2 options for dealing with Past Due Opportunities;

1. Close the Opportunity
2. Change the Close Date

Opportunity Name: The name of the Past Due Opportunity
 Owner / Manager: The sales person that owns the Opportunity and their manager
 Amount: The size of the Opportunity
 Current Close Date: the current forecasted Close Date
 Last Updated: the last time the Opportunity file was updated.

To open the Past Due Opportunity file click on the Opportunity name and proceed to the Opportunity Information page, see Figure 2.3

In the Opportunity Information page change the close date by updating the Close Date field or Close the Opportunity by clicking the CLOSE OPPORTUNITY button, Figure 2.3

OPPORTUNITY INFO

Owner: Wellhome, Kurt

Opportunity Name * KPR - II (20 characters max.)

Type of Sale * Software

Type of Prospect * Upgrade

Sales Cycle 10 - Order Received

Closing date - actual or estimated * 8/10/2012

Date Opened 6/14/2011

Amount * US\$ 25000

Notes

Status active

Company Name ABC Inc (30 characters max.)

Company Address 1234 Main Street

Contact Name

Contact Phone #

Contact Email

Description

SAVE

Figure 2.3: Opportunity Information Page for Past Due Opportunities

3.0 PROSPECTING

3.1 Overview

The Prospecting Module allows you to manage all your prospecting activities. In addition the module allows you to transfer prospecting call to the Opportunity list (the Pipeline) if it meets specific criteria.

3.2 Elements of the Prospecting Page

Click the PROSPECTING tab to access the Prospecting Module

September 14, 2012

El Dorado LEARNING SYSTEMS

POWERED BY occulus

DASHBOARD PROSPECTING OPPORTUNITIES MESSAGES REPORTS ACCOUNT DETAILS LOGOUT

PROSPECTING CALLS

Select a pre-defined date range: Today

Or select custom date range: 9/14/2012 and 9/14/2012

YOU HAVE FOLLOW UP CALLS

Number	Contact Date	Company Name	Contact Name	Contacted by	Outcome	Follow Up Date	Source	Notes
1	2012-09-14	Lifton Sys	Steve McKinnon	Steve@Lifton.com	Follow up	2012-09-27	Cold Call	1. Email to SM, ref. Linda Ormand re: new HRS
2	2012-09-14	Ren's Pet	Wally Jones	WallyJ@RENS.com	Follow up	2012-09-18	lead	1. sent email to WJ

Call quota for selected time period = 30
Total calls for selected time period = 2, call ratio = 7%
Transferred opportunities = 0, SPR = 0%
Follow up calls: 2
No action: 0

My Call Quotas

Annual call quota:

Quarterly call quota:

Monthly call quota:

Figure 3.1: Prospecting Summary Page

Date Range Selection (Drop-Down Menu):

The Prospecting Page shows the prospecting calls that were made during the time period as defined by the Date Range.

The default Date Range = TODAY

The drop-down menu selection allows you to select a pre-defined date range or a custom date range. The pre-defined date ranges match the Fiscal Calendar of your company:

- Today
- Current Month / Previous Month
- Current Quarter / Previous Quarter
- Current Year / Previous Year
- Custom Range

The default position is TODAY and shows the Prospecting Calls made today.

If you select Custom Range from the drop-down menu you must enter the Start Date and End Date of the date range you wish to see prospecting calls for.

After selecting a new date range (custom or pre-defined), click 'Refresh>>'. A list of all Prospecting calls made within that Date Range will appear.

FOLLOW UP CALLS Button:

Lists all follow up calls to be made, this occurs when the Call Outcome = Follow Up'.

Flashes when you have Follow Up calls that are due today, click on the **FOLLOW UP CALLS** button to get a list of calls to be made today.

Column Headings:

- | | |
|---------------------|--|
| 1. Call Number: | The order of the calls |
| 2. Date of Contact: | Date of contact |
| 3. Company Name: | The name of the company |
| 4. Contact Name: | The name of the individual you contacted |
| 5. Contact by: | How you contacted this person |
| 6. Outcome: | The outcome of the call |
| 7. Follow up Date: | The date of any follow up (otherwise 'blank') |
| 8. Source: | Where you received name from |
| 9. Notes: | Notes you have made about the call |
| 10. EDIT: | Allows you to open the Call record and enter new information |

NEW CALL Button:

Click to enter information about a New Prospecting Call

Prospecting Calls Quota:

Allows you to enter a personal calls quota for Month, Quarter and Year.

Prospecting Calls Statistics:

- | | |
|--------------------------------|---|
| 1. Call Quota for this period: | Shows call quota for the period |
| 2. Total Calls for period: | Number of calls made for this period, and the percent |
| 3. Call Outcome: Transferred: | Number of calls transferred to Opportunity List |
| | SPR = Suspect – to – Prospect Ratio |
| 4. Call Outcome: Follow Up: | Number of Follow up calls to be made |
| 5. Call Outcome: No Action: | Number of calls where No Action is warranted. |

3.3 How to Make a Prospecting Call

To make a prospecting call, click the **NEW CALL** button on the main Prospecting page and you will be transferred to the NEW PROSPECTING CALL page, Figure 3.2.

NEW PROSPECTING CALL

* mandatory fields
* mandatory fields if you transfer prospecting call to opportunities

Contact Date * 8/16/2012
Source * Cold Call
Opportunity Name * 20 characters max
Company Name * ABS Brakes Inc
Type of Sale (what are you selling) Choose one
Company Address 2300 East Jane Ave
Williston, NJ
Type of Prospect * Choose one
Contact Name * Jeff Greene
Sales Cycle * Choose one
Contact By * Phone Enter Phone 508 267 5198
Amount US\$
Close date 8/16/2012
Notes
1. Spoke to Jeff, he seems interested.
Asked me to call back in 2 weeks.
Criteria *
☒ Is this Opp real?
☐ Can we win it?
☐ Will it close < 6 months
Call outcome * Follow up
Follow up date * 08/30/2012
SAVE CALL

Figure 3.2: New Prospecting Call page

REQUIRED FIELDS

There are two (2) categories of Required Fields

Category 1: Applicable to ALL Prospecting calls

The following fields are required for ALL prospecting calls.

- *Contact Date:** Date the contact was made. Default = Today's Date
- *Source:** The source of the call or lead.
- *Contact Name:** Name of the person contacted
- *Company Name:** Company name
- *Contact By:** Drop-down menu selection:
 - Email:** Contact email address must be entered
 - Phone:** Contact phone number must be entered
 - Meeting:**
 - Other:**

- *Criteria:** Criteria that a call must meet before it can be transferred to the Opportunity List
This field is user defined and can be used to pre-qualify leads (Suspects).

For an explanation of Criteria, click the question mark (?) and a pop-up window will appear with a definition and explanation of the criteria.

- *Call Outcome:** The outcome of the call has 3 options:
- a). Follow Up**
The follow up calendar will appear and you must select a date to follow up. You will receive an alert on the date selected that a follow up that this is due. Follow up calls are stored in the Follow – Up Calls list and can be accessed by clicking the Follow-Up Calls button, see figure 3.1
 - b). No Action**
This call is not a prospect and nor will it be for the foreseeable future and no further action is warranted.
 - c). Transfer to Opportunities**
The call has turned into a prospect and is transferred to the Opportunity List. When a call is transferred to the Opportunity list additional information is required, see Category 2 Required Fields.

Category 2: Applicable to calls that are Transferred to Opportunities

Additional Required Fields when a Call is transferred to the Opportunity List.

- ^Opportunity Name:** Enter a temporary name if necessary
- ^Type of Sale:** What you are selling (see Opportunity List section for a complete definition)
- ^Type of Prospect:**
- ^Sales Cycle:**

Other Fields:

- Close Date:** If you do not enter a Close Date Oculus will set the Close Date = Today
- Amount:** If you do not enter an amount, Oculus will set the Amount = 0. You will be required to enter an appropriate amount later.

When you have finished entering all the appropriate information, click '**SAVE CALL**'.

You will receive a confirmation notice that the call has been saved.

Click '<<Back' or the **PROSPECTING** tab to return to the main Prospecting page.

The call you just made is entered as the last entry in the prospecting call list.

3.4 How to Make a Follow-Up Prospecting Call

The Follow-Ups Calls button on the Prospecting page, see Figure 3.3, is a list of all Follow-Up calls you have to make along with the date you have to make the calls.

The Follow Up Calls button will flash if you have follow-up calls that are past due or have to be made today. The ones that are past due or due today will have the Follow up date in red.

Click the Follow-Up Calls button on the main Prospecting page, see Figure 3.1 and you will be transferred to the follow up calls list, see Figure 3.3.

Number	Contact Date	Company Name	Contact Name	Contacted by	Outcome	Follow Up Date	Source	Notes	
1	2012-07-09	NorthWest Ind	Mirella DeCosta	Meeting	Follow up	2012-09-14	Marketing	Met Mirella at Company BBQ, asked me to call her next week. Spoke to MD, there may be an opp next Ctr. have set a meeting for next Ctr.	EDIT
2	2012-07-25	InterComm Ltd	Ian Johnson	207 345 8733	Follow up	2012-09-25	Cold Call	1. Spoke to Ian, may be something here, have set up a mtg for Aug 10 @10:00am Called Ian and left a message	EDIT
3	2012-08-03	Hilite Ind	Fred C. Dobbs	Fred@Hilite.com	Follow up	2012-09-25	Cold Call	1. sent FD an email. Fu next	EDIT
4	2012-08-15	Joad Street Ind	Raj Desai	809 345 3355	Follow up	2012-09-25	Cold Call	1. Spoke to RD, asked me to call him back in Sep	EDIT
5	2012-08-16	ABS Brakes Inc	Jeff Greene	508 267 5198	Follow up	2012-09-25	Cold Call	1. Spoke to Jeff, he seems interested. Asked me to call back in 2 weeks.	EDIT
6	2012-09-10	Amazon	Erik Shiffer	1234567	Follow up	2012-09-19	cold call	Great Guy	EDIT
7	2012-09-14	Litton Sys	Steve McKinnon	Steve@Litton.com	Follow up	2012-09-27	Cold Call	1. Email to SM, ref. Linda Ormand re: new HRS	EDIT
8	2012-09-14	Ren's Pet	Wally Jones	WallyJ@RENS.com	Follow up	2012-09-18	lead	1. sent email to WJ	EDIT

Call quota for selected time period = 30
 Total calls for selected time period = 8 , call ratio = 27%
 Transferred opportunities = 0, SPR = 0%
 Follow up calls: 8
 No action: 0

My Call Quotas
 Annual call quota: 500
 Quarterly call quota: 120
 Monthly call quota: 30
 Submit

Figure 3.3: Follow Up Calls list

Click 'EDIT' and open the call record and revise it with either another Follow-Up (if appropriate), 'No Action' indicating that this call (suspect) is not a prospect, or 'Transfer to Opportunities' indicating that this suspect has turned into a prospect. This process might be repeated a number of times until this Suspect becomes an Opportunity (Prospect) or you decide that No Action is appropriate.

You can return to the Main Prospecting Page by clicking the 'RETURN TO PROSPECTING CALLS' button.

4.0 OPPORTUNITES

4.1 Overview

The **OPPORTUNITIES** module maintains the list of all Active & Closed Opportunities (sorted by CLOSE DATE). It also allows you to enter and analyze New Opportunities and Update Current Opportunities as new information becomes available.

From the Opportunities function you can Export and Print the Opportunity list.

4.2 Elements of the OPPORTUNITIES Main Page

Click the **OPPORTUNITIES** Tab to access the Opportunities Module, see Figure 4.1

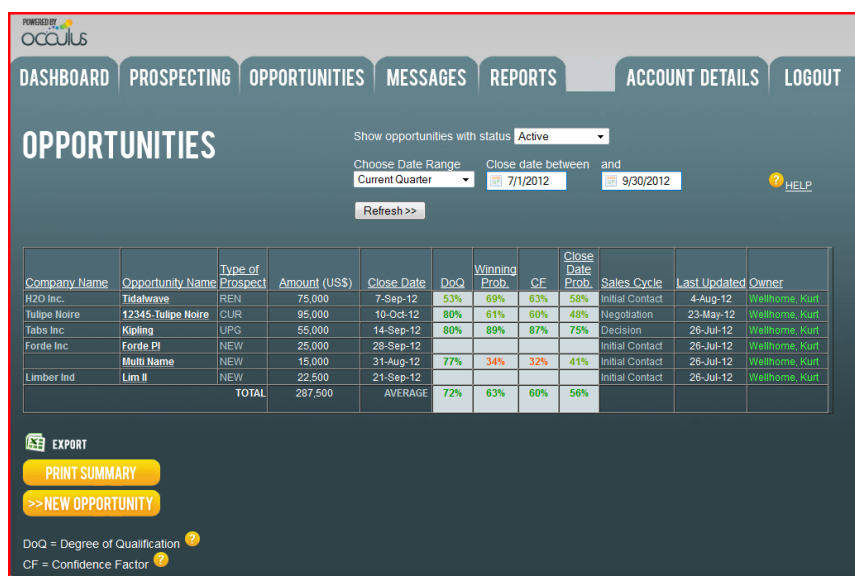


Figure 4.1: Opportunities Main Page

Opportunity Status (Drop-Down Menu):

In Oculus Opportunities are either ACTIVE or CLOSED;

1. ACTIVE Opportunities are those Opportunities that you are currently pursuing.
2. CLOSED Opportunities are those Opportunities that you are no longer pursuing. There are many reasons for 'Closing' an Opportunity, such as; you WON it, LOST it or it was cancelled etc.

The options are;

1. Active: Opportunities you are currently pursuing.
2. Closed – WON: Opportunities you have WON.
3. Closed – LOST: Opportunities you have LOST.
4. Closed – Cancelled Opportunities that were Cancelled or end in a No-Decision
5. Closed - No Bid Opportunities you decided not to bid on (or pursue)

Opportunity Status Default = ACTIVE

- NOTES:**
1. To remove an Opportunity from your ACTIVE Opportunity list you must Close it, see below for instructions on how to Close an Opportunity.
 2. Opportunities cannot be deleted.

Date Range Selection (Drop-Down Menu):

1. Opportunity Status = ACTIVE

The Opportunities Page shows all Active Opportunities with a forecasted Close Date to occur during the time period as defined by the Date Range.

The Default Date Range = Current Quarter OR Last Selected Date Range

The drop-down menu selection allows you to select a pre-defined date range or a custom date range. The pre-defined date ranges match the Fiscal Calendar of your company:

Date Range Options for ACTIVE Opportunities

Current Month / Next Month
Current Quarter / Next Quarter
Current Year / Next Year
Custom Range

If you select Custom Range from the drop-down menu you must enter the Start Date and End Date of the date range for which you wish to see Active Opportunities.

After selecting a new date range (custom or pre-defined), click '**Refresh>>**'. A list of all Active Opportunities with a forecasted Close Date within that Date Range will appear.

NOTE: Depending on the current date and the pre-defined Date Range you select, Opportunities with past due Close Dates will not appear in the Active Opportunities list.
For example, suppose current date is the first week of the 3rd quarter (Q3) and an Opportunity was forecast to close on the last day of the 2nd quarter (Q2), but as of yet you have not Closed the Opportunity or changed the Close Date. If you select 'Current Quarter' from the Date Range options, the Opportunity will not appear in the Opportunities List. You have not 'lost' the Opportunity; however you must select Custom Range from the Date Range drop-Down menu and set the Start Date before the forecasted Close Date of the Opportunity.

A more effective way of dealing with Opportunities is to ensure that the Past Due Opportunities list in the Dashboard has no Opportunities listed.

2. Opportunity Status = CLOSED

The Opportunities Page shows all CLOSED Opportunities with a Close Date that occurred during the time period as defined by the Date Range.

The Default Date Range = Current Quarter OR Last Selected Date Range

The drop-down menu selection allows you to select a pre-defined date range or a custom date range. The pre-defined date ranges match the Fiscal Calendar of your company:

Date Range Options for CLOSED Opportunities

Current Month / Previous Month
Current Quarter / Previous Quarter
Current Year / Previous Year
Custom Range

If you select Custom Range from the drop-down menu you must enter the Start Date and End Date of the date range you wish to see Closed Opportunities for.

After selecting a new date range (custom or pre-defined), click '**Refresh>>**'. A list of all CLOSED Opportunities with an actual Close Date within that Date Range will appear.

Column Headings

Company Name:	The name of the company
<u>Opportunity Name:</u>	The name of the Opportunity or project code. To update the Opportunity information, click on the Opportunity name to open the record:
Type of Prospect:	The classification of the prospect' NEW: A new customer/prospect. CURR: A Current Customer/Client. UPGRADE: Upgrading/replacing an existing product or service RENEWAL Renewal of a current contract
Amount:	The size or amount of the Opportunity
Close Date:	Your forecasted Close Date
DoQ (Degree of Qualification)	A measure of how well the Opportunity has been qualified
Winning Prob:	A measure of your probability of Winning
CF (Confidence Factor):	The confidence you can having winning the Opportunity
Close Date Prob: you	A measure of the probability that the Opportunity will close by The Close Date have entered
Sales Cycle:	Current position in the sales cycle / process (User defined)
Last Updated:	Date of when you last updated the Opportunity record

NOTE: Clicking on any column heading will sort the Opportunities list based on that column choice.

EXPORT: To export the Opportunity List (various formats)
PRINT: To print the Opportunity List
NEW: To enter a NEW opportunity
DoQ = Degree of Qualification
CF = Confidence Factor

4.3 How to EXPORT the Opportunity List

You can export the Opportunity List and save it in a number of different formats.

Click the **EXPORT**, see Figure 4.1.

If you are using Windows Internet Explorer the following pop-up menu will appear, see Figure 4.2. Similar pop-up menus will appear for Google Chrome and FireFox.

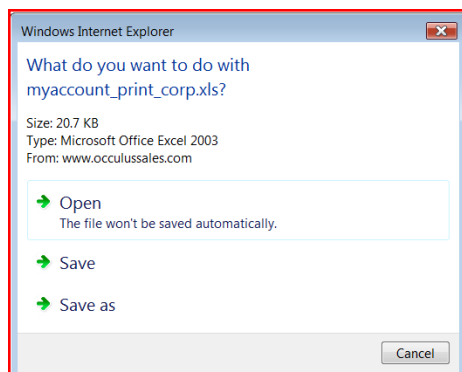


Figure 4.2: Windows Internet Explorer pop-up menu for EXPORT

NOTE: The file will be downloaded in .xls format; you should save it in a different format

Click 'Open'

The Internet Explorer alert will inform you that you trying to open an .xls file with Microsoft Excel, Figure 4.3

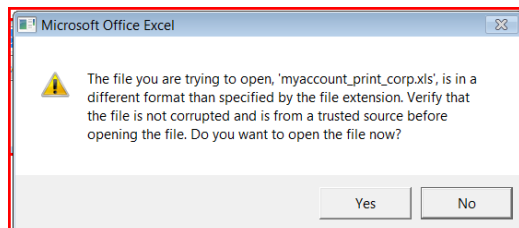


Figure 4.3: Internet Explorer alert

Click 'Yes' to confirm you wish to open this file. The file will open in Excel, Figure 4.4

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3	Company Name	Opportunity Name	Type of Prospect	Type of Sale	Owner	Currency	Amount	Close Date	DoQ	Winning Prob.	CF	Close Date Prob.	Cycle	Last Updated		
4	H2O Inc.	Tidalwave	REN	Services	Wellhome, Kurt	US\$	75,000	07-Sep-12	53%	69%	63%	58%	Initial Contact	04-Aug-12		
5	Tulipe Noire	12345-Tulipe Noire	CUR	Services	Wellhome, Kurt	US\$	95,000	10-Oct-12	80%	61%	60%	48%	Negotiation	23-May-12		
6	Tabo Inc	Kipling	UPG	Consulting	Wellhome, Kurt	US\$	55,000	14-Sep-12	80%	89%	87%	75%	Decision	26-Jul-12		
7	Forde Inc	Forde PI	NEW	Products	Wellhome, Kurt	US\$	25,000	28-Sep-12					Initial Contact	26-Jul-12		
8	NM Industries	Multi Name	NEW	Products	Wellhome, Kurt	US\$	15,000	31-Aug-12	77%	34%	32%	41%	Qualifying	17-Aug-12		
9	Limber Ind	Lim II	NEW	Products	Wellhome, Kurt	US\$	22,500	21-Sep-12					Initial Contact	26-Jul-12		
10	Banks Inc	BI - III	NEW	Products	Wellhome, Kurt	US\$	20,000	31-Aug-12					Initial Contact	17-Aug-12		
11							TOTAL	US\$ 307,500	AVERAGE	72%	63%	60%	56%			
12																
13																
14																
15																

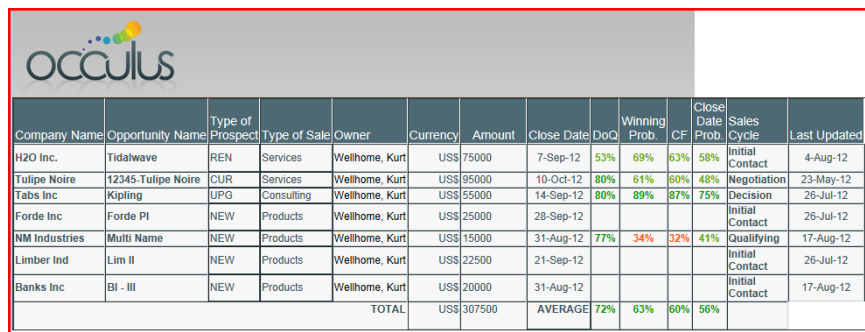
Figure 4.4: Downloaded Opportunities List in .xls format opened in Excel.

NOTE: To save the spreadsheet you must convert it to Excel format using the 'SAVE AS' feature of Excel.

NOTE: The same procedure is in effect for Exporting the DASHBOARD and REPORTS

4.4 How to PRINT the Opportunity List

To print the Opportunities List, click **PRINT**, select your printer options, see Figures 4.5 A & B.



Company Name	Opportunity Name	Type of Prospect	Type of Sale	Owner	Currency	Amount	Close Date	DoQ	Winning Prob.	CF	Close Date Prob.	Sales Cycle	Last Updated
H2O Inc.	Tidalwave	REN	Services	Wellhome, Kurt	US\$	75000	7-Sep-12	53%	69%	63%	58%	Initial Contact	4-Aug-12
Tulipe Noire	12345-Tulipe Noire	CUR	Services	Wellhome, Kurt	US\$	95000	10-Oct-12	80%	61%	60%	48%	Negotiation	23-May-12
Tab's Inc	Kipling	UPG	Consulting	Wellhome, Kurt	US\$	55000	14-Sep-12	80%	89%	87%	75%	Decision	26-Jul-12
Forde Inc	Forde Pl	NEW	Products	Wellhome, Kurt	US\$	25000	28-Sep-12					Initial Contact	26-Jul-12
NM Industries	Multi Name	NEW	Products	Wellhome, Kurt	US\$	15000	31-Aug-12	77%	34%	32%	41%	Qualifying	17-Aug-12
Limber Ind	Lim II	NEW	Products	Wellhome, Kurt	US\$	22500	21-Sep-12					Initial Contact	26-Jul-12
Banks Inc	BI - III	NEW	Products	Wellhome, Kurt	US\$	20000	31-Aug-12					Initial Contact	17-Aug-12
TOTAL					US\$	307500	AVERAGE	72%	63%	60%	56%		

Figure 4.5A: Printout of Opportunities List

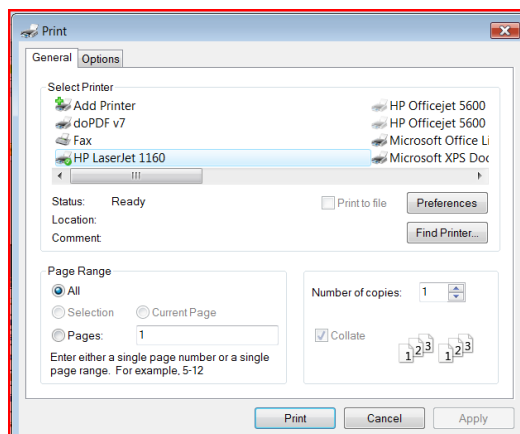


Figure 4.5B: Printer Options

NOTE: The same procedure is in effect for Printing the DASHBOARD and REPORTS.

4.5 How to Enter & Analyze a NEW Opportunity

Click **NEW OPPORTUNITY>>** on the Opportunity main page, Figure 4.1 and be transferred to the New Opportunity Information page, Figure 4.6.

Figure 4.6: New Opportunity Information Page

Required Fields:

The following minimum information is required (as indicated with an *)

- | | |
|---------------------|---|
| 1. Opportunity Name | The name, project number of the Opportunity |
| 2. Type of Sale | See below for the definition |
| 3. Type of Prospect | See below for the definition |
| 4. Sales Cycle | Where you are in the Sales Cycle |
| 5. Close Date | The date you expect the Opportunity to close. |
| 6. Amount | The amount / value of the opportunity |

Other Fields:

If you have the information you should complete the other fields

- | | |
|-------------------------|--|
| 1. Company Name | |
| 2. Company Address | |
| 3. Contact Name | |
| 4. Contact Phone Number | |
| 5. Contact Email | |
| 6. Notes: | (A short description of the Opportunity might be appropriate here) |

Type of Sale:

OCCULUS supports 7 different selling scenarios:

(The ' ? ' next to the Type of Sale field provides a detailed explanation of the types of selling scenarios supported)

1. Consulting:

A sales opportunity where the prospect is seeking the advice and guidance of a knowledgeable and experienced individual (an 'Expert') to help them resolve a particular business problem(s). The deliverable is typically knowledge provided by you or your organization to your client.

Quite often referred to as 'Professional Services' to differentiate them from 'Technical Services'.

Some examples of "Consulting" are;

- Project Management,
- Management Consulting,
- Business Process Consulting
- Systems Implementation Consulting
- Sales Process Consulting

2. Products:

A sales opportunity where the prospect is seeking a product(s) to satisfy a specific set of requirements. Products are generally deliverable hard goods that can be shipped from you to your customer.

Some examples of "Products" are:

- Computer Hardware,
- Manufactured goods,
- Industrial Machinery
- Dry Goods

3. Outsourcing

A sales opportunity where prospect is seeking to procure the services of an outside organization with the intent of having that organization assume responsibility for a particular business function or activity. Typically this would require the winning vendor to take over a business activity that the customer had previously done themselves.

Some examples of "Outsourcing" are;

- Payroll Services,
- HR services,
- IT services,
- Logistics services

4. Services

A sales opportunity where the prospect is seeking the assistance, typically of a technical nature, of an individual or company to help solve a particular business problem. Typically you or your company provide a service to the customer where the service cannot be physically shipped.

Some examples of "Services" are;

- Education & Training,
- Equipment Repair,
- Product Support,
- Software programming,
- Telecom & Network Services,
- Internet Provider Services,
- Web Design

5. Software:

A sales opportunity where the prospect is seeking a software product(s) to satisfy a specific set of requirements. Software is used as part of the customer's information technology and is usually computer based.

Some examples of "Software" are;

- Application Software,
- Network & Networking Software,
- Server Software

6. Solution

A sales opportunity where the prospect is seeking a Total Solution to satisfy a specific set of requirements, such a Solution can consist of products, consulting and services. Solutions are differentiated from the other types of sales in that you are offering an integration of a number other products/services in a one-stop solution.

Some examples of "Solution" are;

- Facilities management Solution
- Computer Hardware, Software & Consulting,
- "Turnkey" Solutions

7. Systems Integration

A sales opportunity where the prospect is seeking an individual or company that will combine (Integrate) various components from multiple sources into a single entity that will satisfy a specific set of requirements.

Some examples of "Systems Integration" are;

- Networking Infrastructure,
- Large Projects (construction, facilities etc)

Type of Prospect:

(The ' ? ' next to the Type of Prospect field provides a detailed explanation of the types of prospects supported)

Oculus allows you to differentiate between new and current customer, there are 4 options available. From the drop-down menu, select the Type of Prospect that best describes the type of prospect you are selling to. If you are unsure as to which Type of Prospect fits best, click the „ ? „ for an explanation of each type and some examples.

1. **NEW:** A new customer/prospect; one that you have never done business with before.
2. **CURR:** A Current Customer/Client. A new opportunity within a current customer.
3. **UPGRADE:** Upgrading/replacing an existing product or service within a current customer
4. **RENEWAL:** Renewal of a current contract, such a lease, rental agreement, service contract etc.

Sales Cycle: (User Defined)

(The ' ? ' next to the Sales Cycle field provides a detailed definition of the various phases / stages of the sales cycle.)

Allows you to state where you are in the Sales Cycle with this prospect...

Select the appropriate phase (stage) of the Sales Cycle you are in.

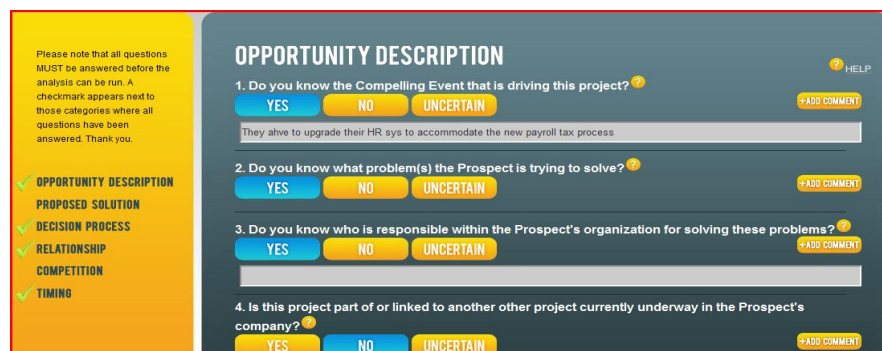
This field is User Defined and the actual Sales Cycle used by your company will appear here.

Close Date:

From the pop-up calendar select the date you are forecasting this Opportunity to Close.

NOTE: Oculus will analyze the data you enter and will inform you as to the likelihood of the Opportunity closing by this date.

When you have completed the New Opportunity Information page, click **NEXT>>** to move to the analysis section, Figure 4.7...



Please note that all questions MUST be answered before the analysis can be run. A checkmark appears next to those categories where all questions have been answered. Thank you.

- ✓ OPPORTUNITY DESCRIPTION
- ✓ PROPOSED SOLUTION
- ✓ DECISION PROCESS
- ✓ RELATIONSHIP
- ✓ COMPETITION
- ✓ TIMING

OPPORTUNITY DESCRIPTION

1. Do you know the Compelling Event that is driving this project? ? HELP

YES NO UNCERTAIN +ADD COMMENT

They have to upgrade their HR sys to accommodate the new payroll tax process

2. Do you know what problem(s) the Prospect is trying to solve? ?

YES NO UNCERTAIN +ADD COMMENT

3. Do you know who is responsible within the Prospect's organization for solving these problems? ?

YES NO UNCERTAIN +ADD COMMENT

4. Is this project part of or linked to another other project currently underway in the Prospect's company? ?

YES NO UNCERTAIN +ADD COMMENT

Figure 4.7A: Analysis Section, Opportunity Description

The questions are divided into 6 categories. When all the questions have been answered a green checkmark will appear next to the Question category indicating that it has been completed.

The questions are all multiple choice answers. Select the answer that fits best

To add a comment, click '**ADD COMMENT**' next to each question.

The question mark next to each question is a HELP file that provides an explanation of each question and what it is asking, see Figure 4.7B



Figure 4.7B: Pop-up HELP screen for each question

About the Oculus Analysis

The Oculus analysis is based on the specific information you provide about the Opportunity.

You will be asked a number of multiple choice questions about the opportunity, the prospect, who you're competing against and the timing. Select the answer that is most appropriate.

If you are unsure as to what the question is asking, click the "?" next to the question for a detailed explanation.

The questions are divided into 6 categories, each dealing with an important dimension of the sale.

There are two types of Oculus questions:

1. **Absolute Questions:** Yes / No / Uncertain
Answer these questions based on the factual information, DO NOT GUESS
If you are unsure or have not asked the Prospect that question answer "Uncertain".
2. **Relative Questions:** High / Medium / Low / Uncertain
Answer these questions based on your judgement, make an 'educated guess' or how you 'feel'.
If you have not asked the Prospect that question answer "Uncertain".

NOTE: The answer option 'Uncertain' is a valid answer to the Oculus questions. Oculus keeps track of any Uncertain answers and will remind you that this is an element of information you need to obtain, confirm or clarify.

NOTE:

Oculus does not provide any partial analysis; you must answer all the questions in all the categories.

The analysis cannot be run until all questions are answered.

The typical Oculus user takes about 10 to 15 minutes to answer all the questions. When a category is complete a checkmark will appear next to the category.

When you have answered all the questions, click NEXT at the bottom of the page to move to the next question category.

Categories that are complete (you have answered all the questions), will have a green checkmark next to them in the Question Category Directory.

If you attempt to move to the NEXT Question Category without answering all the questions in the current category, Oculus will alert you to this fact.

If you are unable to complete answering all the questions in a single session, scroll to the bottom of the question page you are working and click SAVE. Oculus will save the information you have entered. You can update and complete the questions at another time.

Question Categories

The Oculus questions are divided into 6 categories, each dealing with an important dimension of the sale.

1. **Opportunity Description:** Measures how well the opportunity has been defined.
2. **Proposed Solution:** Measures how closely your solution matches the required solution as laid out in the Opportunity Description.
3. **Decision Process:** Measures the degree to which you understand the decision process for this particular Opportunity and the individuals involved.
4. **Relationship:** Measures how strong a relationship you have with the prospect, specifically as it relates to the Opportunity under consideration.
5. **Competition:** Measures how well you stack up against the competition. In Oculus there are 3 types of competition;

- a.) External Competition: Those competitors who's relationship with the Prospect is strictly a buyer / seller relationship.
 - b.) Incumbent Competition: (or current supplier) is the party (company or individual) that is currently providing the goods or services you are trying to replace.
 - c.) Internal Competition: Those departments or groups within the Prospect company who can supply the same capability you can.
6. **Timing:** Measures the timing of the Opportunity and probability of that it will close by the date you have forecasted.

NOTE: The Decision Process is specific to the Opportunity under consideration.

Next to each question is a '?'. If you are not certain what the question is asking, click on the '?' and a pop-up screen will appear with an explanation of the question.

Linked Questions

In Oculus there are a number of questions that are 'linked' to other questions, some are in the same Question Category others are in different Question categories. Depending on how you answered a question, Oculus may automatically insert an 'N/A' (Not Applicable) answer in a different question.

You cannot override an Oculus inserted N/A answer. (If you try an error message will appear).

If you change the answer to the question that had originally generated an automatic 'N/A' answer elsewhere in Oculus, Oculus will automatically remove the N/A answer. This question category is now incomplete and the checkmark will be removed from the category where the N/A was removed.

You are now required to answer that question before the analysis will be completed.

Figure 4.8 is an example of a 'linked' question.

Question #3 asks: "Have you ever done business with the Prospect before?" and question #4 asks: "Was the project successful?"

If you answer 'No' to Question #3, then Question #4 does not apply. Oculus has automatically inserted the answer 'N/A' into the answer for Question #4. By answering a question 'N/A', Oculus removes that question from the analysis.

You cannot change an Automatic N/A answer.

Please note that all questions MUST be answered before the analysis can be run. A checkmark appears next to those categories where all questions have been answered. Thank you.

- ✓ OPPORTUNITY DESCRIPTION
- ✓ PROPOSED SOLUTION
- ✓ DECISION PROCESS
- RELATIONSHIP
- COMPETITION
- TIMING

RELATIONSHIP

1. To what degree do you know the Prospect and understand their business? [?] **HELP**

HIGH MEDIUM LOW **ADD COMMENT**

2. To what degree does the Prospect know you and your company? [?]

HIGH MEDIUM LOW UNCERTAIN **ADD COMMENT**

3. Have you ever done business with the Prospect before? [?]

YES NO **ADD COMMENT**

4. Was the project successful? [?]

YES NO UNCERTAIN N/A **ADD COMMENT**

5. Overall, how would you rate the quality of your relationship with the Prospect? [?]

EXCELLENT GOOD POOR UNCERTAIN **ADD COMMENT**

6. Have you previously worked with any of the individuals involved in the decision process for this project? [?]

YES NO **ADD COMMENT**

7. How would you rate your level of support among the key individuals involved in the decision process for this project? [?]

EXCELLENT GOOD POOR UNCERTAIN N/A **ADD COMMENT**

8. How would you describe your relationship with the four individuals involved in the decision process?

Figure 4.8: Example of an Automatic N/A answer

Upon completing all the questions in all the categories (notice the checkmarks next to each category in Figure 4.9) you may view the analysis.

NOTE: The 'VIEW RESULTS' button will change colour to green indicating that the analysis is available for viewing.

Please note that all questions MUST be answered before the analysis can be run. A checkmark appears next to those categories where all questions have been answered. Thank you.

- ✓ OPPORTUNITY DESCRIPTION
- ✓ PROPOSED SOLUTION
- ✓ DECISION PROCESS
- ✓ RELATIONSHIP
- ✓ COMPETITION
- ✓ TIMING

TIMING

1. Do you know why the Prospect is implementing this project now? [?]
 YES NO UNCERTAIN +ADD COMMENT

2. Have the project timeframes been defined? [?]
 YES NO UNCERTAIN +ADD COMMENT

3. Is the project on schedule? [?]
 YES NO UNCERTAIN +ADD COMMENT

4. Do the decision makers agree with the Close Date for this project? [?]
 YES NO UNCERTAIN N/A +ADD COMMENT

5. What is the Prospect's 'sense of urgency' (inclination to act) with this project? [?]
 HIGH MEDIUM LOW UNCERTAIN +ADD COMMENT

6. How would you rate the negative impact on the Prospect's business if this project was delayed or cancelled? [?]
 HIGH MEDIUM LOW UNCERTAIN +ADD COMMENT

7. Are there any internal issues that could stop or delay this project? [?]
 YES NO UNCERTAIN +ADD COMMENT

8. Are there any external/economic issues that could stop or delay this project? [?]
 YES NO UNCERTAIN +ADD COMMENT

9. Are there any other projects underway within the Prospect's organization that could delay this project? [?]
 YES NO UNCERTAIN +ADD COMMENT

← PREVIOUS

VIEW RESULTS >>

← BACK TO DASHBOARD SAVE

Figure 4.9: All Questions in all Categories Answered

Click 'VIEW RESULTS', you will be asked to confirm that you wish to SAVE the information you have entered, click **YES** and you will be transferred to the Summary tab of the DETAILED ANALYSIS, see Figure 4.10

Detailed Analysis:

The analysis is divided into 5 parts;

1. Summary: A high level overview of the analysis of the Opportunity
2. SWOT Analysis: Details of the SWOT analysis by category
3. Missing Information: A list Information about the opportunity that is missing or incomplete
4. Action Items: A list of Actions Items to move the opportunity forward
5. Velocity Chart: Tracks your progress with the opportunity.

NOTE: The Velocity Chart is updated when you exit the Opportunity File

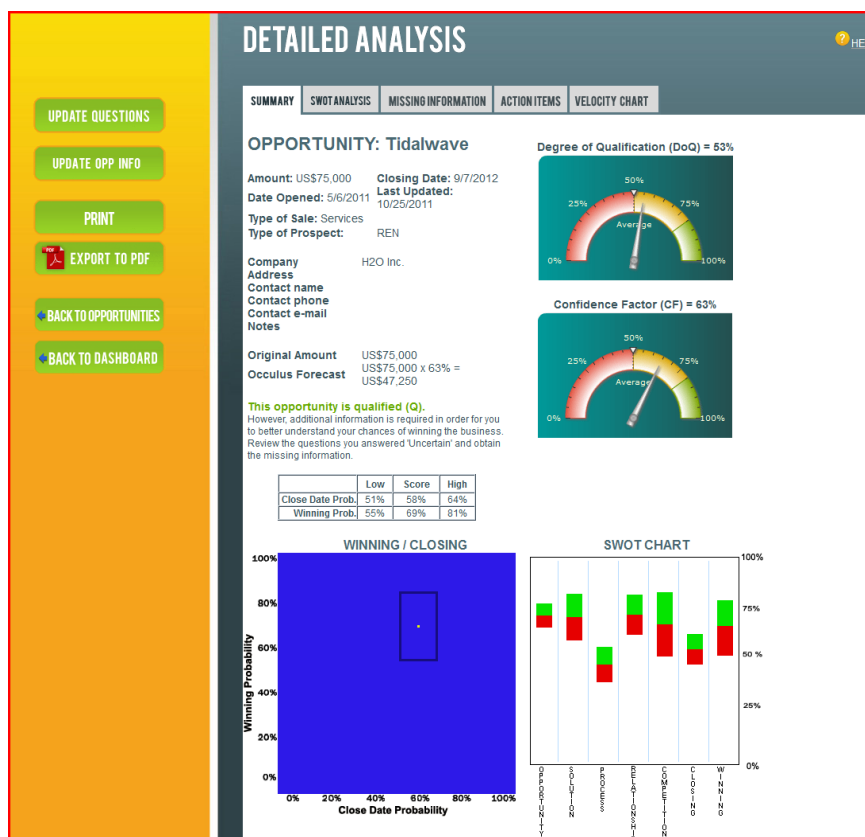


Figure 4.10: Summary Tab of the Detailed Analysis

4.6 How to Interpret the Analysis

Figure 4.11 below shows the various sections of the Summary page of the Detailed Analysis

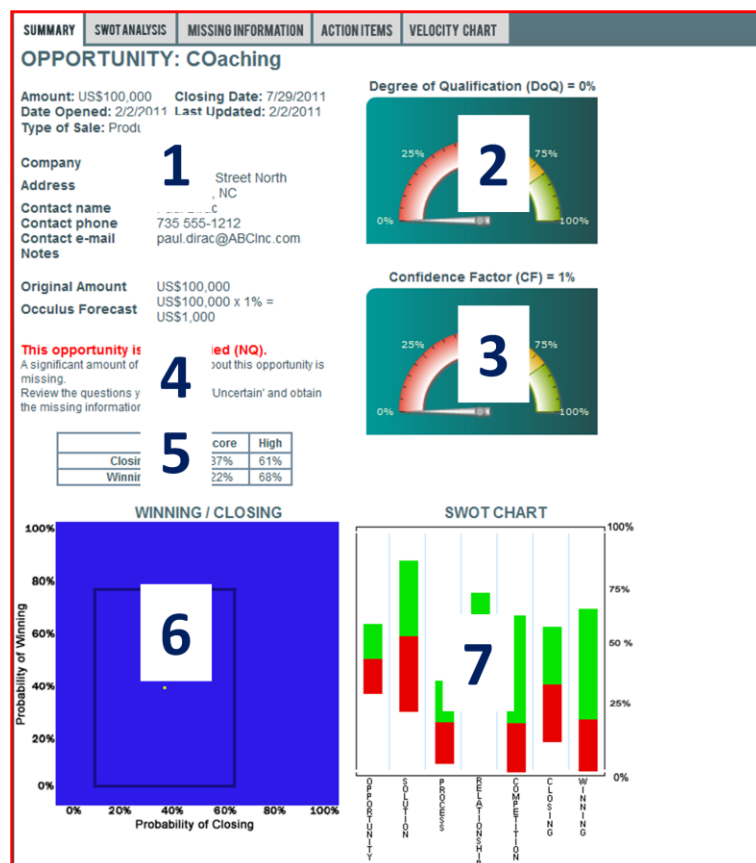


Figure 4.11: Summary Page of the Detailed Analysis

Sections of the Summary Page of the Detailed Analysis

1. Header Information
 - Amount of Sale
 - Close Date
 - Date Opened
 - Last Updated
 - Type of Sale
 - Contact information
2. Degree of Qualification (DoQ) Gauge
 - Indicates how well the Opportunity is qualified.
2. Confidence Factor (CF) Gauge
 - Confidence in winning the Opportunity, used in forecasting
4. Statement of Degree of Qualification
5. Win / Close Table
6. Win / Close Chart
 - Graphical representation of the Win / Close Table
 - Lines (box) indicate the size of the Uncertainty Zone
7. SWOT Chart
 - Identifies the Strengths & Weaknesses in each category

Degree of Qualification (DoQ) and Confidence Factor (CF) Gauges (Figure 4.12)

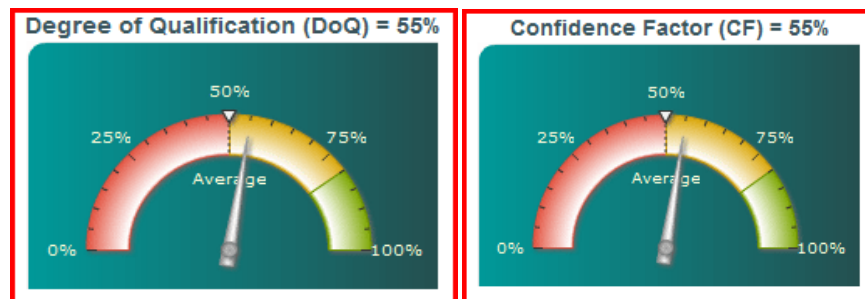


Figure 4.12: Degree of Qualification (DoQ) and Confidence Factor (CF) Gauges

The Degree of Qualification (DoQ) Gauge:

In the context of OCCULUS, the terms 'Qualified and Qualification' are measures of how much you know about the Opportunity or how much specific information you have about an Opportunity. A Well Qualified Opportunity indicates that you have a high degree of knowledge about the opportunity; it DOES NOT necessarily mean that your chances of winning the business are high. Your true chances of winning the business are given by the Confidence Factor (CF).

The DoQ rating indicates where the opportunity sits on the DoQ scale and represents how well the opportunity is qualified. A perfectly qualified opportunity would have a DoQ = 100% while an opportunity that is rated as Not Qualified will have a DoQ = 0%. To understand how to improve the DoQ go to the sections; Missing Information and Action Items.

There are 6 DoQ rankings:

EWQ: Extremely Well Qualified (>90%)

This ranking indicates that the opportunity is extremely well qualified and that you should know whether or not you're going to win the business. If CF is high you should include this opportunity in your forecast, if CF is low you may want to reconsider your involvement with this piece of business.

WQ: Well Qualified (70% - 90%)

Indicates that the opportunity is well qualified and that you have an excellent view as to whether or not you will win the business. If CF is high you should include this opportunity in your forecast, if CF is low you may want to reconsider your involvement with this piece of business.

Q: Qualified (50% - 70%)

Indicates that the opportunity is qualified but that additional information is necessary or would be beneficial in order for you to obtain a better understanding as to your chances of winning the business. Use good judgement as to whether or not to include an opportunity rated as 'Q' in your forecast.

MQ: Moderately Qualify (35% - 50%)

Indicates that the opportunity is moderately (or weakly) qualified and that additional information is required in order for you to understand your chances of winning the business. Use good judgement as to whether or not to include an opportunity rated as 'MQ' in your forecast.

PQ: Poorly Qualified (0% - 35%)

Indicates that the opportunity is poorly qualified and that a significant amount of additional information is required in order for you to understand your chances of winning the business. Normally, you would not include an opportunity that is rated as PQO in your forecast.

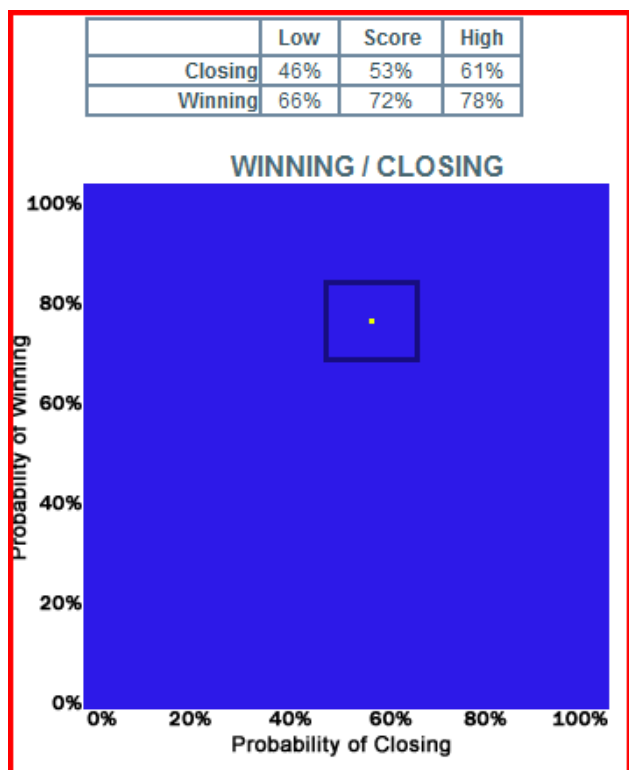
NQ: Not Qualified:

Indicates that there is not enough specific information about the opportunity for it to be ranked on the DoQ scale and that a significant amount of information about the opportunity is required in order for you to understand your chances of winning the business. Opportunities that are rated as NQ will have a Confidence Factor of 0.0% and the forecast amount will equal \$0.00. Do not include opportunities rated as NQ in your forecast.

The Confidence Factor (CF) Gauge:

The CF represents the degree of confidence you can have in winning the business, as a percentage. A CF=100% indicates you're going to win the business, while a CF=0% indicates that you're not going win the business.

When calculating the CF, Oculus looks at 2 things, the Probability of Winning Score and the DoQ.

WIN / CLOSE Table and Chart (Figure 4.13)**Figure 4:13: Win / Close Table & Chart****Win / Close Table**

Indicates the range of probabilities (from Low to High) of winning the Opportunity & and of it closing by the Close Date with the Score representing the optimum value.

The Uncertainty Range (of probability) is given by the high value minus the Low value. The size of the Uncertainty Range is a direct reflection of how well the opportunity has been qualified and the amount of missing or incomplete information.

The greater the amount of missing information, the larger the Uncertainty Range and the lower the DoQ of the opportunity.

Win / Close Chart

The Winning/Closing Chart is a 2D graphical representation of the Win / Close table and provides a graphical representation of the results of the analysis.

The vertical (Y) axis shows the Score for Winning, with the High and Low values for Winning and the horizontal (X) axis shows the Score for Closing by the Close Date, and the High and Low values for Closing.

The Score (for both Winning and Closing) is indicated by the yellow dot in the centre of the black box. The black box surrounding the Score is referred to as the Uncertainty Box and represents the uncertainty in the actual Score due to missing or incomplete information.

Interpreting the Winning/Closing Probability Graph:

The yellow dot indicates the actual Score. In the example above, Figure 14, X=53%, which implies that there is a 53% chance of the business closing by the stated Close Date (Aug 31) and Y=72%, which implies that there is a 72% chance of winning the business.

The uncertainty in the Score for Winning and Closing forms a box around the Score as shown. This box is referred to as the Uncertainty Zone and represents the uncertainty in the actual Score due to missing or incomplete information.

In this case the actual chances of winning the business (Y-axis) can range from a Low of 66% to a High of 78%. The Uncertainty Range, as measured from the Low Value to the High Value, for winning the business is 12%; consequently, this opportunity is rated as being Well Qualified (WQO), with a DoQ = 79%.

The chances of the business closing by the forecasted Close Date (X-axis) is given as 53%, but could range from a Low of 46% to a High of 62%.

The Uncertainty Zone:

The size of the Uncertainty Zone indicates how well the opportunity has been qualified.

A large Uncertainty Zone implies that the Opportunity is poorly qualified and that a significant amount of information about the opportunity is missing or incomplete. A poorly qualified opportunity implies the less confidence you can have in the Score.

The smaller the Uncertainty Zone, the better qualified the Opportunity and a greater confidence you can have in the Score.

Your objective is to obtain as much information about an Opportunity as possible so that it is qualified to a high degree (a Well Qualified Opportunity); this would be indicated by a small Uncertainty Zone.

As you obtain additional information about Opportunity the Uncertainty Zone will get smaller. Ideally you want the Score and the Uncertainty Zone to move to the Top-Right corner of the chart, which means your chances and confidence of winning the business are getting better, i.e. you're on track to win the business.

SWOT Chart (Figure 4.14A & B)

The SWOT chart provides a graphical representation of the SWOT analysis for each Question Category.

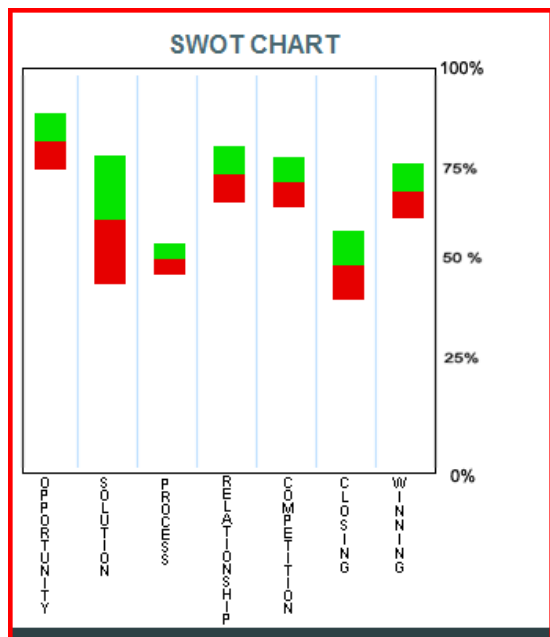


Figure 4.14A: SWOT Chart

What the SWOT Analysis measures?

Opportunity Description: measures how well the prospect has defined the opportunity requirements.

Proposed Solution: measures how well your solution matches the prospect's requirements as defined in the Opportunity Description.

Decision Process: measures how well you understand the decision process for this opportunity and who is involved in the decision process.

Relationship: measures the strength of your relationship with the prospect.

Competition: measures your chance of beating all your competitors.

There are 3 types of competitors to be considered;

1. External Competition: Those individuals and companies you are competing against who are not formally connected with the prospect.
2. Incumbent Competition: The competitor whose products and services the prospect is currently using who you wish to replace.
3. Internal Competition: A group or department within the prospect company or an affiliated company that is competing against you for the business

Timing: measures the probability of the business closing by the stated Close Date.

Winning: measures the probability of you winning the business

Interpreting the SWOT Chart:

The SWOT Chart indicates your relative strength and weakness in 6 Categories. Notice that Winning is also included.

For each category is indicated by a 2-coloured vertical bar, see Figure 4.14B, the length of the bar represents the amount of uncertainty in your score for this category, the actual score for the category is the dividing point between the colours.

The score represents the relative strength in the category and the length of the vertical bar indicates the uncertainty in the score due to missing or incomplete information. The larger the vertical bar, the less certain the score and the less confidence you can have in your position in this category. A perfect score in the SWOT analysis is 1.0; with a score of 1.0 the uncertainty would be zero and the vertical bar would shrink to a point.



Figure 4.14B: SWOT Bar

A quick glance at the SWOT Chart is typically all that is required to understand where you need to focus your attentions and what your priorities are, the lower your score, the greater your risk or exposure.

The actual SWOT Analysis page provides a detailed description and recommendations for question category. From this you can obtain a clearer understanding of your strengths and weakness in a particular sales campaign.

SWOT Analysis (Figure 4.15)

The SWOT Analysis provides a detailed analysis of your strengths and weaknesses in each category; see Figure 4.15.

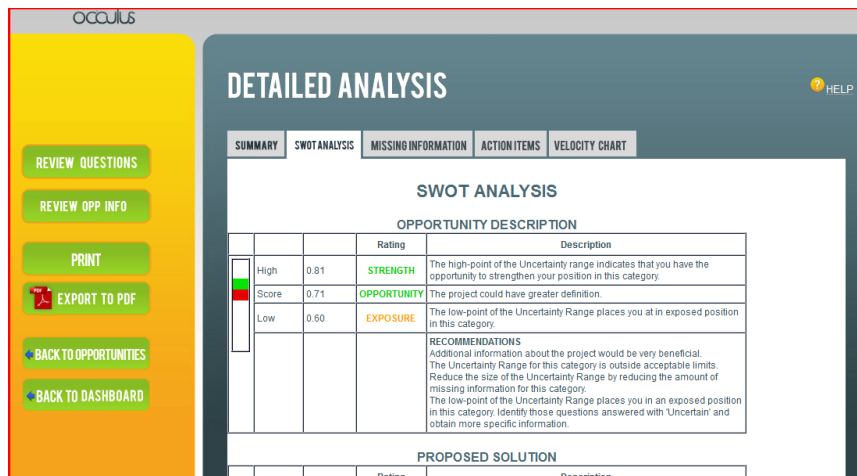


Figure 4.15: SWOT Analysis

The SWOT analysis page displays the results for the detailed SWOT analysis that was carried out on each question category.

The left column displays the SWOT bar for the category, see Figure 4.14B.

The score obtained is shown in the second column, with the actual values for High, Score & Low displayed in the third column.

The SWOT rating for each of the High, Score and Low values is displayed in the fourth column. There are 5 SWOT Rating levels;

1. Strength: The SWOT rating of 'Strength' indicates that your position in this category is strong
2. Opportunity: The SWOT rating "Opportunity" indicates that you have an opportunity to improve your position in this category.
3. Exposure: The SWOT rating 'Exposure' indicates that you have some weaknesses in this category
4. Threat: The SWOT rating 'Threat' indicates that you have a number of issues that must be dealt with in this category.

5. Risk: The SWOT rating 'Risk' indicates that you have a number of problems in this category that must be addressed immediately as you run the risk of losing the deal.

Next to the SWOT rating in the High row is a short statement indicating your overall SWOT position. The Score row displays a general statement as to the overall assessment for this category. The comment in the Low row can act as a warning, if appropriate, as to where you may be weak/exposed in this category.

Each SWOT analysis contains a number of general recommendations which should be implemented as soon as convenient.

Missing Information: (Figure 4.16)

This page provides a list, by Question Category, of the information that is missing or incomplete and is required to improve the Degree of Qualification (DoQ) of the Opportunity; typically you have answered the associated question "Uncertain".

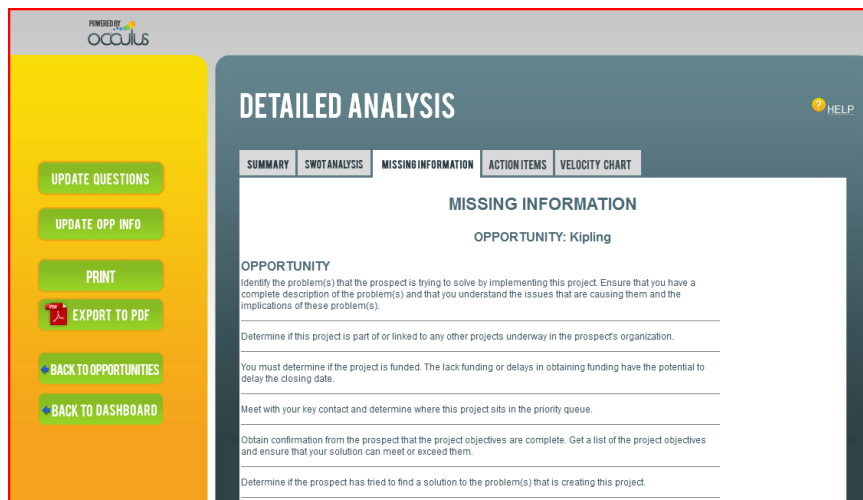


Figure 4.16: Missing Information

Action Items: (Figure 4.17)

This page provides a list of Action Items designed to improve your position with this sales opportunity.

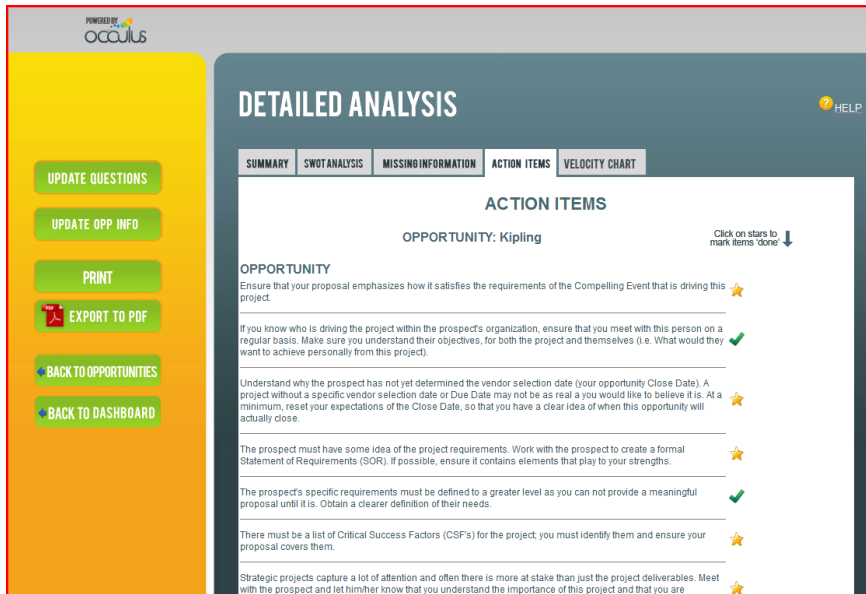


Figure 4.17: Action Items

When you have completed an Action Item, click the yellow star next to it and a green checkmark will appear, indicating that the Action Item is complete.

Velocity Chart: (Figure 4.18)

The Velocity Chart shows how quickly the Opportunity is moving through the qualification phase of the sales cycle.

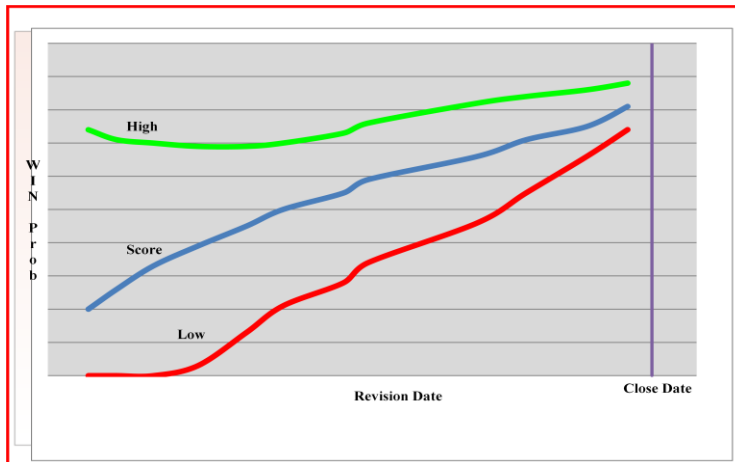


Figure 4.18: Velocity Chart

The Opportunity Velocity Chart is a permanent record of how quickly the opportunity is progressing through the qualification phase of the sales cycle and shows how the Probability of Winning has changed over time.

The Vertical axis of the Velocity Chart indicates the Probability of Winning (Score, High and Low) and the Horizontal axis shows the Revision Dates.

There are 3 lines on the Velocity Chart and they represent the High, Score and Low values of the Probability of Winning. As with the Winning / Closing graph (Figure 4.13), the gap between the High value and the Low value represents the uncertainty. The smaller this gap the greater the Degree of Qualification (DoQ). Your challenge is to merge the 3 lines in the top right hand corner of the graph, by doing so you will have an Extremely Well Qualified opportunity with a high Confidence Factor (CF).

Flat areas in the chart indicate that little or no change has occurred in the status of the opportunity over a period of time. The vertical line on the right of the chart is the Close Date Line and is the forecasted Close Date of the opportunity.

Note: Opportunity Velocity Chart is permanently updated after you SAVE any changes made to the opportunity.

IMPORTANT NOTES:

OCCULUS analyzes the information you entered about an opportunity and indicates your status and the confidence you can have in winning the business. From this you can make an informed decision as to your next steps.

It is important to recognize that significant decisions such as whether or not to continue pursuing the business or to withdraw from the competition must be made at the appropriate time.

The appropriate time to make such a decision is when you have all the information about the opportunity, i.e. the Sales Opportunity is 'Well Qualified' or 'Extremely Well Qualified'.

For example, if OCCULUS rates the Sales Opportunity as Poorly Qualified (PQO), with a DoQ Value < 20% and the Confidence Factor is <20%, your initial reaction might be to withdraw from the competition. However, such a decision would be premature.

Before you make such an important decision as to whether or not to continue pursuing the business, improve the Degree of Qualification (DoQ) of the Sales Opportunity by obtaining information for those questions you answered 'Uncertain'.

If after obtaining additional information so that the DoQ rating of the Opportunity improves to 'Well Qualified' (WQO) and DoQ >80%, but the Confidence Factor still remains at <20%, this means that you know just about everything you need to know about the Opportunity, but your chances of winning the business are only <20%.

At this point in time, the Opportunity would be considered a 'long-shot' and it would be advisable to look closely as to whether or not you should invest additional time and resources in pursuing it.

The numeric values used in the above example are for explanation purposes only and should not be considered as specific decisions points. Companies and individuals will have their own set of decision points that are unique to their circumstances and the opportunity being considered.

Quality of Information

The amount and quality of the information you have about the opportunity being analyzed is of critical importance: the more information you have about the opportunity and the better the quality of that information the more accurate the resulting analysis.

NOTE: Oculus does not provide a partial analysis. You must answer all the questions in all Question Categories for the analysis to be completed

Oculus assumes that the information you are providing about the opportunity is the latest information available. The resultant analysis represents your standing with the opportunity at that point in time. As new information becomes available you must update Oculus to ensure that the resultant analysis is a true reflection of your standing with the opportunity.

NOTE: If the information you have provided Oculus is out-of-date, then the resultant analysis will also be out-of-date.

To Continue or Not Continue?

It is important to recognize that a decision such as whether or not to continue pursuing a specific sales opportunity be made at the appropriate time. The appropriate time to make such a decision is when you have all the information about the opportunity that is realistically available, i.e. the opportunity is Well Qualified or Extremely Well Qualified.

Typically in the early phases of the sales cycle you will not have a lot of information about the opportunity, who you'll be competing against, what the prospect's needs are, etc, consequently you should expect the Degree of Qualification (DoQ) and the Confidence Factor (CF) to be low. Your initial reaction might be to consider withdrawing from the competition, this would be premature. Increase the Degree of Qualification (DoQ) before making such a decision.

For example, if Oculus rates the opportunity as being poorly qualified with a Degree of Qualification (DoQ) Value < 20% and also informs you that your confidence in winning the business is <30%, as indicated by the Confidence Factor (CF); your initial reaction might be to withdraw from the competition. However, such a decision might be a mistake.

Before making such an important decision improve the Degree of Qualification (DoQ) of the opportunity by obtaining more and better information about it. The section of the Oculus Analysis Report labeled 'Missing Information' identifies the information that is missing.

If after obtaining additional information about the opportunity to the point where its DoQ rating increases to say >80% (a well qualified opportunity) but the Confidence Factor (CF) still remains low at <30%, this means that you know just about everything you need to know about the opportunity, but your chances of winning the business are only <30%. At this point in time the opportunity might be considered a 'long-shot' and it would be prudent to closely examine whether or not additional time and resources should be invested.

NOTE:

The numeric values used in the above example are for explanation purposes only and should not be considered as specific decisions points. Companies and individuals will have their own set of decision points that are unique to their circumstances and the opportunity being considered.

When to First Analyze a Sales Opportunity.

You can use Oculus to analyze your sales opportunities at any time. However, for a new opportunity it is best to initiate the analysis as soon as you have specific information about it. You need not worry that you don't have all the information about the opportunity, Oculus will analyze the information you do have, identify what's missing and provide you with a list of information that is missing and Action Items to implement.

That being said however, do not wait until the last minute (i.e. the prospect is about to make a decision) to analyze the opportunity. You may not be leaving yourself enough time to implement the guidance that Oculus will provide, which could have had a significant effect on the final outcome.

When to Update a Sales Opportunity.

You should update an opportunity every time you obtain new or additional information.

By updating the opportunity on a consistent and regular basis you will be able to track the opportunity throughout the qualification phase of the sales cycle. The Opportunity Velocity Chart provides a graphical representation of how the opportunity is progressing.

4.7 How to Update an Opportunity

From the Opportunity List, Figure 4.1 click on the Opportunity Name for the Opportunity your wish to update and be transferred to the Opportunity Information page, figure 4.18

Figure 4.18: Opportunity List

From this screen you can edit any of the Header information, such as; Sales Cycle, Close Date, Amount etc.

There are 4 Green buttons and 1 Red one.

UPDATE QUESTIONS:

Clicking this button will transfer you to the Question Categories and you can update your question answers with the latest information you have about the Opportunity

ANALYSIS:

Clicking the Analysis button will transfer you directly to the Summary Page of the Detailed Analysis.

PRINT:

The Print button allows you to print the complete Detailed Analysis

EXPORT TO PDF:

This button allows you to export the complete Detailed Analysis in PDF Format.

CLOSE OPPORTUNITY:

This button is used to Close the Opportunity

Click the 'UPDATE QUESTIONS' button and be transferred to the Question Categories, see Figure 4.19

POWERED BY
OCCULUS

Please note that all questions MUST be answered before the analysis can be run. A checkmark appears next to those categories where all questions have been answered. Thank you.

- ✓ OPPORTUNITY DESCRIPTION
- ✓ PROPOSED SOLUTION
- ✓ DECISION PROCESS
- ✓ RELATIONSHIP
- ✓ COMPETITION
- ✓ TIMING

PROPOSED SOLUTION

1. To what level does your solution match the requirements as specified in the Statement of Requirements (SOR)? [?] ^{HELP}

☒ HIGH ☐ MEDIUM ☐ LOW ☐ UNCERTAIN ☐ N/A [+ADD COMMENT](#)

The solution fit extremely well

2. To what level does your solution match the requirements of the Prospect's 'Ideal Solution'? [?]

☒ HIGH ☐ MEDIUM ☐ LOW ☐ UNCERTAIN [+ADD COMMENT](#)

3. Does your price fall within the Prospect's budget range? [?]

☒ YES ☐ NO ☐ UNCERTAIN [+ADD COMMENT](#)

we're going to live to sharpen our pencil on the price. we're competing against a low-cost supplier

4. Do you know the 'Business Value' to the Prospect of solving the problems that have created this project? [?]

☒ YES ☐ NO ☐ UNCERTAIN [+ADD COMMENT](#)

Figure 4.19: Update the questions with new information.

Click on the Question Category you wish to update

After you have updated the questions in that category, choose another category if necessary.

After you have completed your updates scroll to the bottom of any of the question pages and click 'VIEW RESULTS'.

You will be asked to confirm that you wish to SAVE the changes you have made, click 'YES' and proceed to the updated analysis.

4.8 How to Close an Opportunity

From the Opportunity List, see Figure 4.1, click on the Opportunity Name for the Opportunity you wish to Close and be transferred to the Opportunity Information page, figure 4.20

POWERED BY **occulus**

DASHBOARD PROSPECTING OPPORTUNITIES MESSAGES REPORTS ACCOUNT DETAILS LOGOUT

OPPORTUNITY INFO

Owner: Wellhome, Kurt

Opportunity Name *
Multi Name 20 characters max.

Type of Sale *
Products

Type of Prospect *
New Customer

Sales Cycle
3 - Qualifying

Closing date - actual or estimated *
8/31/2012

Date Opened
7/26/2012

Amount *
US\$ 15000

Notes

Status
active

Company Name
NM Industries 30 characters max.

Company Address
2500 South Harbor Road

Contact Name
Geoff Singleton

Contact Phone #
647 234 884

Contact Email
GeoffS@MultiName.com

Description

UPDATE QUESTIONS ANALYSIS PRINT EXPORT TO PDF **CLOSE OPPORTUNITY**

SAVE

Figure 4.20: Closing an Opportunity

Click on the red '**CLOSE OPPORTUNITY**' button in the top right corner and be transferred the Close Opportunity page, Figure 4.21

POWERED BY **occulus**

DASHBOARD PROSPECTING OPPORTUNITIES MESSAGES REPORTS ACCOUNT DETAILS LOGOUT

Opportunity Name	Multi Name
Reason for Closing	Won
Actual Close Date	05/01/2012
Amount	US\$ 15750
Winning Vendor	El Dorado Systems
Comments	Financing made the difference

CLOSE OPPORTUNITY

Figure 4.21: Closing an Opportunity

NOTE: All fields are required

Opportunity Name: The Name of the Opportunity you wish to close.

Reason for Closing: The reason you are closing this Opportunity

Drop-Down Menu

- WON
- LOST
- CANCELLED
- NO BID

You won the Opportunity

You lost the Opportunity

The Opportunity / Project was cancelled

You decided not to bid on this Opportunity

Actual close Date: The date the Opportunity actually closed
Amount: The closing amount of the Opportunity
Winning Vendor: Enter the name of the winning vendor
If you won the Opportunity and selected 'Won' as the Reason for Closing, your company name will automatically be inserted in the Winning Vendor field.
Comment: Add a comment about the Opportunity.

Click '**CLOSE OPPORTUNITY**' when complete.

You will be asked to confirm that you wish to Close this Opportunity.

This Opportunity will be removed from the ACTIVE Opportunity List and will be placed in the CLOSED Opportunities List

4.10 Closed Opportunities

Oculus keeps track of your Closed Opportunities in the CLOSED Opportunities List.

In the Opportunities page, Figure 4.1, using the drop-down menu change Opportunity Status to CLOSED-ALL, select the appropriate Date Range (Current Quarter) and click 'Refresh>>'

A list of all Opportunities with actual close Dates in the Current Quarter will be shown, see Figure 4.22

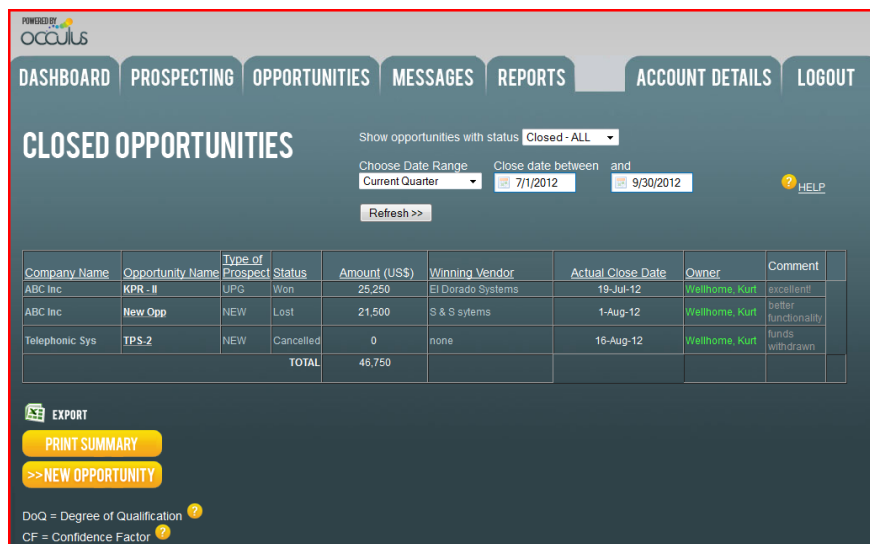


Figure 4.22: Closed Opportunities

Opportunity Status: From the drop-down menu you can select the particular group of Opportunities you wish to see.

ACTIVE
CLOSED – ALL
CLOSED – WON
CLOSED – LOST
CLOSED – CANCELLED
CLOSED – NO BID
ARCHIVED

As with Active Opportunities you can EXPORT or PRINT the Closed Opportunities List

4.11 How to Re-Active a Closed Opportunity

In certain circumstance you may want to reactivate an Opportunity that you had previously closed.

To do so, locate the Opportunity in the Closed Opportunity List, Figure 4.24, click on the Opportunity name and go to the Opportunity Information page, see Figure 4.23.

POWERED BY
OCCULUS

DASHBOARD PROSPECTING OPPORTUNITIES MESSAGES REPORTS ACCOUNT DETAILS LOGOUT

OPPORTUNITY INFO

OWNER: Wellhome, Kurt

Opportunity Name *
TPS-2

Type of Sale *
Consulting

Type of Prospect *
NEW

Sales Cycle
Initial Contact

Closing date - actual or estimated *
8/16/2012

Date Opened
8/13/2012

Amount *
US\$0

Notes

Status
Closed - Cancelled

Company Name
Telephonic Sys

Company Address

Contact Name
Karen Wright

Contact Phone #

Contact Email
KARENW@TPs.com

Description

REVIEW QUESTIONS ANALYSIS PRINT **RE-ACTIVATE** ? HELP

Figure 4.23: Reactivating a Closed Opportunity

Click the red **RE-ACTIVATE**, top right and proceed to the reactivation page, Figure 4.24

POWERED BY
OCCULUS

DASHBOARD PROSPECTING OPPORTUNITIES MESSAGES REPORTS ACCOUNT DETAILS LOGOUT

Opportunity Name	TPS-2
Actual Close Date	8/16/2012
Amount	0
Winning Vendor	none
Comments	funds withdrawn

RE-ACTIVATE

Figure 4.24: Reactivating a Closed Opportunity

Click '**RE-ACTIVATE**' and confirm that you wish to reactivate this Opportunity.

The Opportunity will be moved from the Closed Opportunities List to the Active Opportunities List.

NOTE: When an Opportunity is reactivated you have the option of entering a new close date, if you do not enter a new close date it will default to the date you selected for the actual close date when you originally closed the Opportunity. Consequently the Opportunity will be saved as an Opportunity with a past due close date and will appear in the Dashboard as a Past Due Opportunity.

5.0 REPORTS

5.1 Overview

In addition to Printing (and Exporting) the Opportunity lists, the Reports Module allows you to sort, filter and print reports that provide meaningful insight into the status of your Opportunities.

NOTE: The Reports are Bar Charts

Click on the REPORTS Tab and be transferred to the Reports Main page, see Figure 5.1A.

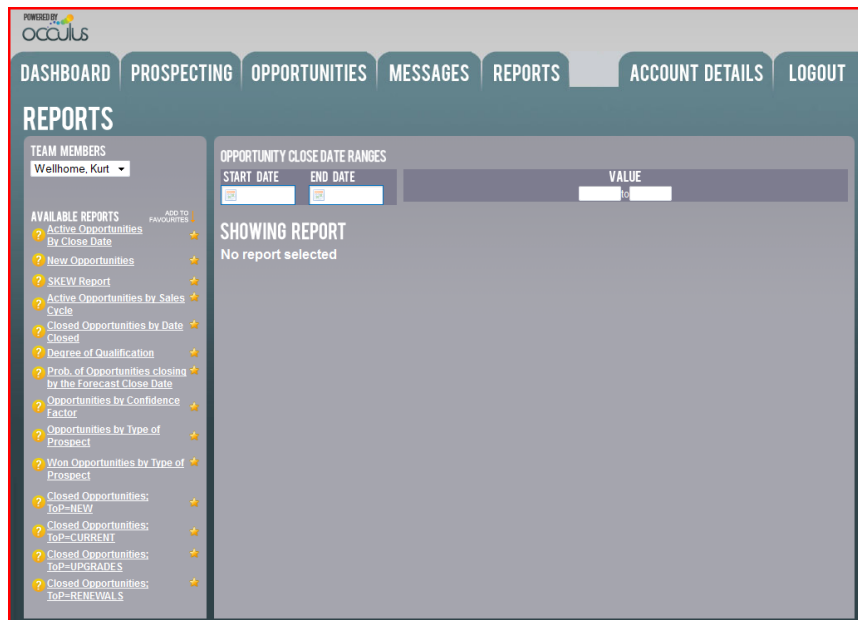


Figure 5.1A: Reports Module Main Page

Reports that are currently available are listed in the Reports Directory on the left of the page, these are;

1. Active Opportunities by Close Date
2. New Opportunities
3. Opportunity SKEW Report
4. Active Opportunities by Position in Sales Cycle
5. Active Opportunities by Degree of Qualification (DoQ)
6. Active Opportunities by Probability of closing by the Close Date
7. Active Opportunities by Confidence Factor
8. Active Opportunities by Type of Prospect
9. Closed Opportunities by Date Closed
10. WON Opportunities by Type of Prospect
11. WIN / LOSS Report For NEW Prospects
12. WIN / LOSS Report For CURRENT Prospects
13. WIN / LOSS Report for UPGRADE Prospects
14. WIN / LOSS Report for RENEWAL Prospects

All reports require that you specify the Date Range you are interest in examining. An error message will inform you of any Date Range conflicts or inconsistencies.

NOTE: The primary sort index is date.
For ACTIVE Opportunities it is the forecasted Close Date; for CLOSED Opportunities it is the Actual Close Date

A number of additional filtering options are also available, these are;

- | | |
|-----------------------------------|------------------------------|
| 1. Degree of Qualification (DoQ): | Range: Low = 0%, High = 100% |
| 2. Confidence Factor (CF): | Range: Low = 0%, High = 100% |
| 3. Winning Probability: | Range: Low = 0%, High = 100% |
| 4. Closing Probability: | Range: Low = 0%, High = 100% |
| 5. Value: | Range: 0 to 100,000,000 |

NOTE: Not all filtering options are available on all reports

By selecting a Low & high value for a filtering option, Oculus will only display those Opportunities that fall within that range. For example if you select the following filter options;

DoQ:	50% to 60%
Winning Prob:	75% to 90%
Closing Prob:	80% to 100%
Value:	50,000 to 100,000

Oculus will only display those Opportunities that meet these filtering conditions.

NOTE: The default position for all filters (except Date) is ALL.
If you do not enter a range for a specific filter, Oculus will assume the range is 0% to 100% and 0 to 100,000,000.

NOTE: If you set one of the filtering options that is a result of the analysis (DoQ, CF, Win Prob, Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

The Opportunities that make up the Report can be Printed and/or Exported by clicking on the appropriate button beneath the Report (on the left side).

Consider the DoQ Report shown in Figure 5.1B.

FILTERS:

Date Range:	July 01 to Sept 30 (Current Quarter)
Win Prob:	0% to 100% (ALL)
Close Date Prob.	0% to 100% (ALL)
Value:	BLANK (ALL)

The Horizontal Axis shows the 6 levels of Degree of Qualification.

NOTE: The horizontal entry **"NOT ANALYZED"** groups all those Opportunities entered into Oculus that were not analyzed or where the analysis has not yet been completed.

In the bar chart each horizontal entry column entry consists of 2 bars (or columns) the left column (orange) indicates the number of Opportunities that meet that DoQ level and is associated with the Left – Vertical Axis Value and the right column (gray) indicates the total value of those Opportunities and is associated with the Right – Vertical Axis Value.

To see what Opportunities make a particular entry, click on the left (orange) column in Figure 5.1B. In this example, click on the left (orange) column for 'Well Qualified'

Oculus will display in table format, all Opportunities that are forecast to close in the Current Quarter that are Well Qualified, see Figure 5.1C

By clicking on the Opportunity name you will be transferred to that Opportunity record.

Click 'BACK TO REPORT' when complete

If you wish to print the Report in it's graphical format, click "PRINT".

If you wish to Export the Opportunities that make up this Report, click "Export"

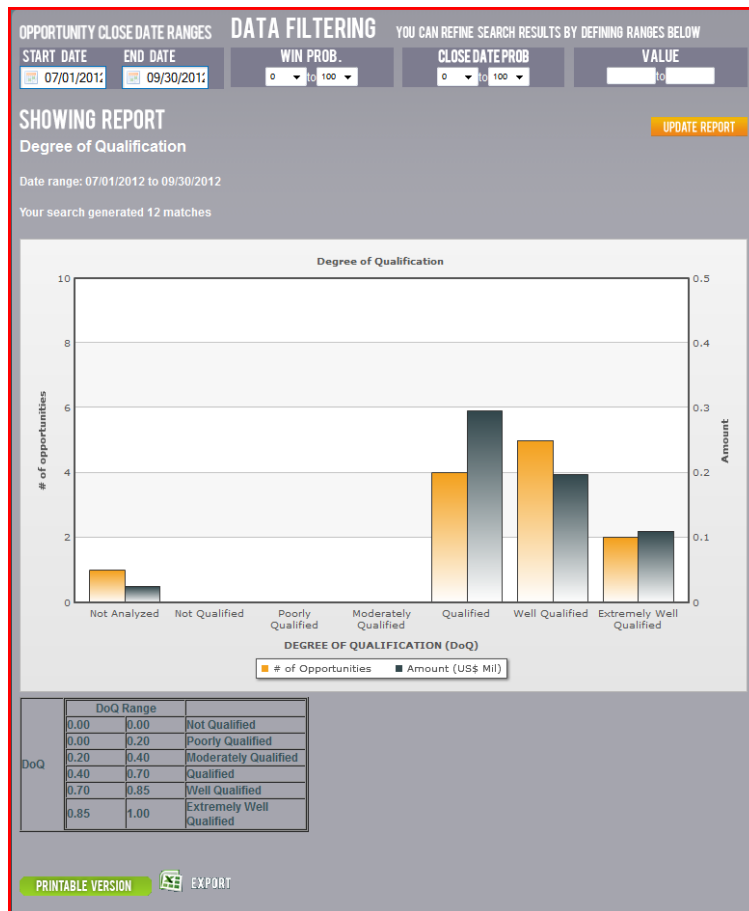


Figure 5.1B: DoQ Report

REPORTS

The chart element you clicked consists of the following opportunities:

Opportunity Name	Company	Type of Prospect	Status	Sales Cycle	Owner	Amount	Close Date	DOQ	Winning Prob.	CF	Close Date Prob.
East	Eastern Systems	REN	active	Proposal Submission	Denham, John	US\$15,000	31-Aug-12	75%	85%	84%	58%
TPS-2	Telephonic Sys	NEW	active	Needs Identification	Wellhome, Kurt	US\$37,000	28-Sep-12	77%	83%	82%	66%
TT-1	Total Training	NEW	active	Pilot / Trial Project	Denham, John	US\$75,000	28-Sep-12	79%	89%	88%	80%
Kialing	Tabo Inc	UPG	active	Decision	Wellhome, Kurt	US\$55,000	14-Sep-12	80%	89%	87%	75%
Overload	ETO Inc	CUR	active	Pilot / Trial Project	Wellhome, Kurt	US\$15,800	27-Sep-12	82%	74%	73%	66%
						US\$197,500					

BACK TO REPORT

Figure 5.1C: Current Quarter; Opportunities with DoQ = Well Qualified

5.2 Active Opportunities by Close Date (Figure 5.2)

This Report displays Active Opportunities by their forecasted Close Date. In Figure 5.2A the Date Range selected is July01 to Sept 30 (Current Quarter). Figure 5.2B shows the same information in the Date Range Aug 20 to Sept 30. The Horizontal Axis = Date within the the selected Date Range

Filtering Options:

1. Degree of Qualification (DoQ)
2. Winning Probability
3. Close Date Probability
4. Value

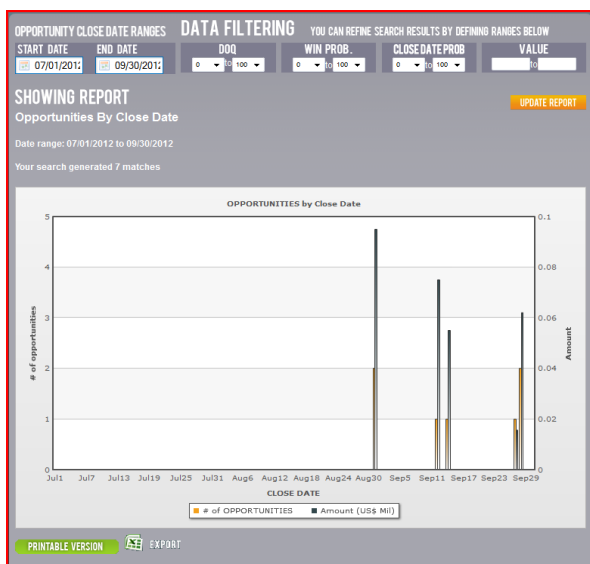


Figure 5.2A: Opportunities by Close Date (July 01 to Sept 30)

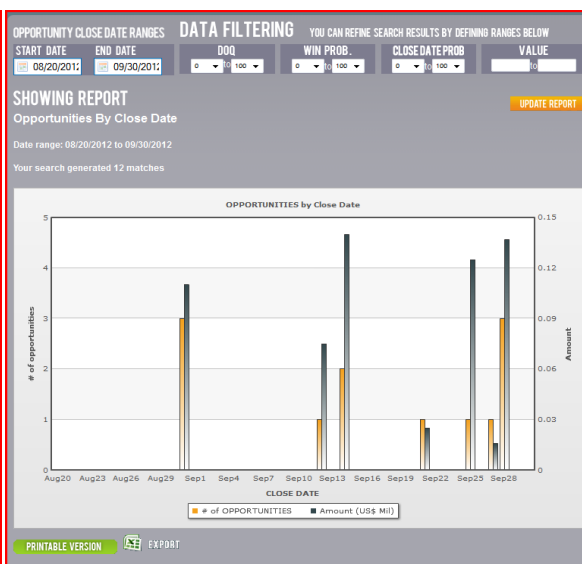


Figure 5.2B: Opportunities by Close Date (Aug 20 to Sept 30)

NOTE: If you set one of the filtering options that is a result of the analysis (DoQ, Win Prob, Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

5.3 NEW Opportunities (Figures 5.3A & B)

The NEW Opportunities Report displays new Opportunities entered into Oculus. The Horizontal Axis is the date the Opportunity was entered into Oculus.

The Horizontal Axis = Date within the the selected Date Range

NOTE: The NEW Opportunity Report is **ALWAYS** in the past.

Figure 5.3A displays the individual NEW Opportunities entered into Oculus.

Figure 5.3B displays the cumulative value of NEW Opportunities entered into Oculus over the Date Range selected.

Filtering Options:

1. Value

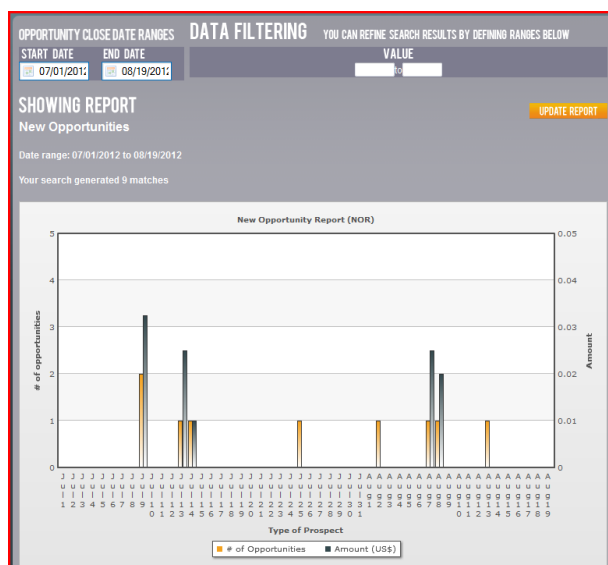


Figure 5.3A: NEW Opportunity Report

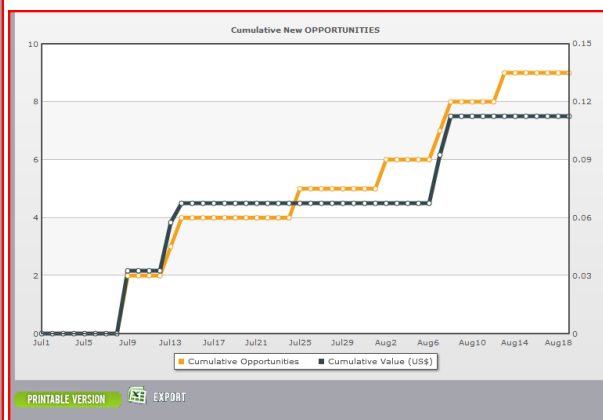


Figure 5.3B: Cumulative NEW Opportunity Report

The Cumulative version of the NEW Opportunity Report will indicate whether or not you are replenishing the Opportunities in your pipeline at a rate that is sufficient to ensure you will make quota in a future quarter.

5.4 Opportunity SKEW Report (Figures 5.4A&B)

The SKEW Report consists of 2 reports; Active Opportunities by Close Date, Figure 5.4A and the Cumulative Active Opportunities by Close Date, Figure 5.4B.

The Horizontal Axis = Date within the the selected Date Range

The Cumulative version of the Active Opportunities by Close Date Report shows the degree to which the close date of the Opportunities are clustered toward the end of the quarter, this represents the SKEW.

(This effect is also known as 'the ice-hockey stick effect'.

Filtering Options:

1. Degree of Qualification (DoQ)
2. Winning Probability
3. Close Date Probability
4. Value

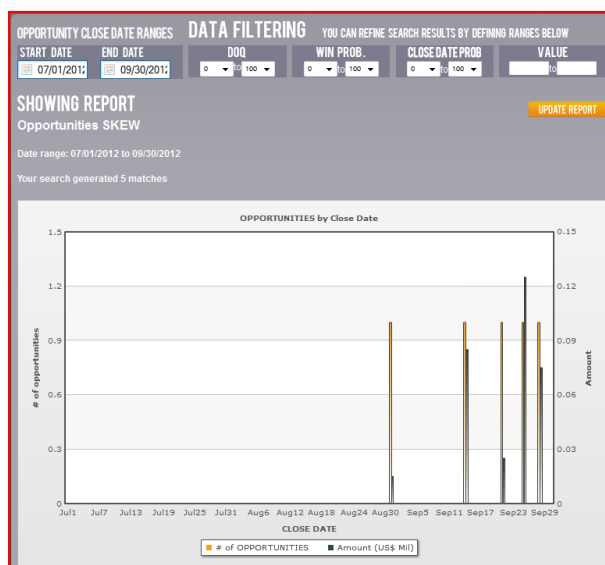


Figure 5.4A: Active Opportunities by Close Date

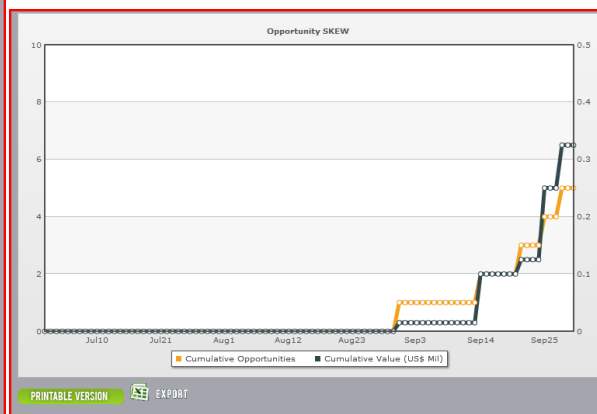


Figure 5.4B: Cumulative Active Opportunities by Close Date - SKEW

High SKEW lines indicate that most of the Opportunities (in terms of numbers, value and Date Range selected) are forecast to close in the last few days or weeks of the Date Range.

A high SKEW represents potential risk to making quota as it indicates that the majority of the Opportunities are closing at the end of the period and if any slip into the next quarter there may not be enough time left in the period to react and save the quarter.

The SKEW Report provides an early warning to potential problems in future times periods (Months, Quarters)

Ideally the SKEW line should be at 45 degrees indicating the continuous closing of business throughout the period (Month, Quarter) .

NOTE: If you set one of the filtering options that is a result of the analysis (DoQ, Win Prob, Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

5.5 Active Opportunities by Position in Sales Cycle (Figure 5.5)

The Active Opportunities by Position in Sales Cycle Report shows where in the Sales Cycle your Opportunities sit for the Date Range selected and the filtering options chosen.

The Horizontal Axis = Stages (phases) of the Sales Cycle

Filtering Options:

1. Degree of Qualification (DoQ)
2. Winning Probability
3. Close Date Probability
4. Value

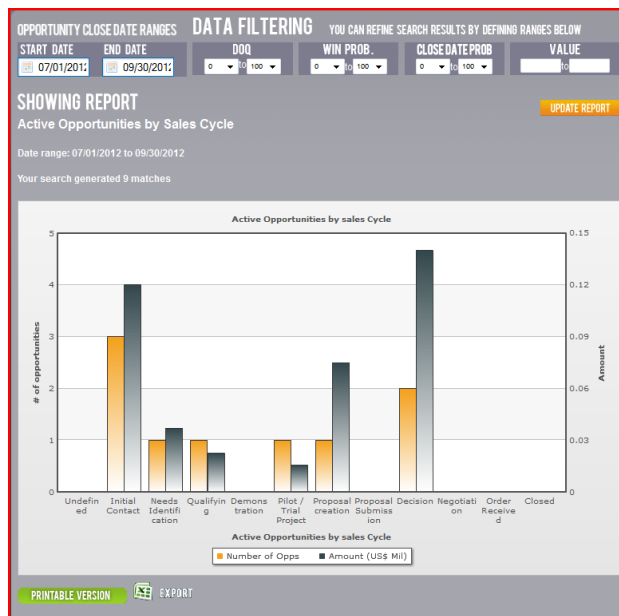


Figure 5.5: Position in the Sales cycle

NOTE: If you set one of the filtering options that is a result of the analysis (DoQ, Win Prob, Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

5.6 Closed Opportunities by Date Closed (Figures 5.6A&B)

The Closed Opportunities by Date Closed Active Report shows the Actual Close Date of the Opportunities.
The horizontal Axis = Date within the the selected Date Range

The cummulative version of this report shows how your sales (revenues) are tracking over the course of the Date Range.

Filtering Options:

Value

Reason for Closing

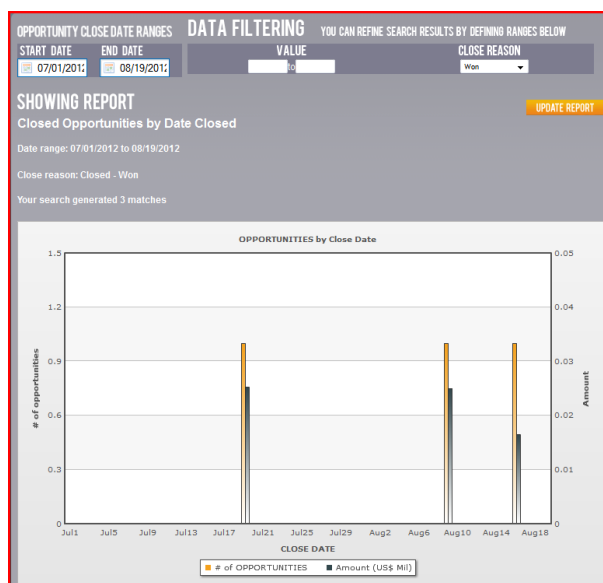


Figure 5.6A: Closed Opportunities by Close Date

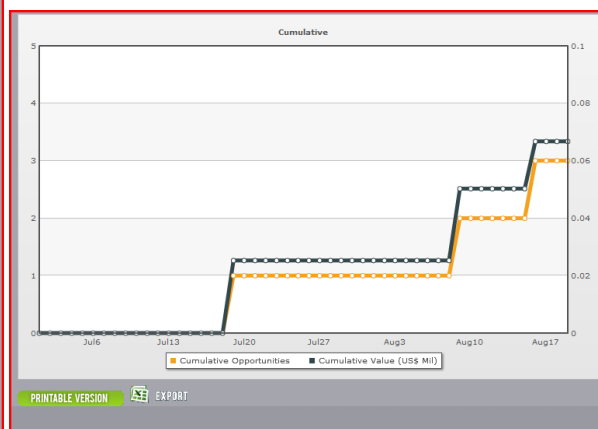


Figure 5.6B: Cumulative Closed Opportunities by Close Date

5.7 Active Opportunities by Degree of Qualification (DoQ) (Figure 5.7)

The Active Opportunities by Degree of Qualification (DoQ) Report shows where on the DoQ scale your opportunities sit. The Horizontal Axis = Degree of Qualification (DoQ)

At the bottom of this report is a table which translates the DoQ to a percent

NOTE: The left most column, 'Not Analyzed'; all Opportunities that were entered into Occulus and were not analyzed or the analysis was not completed are grouped in this section under the heading 'Not analyzed'.

NOTE: If you set one of the filtering options that is a result of the analysis (Win Prob, Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

Filtering Options:

1. Winning Probability
2. Close Date Probability
3. Value

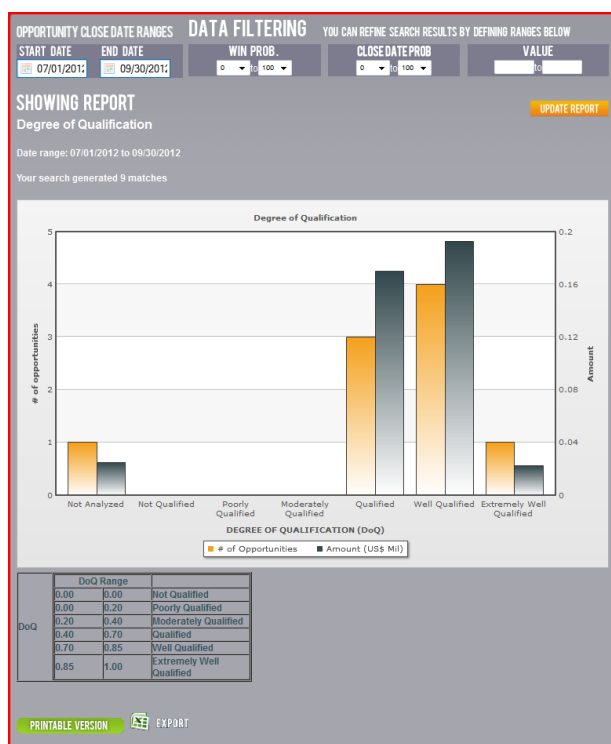


Figure 5.7: Active Opportunities by Degree of Qualification (DoQ)

5.8 Active Opportunities by Probability of Closing by the Close Date (Figure 5.8)

The Active Opportunities by Probability of Closing by the Close Date Report displays where your Opportunities sit. The Horizontal Axis = Date within the the selected Date Range

NOTE: The left most column, 'Not Analyzed'; all Opportunities that were entered into Occulus and were not analyzed or the analysis was not completed are grouped in this section under the heading 'Not analyzed'.

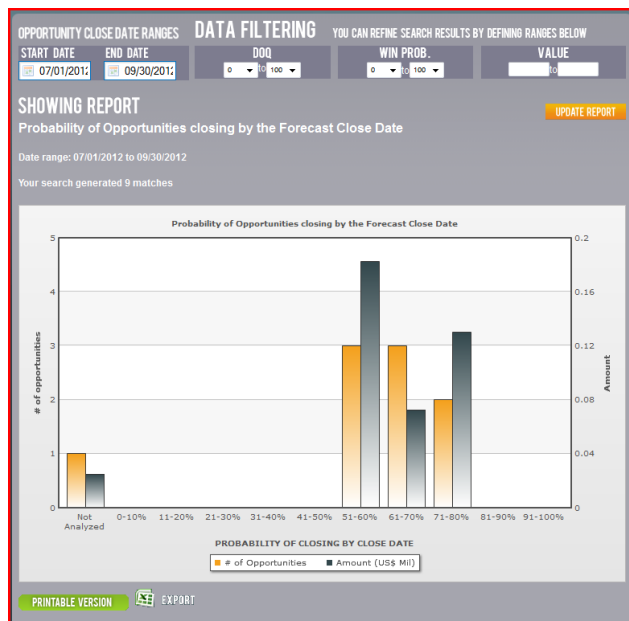
NOTE: If you set one of the filtering options that is a result of the analysis (DoQ, Win Prob) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

Filtering Options:

Degree of Qualification (DoQ)

Winning Probability

Value



5.9 Active Opportunities by Confidence Factor (CF) (Figure 5.9)

The Active Opportunities by Confidence Factor Report displays your Opportunities by the Confidence Factor (CF)
The Horizontal Axis = Confidence Factor (CF)

NOTE: The left most column, 'Not Analyzed'; all Opportunities that were entered into Occulus and were not analyzed or the analysis was not completed are grouped in this section under the heading 'Not analyzed'.

NOTE: If you set one of the filtering options that is a result of the analysis (Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

Filtering Options:

1. Close Date Probability
2. Value

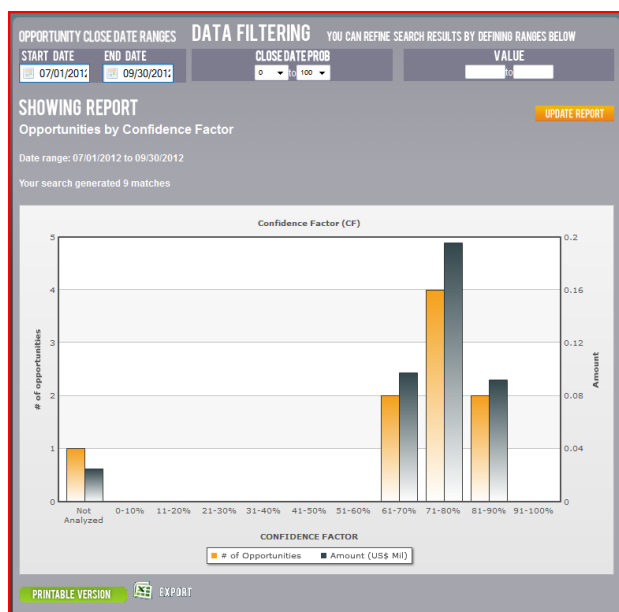


Figure 5.9: Active Opportunities by Confidence Factor (CF)

5.10 Active Opportunities by Type of Prospect (Figure 5.10)

The Active Opportunities by Type of Prospect Report displays your Opportunities by the Type of Prospect
The Horizontal Axis = Type of Prospect

NOTE: If you set one of the filtering options that is a result of the analysis (DoQ, Win Prob, Close Date Prob.) greater than zero (0), Opportunities that were not analyzed will not be displayed in the report

Filtering Options:

1. Degree of Qualification (DoQ)
2. Winning Probability
3. Close Date Probability
4. Value

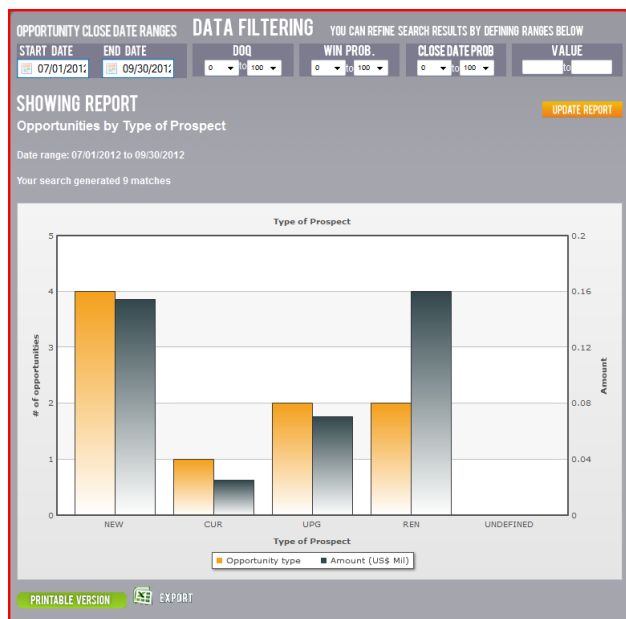


Figure 5.10: Active Opportunities by Type of Prospect

5.11 WON Opportunities by Type of Prospect (Figure 5.11)

The Won Opportunities by Type of Prospect displays those Opportunities that were Won by the Type of Prospect.

Filtering Options:

1. Value

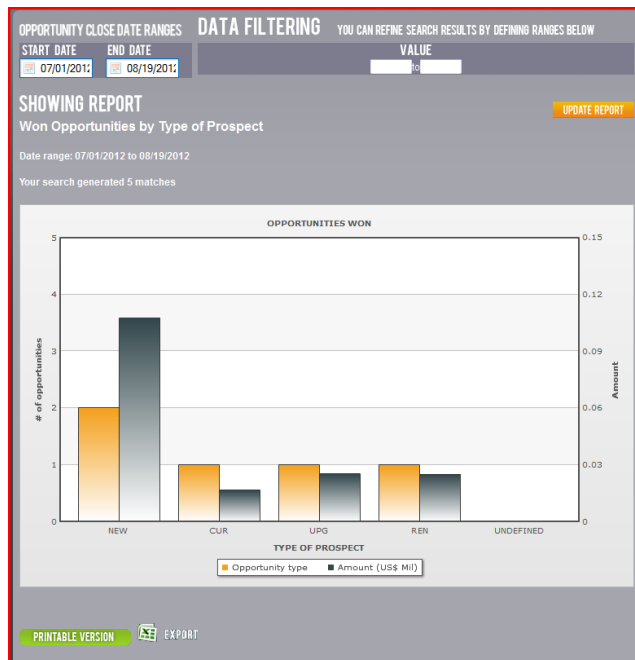


Figure 5.11: Won Opportunities by Type of Prospect

5.12 WIN / LOSS Reports for NEW Prospects (Figure 5.12)

The WIN / LOSS Report for NEW Prospects displays the final outcome of the NEW prospects you were pursuing. Horizontal Axis = Reason for Closing (WON, LOST, CANCELLED, NO-BID, Unspecified)

Filtering Options:

1. Value

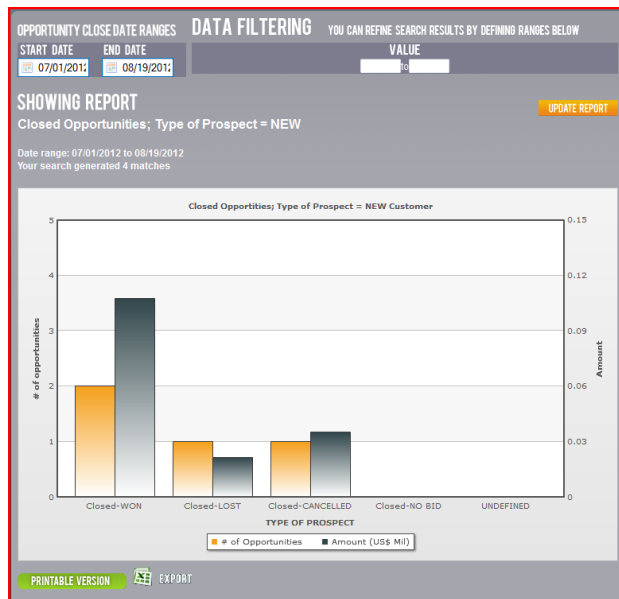


Figure 5.12: WIN / LOSS Report for NEW Prospects

5.13 WIN / LOSS Report for CURRENT Prospects (Figure 5.12)

The WIN / LOSS Report for NEW Prospects displays the final outcome of the CURRENT prospects you were pursuing.
Horizontal Axis = Reason for Closing (WON, LOST, CANCELLED, NO-BID, Unspecified)

Filtering Options:
1. Value

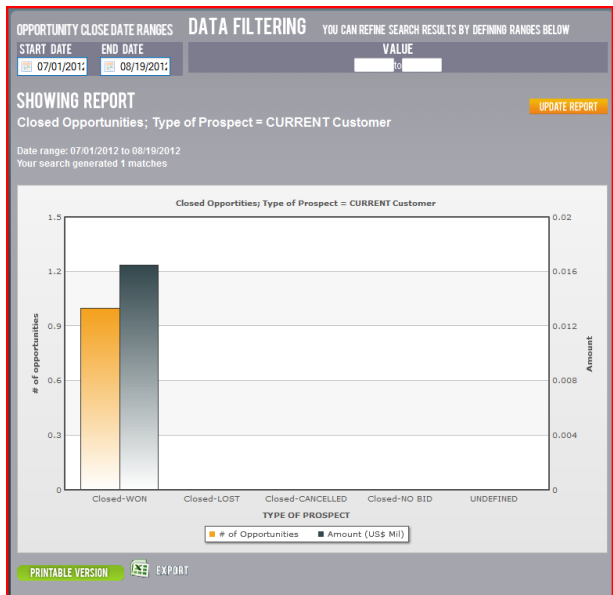
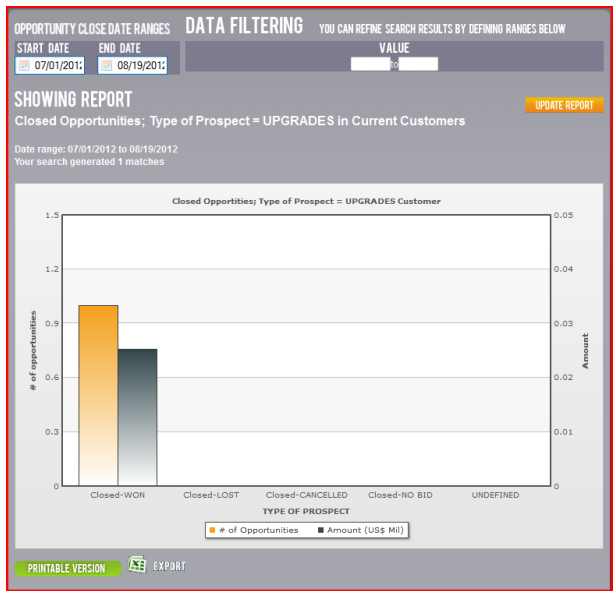


Figure 5.13: WIN / LOSS Report for CURRENT Prospects

5.14 WIN / LOSS Report for UPGRADE Prospects (Figure 5.14)

The WIN / LOSS Report for NEW Prospects displays the final outcome of the UPGRADE prospects you were pursuing.
Horizontal Axis = Reason for Closing (WON, LOST, CANCELLED, NO-BID, Unspecified)

Filtering Options:
1. Value



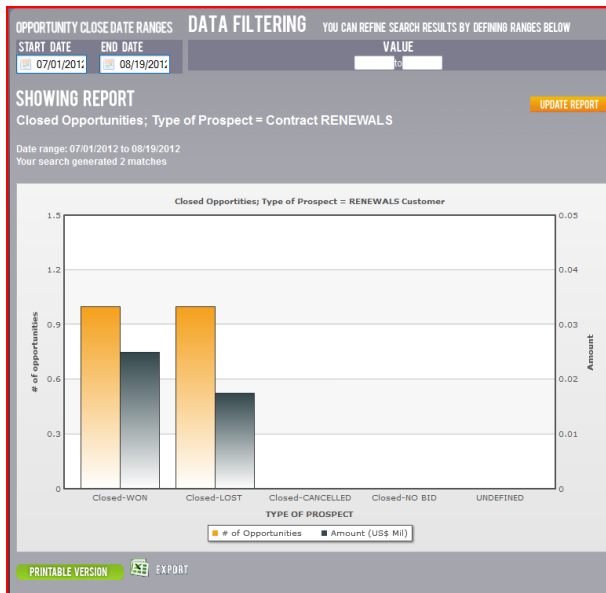
5.14 WIN / LOSS Report for UPGRADE Prospects

5.15 WIN / LOSS Report for RENEWAL Prospects (Figure 5.14)

The WIN / LOSS Report for NEW Prospects displays the final outcome of the RENEWAL prospects you were pursuing.
Horizontal Axis = Reason for Closing (WON, LOST, CANCELLED, NO-BID, Unspecified)

Filtering Options:

1. Value



5.14 WIN / LOSS Report for UPGRADE Prospects

5.0 Account Details

2.1 Overview

The Account Details tab is used to change your password

2.1 How to change Your Password

Click on the 'ACCOUNT DETAILS' tab, you will be asked to re-log in, see Figure 2.1

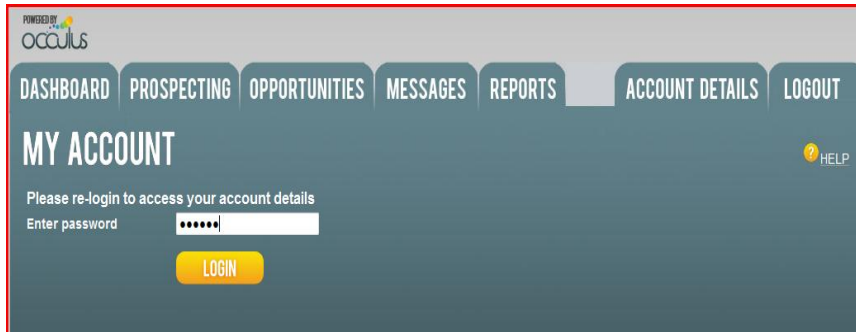
The screenshot shows a web interface for 'MY ACCOUNT'. At the top, there is a navigation bar with tabs: DASHBOARD, PROSPECTING, OPPORTUNITIES, MESSAGES, REPORTS, ACCOUNT DETAILS (which is highlighted), and LOGOUT. Below the navigation bar, the page title 'MY ACCOUNT' is displayed. A message states 'Please re-login to access your account details'. Below this message, there is a label 'Enter password' followed by a password input field containing six dots. A yellow 'LOGIN' button is positioned below the input field. A 'HELP' link with a question mark icon is located in the top right corner of the main content area.

Figure 2.1: Changing Your Password

Click LOGIN.

You will be asked to enter the new password and then confirm it by entering it again.

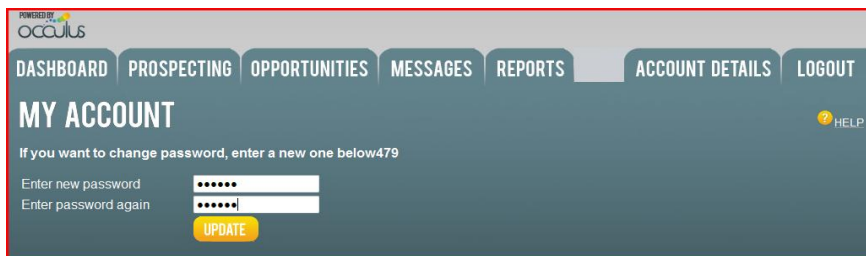
The screenshot shows the 'MY ACCOUNT' page after the login step. The navigation bar remains the same. The message now says 'If you want to change password, enter a new one below479'. Below this, there are two labels: 'Enter new password' and 'Enter password again', each followed by a password input field containing six dots. A yellow 'UPDATE' button is located below the second input field. The 'HELP' link is still present in the top right corner.

Figure 2.2: Changing Your Password

Click UPDATE when complete.

Your password has been changed

APPENDIX

AP-1 How to Move an Opportunity Through the Sales Cycle

The following pages demonstrate how to move a typical sales Opportunity through the sales cycle.

Step 1: Early in the Sales Cycle

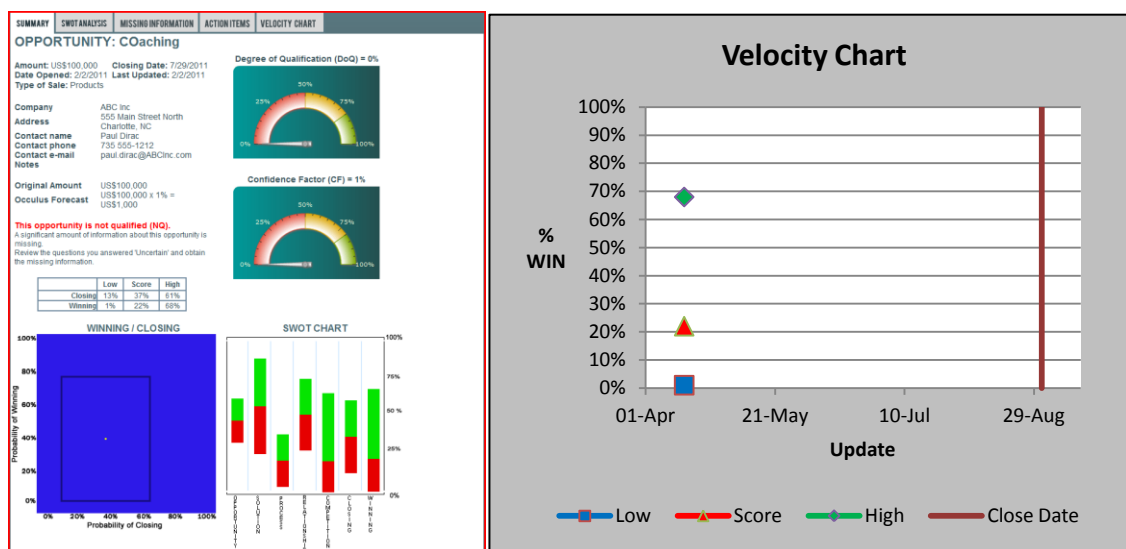
Opportunity is entered into Oculus and analysis is completed.

At this point the Sales Rep is very early in the sales cycle and it is to be expected that the level of knowledge about the Opportunity is low and consequently the Sales rep should expect the analysis to show that the Opportunity is Poorly Qualified or Not Qualified.

Opportunity is Not Qualified;

DoQ = 0%;

Confidence Factor (CF) = 1%



WIN / CLOSE Chart: Uncertainty Zone (box) is too large

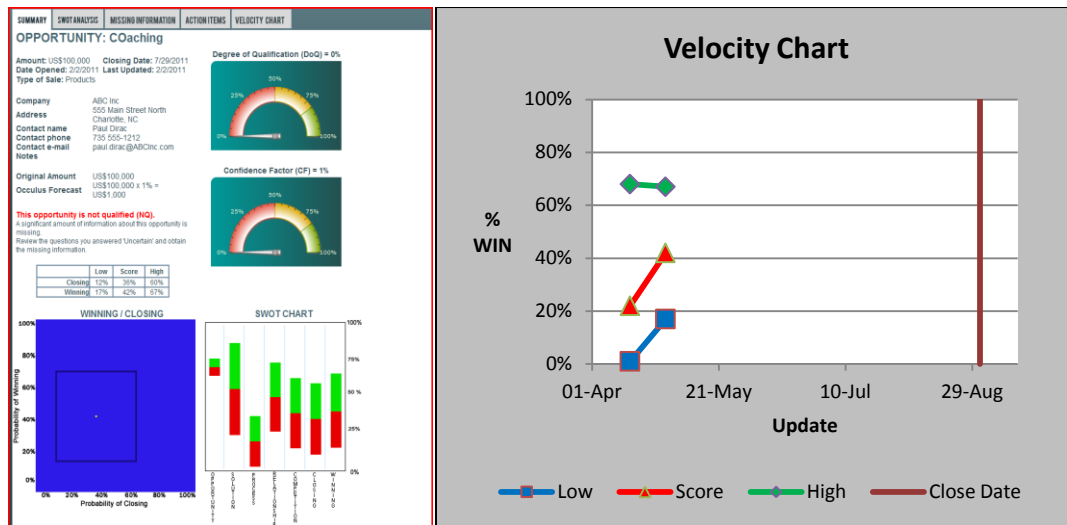
SWOT Chart: Opportunity is poorly defined
Proposed Solution has too much Uncertainty
Knowledge of Decision Process is very low
Relationship needs to develop more
Not clear that SR can beat the competition
Uncertain that the Opportunity will close by the Close Date

Velocity Chart: First entry

Sales Rep Actions: Review Missing Information page and identify information about the opportunity that is missing or incomplete and obtain it.
Review Action Items and implement those that are appropriate at this time.
Do not include in forecast at this time.

Step 2: Still Early in the Sales Cycle

Still early in the sales cycle;
 Opportunity is Poorly Qualified;
 DoQ = 15%,
 Confidence Factor (CF) = 21%



WIN / CLOSE Chart: Uncertainty Zone (box) is too large

SWOT Chart:

- Opportunity is better defined
- Proposed Solution matches requirements
- Knowledge of Decision Process is very low
- Relationship is developing but need more work
- Position against competition is becoming clearer, still not clear that SR can beat the competition
- Uncertain that the Opportunity will close by the Close Date

Velocity Chart: Moving in the right direction

Sales Rep Actions:

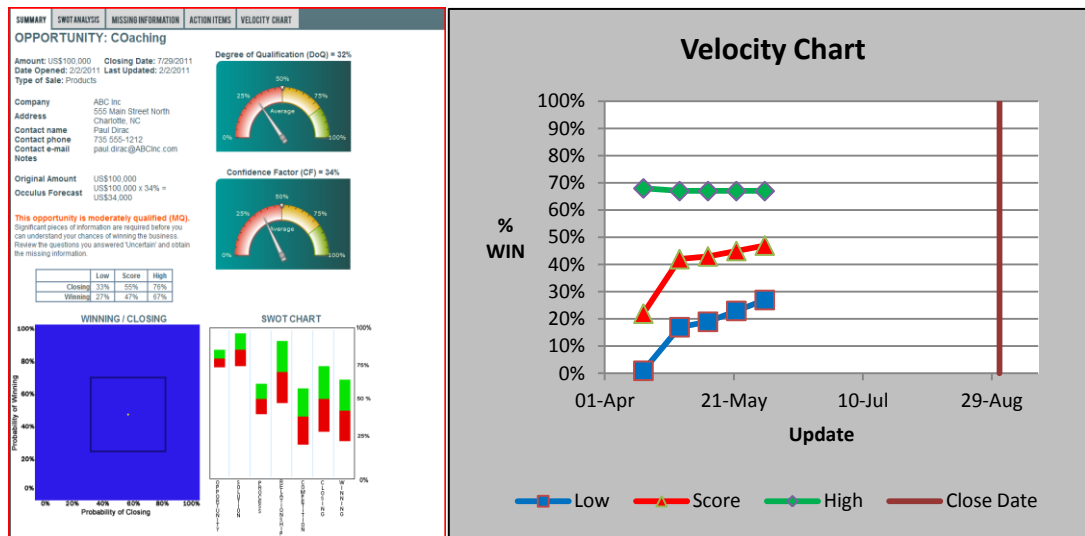
- Review Missing Information page and identify information about the opportunity that is missing or incomplete obtain it.
- Review Action Items and implement those that are appropriate at this time.
- If included in Forecast, do so with a probability of Winning = 21% (CF)
- Caution should be taken as to which forecast period this opportunity is included in, the Prob of Closing by the Close Date still has a lot of uncertainty.

Step 3: Well into the Sales Cycle

Opportunity is Moderately Qualified

DoQ = 22%

Confidence Factor (CF) = 34%



WIN / CLOSE Chart:

Uncertainty Zone (box) is too large, but is decreasing
Appears to be moving to the top-right corner

SWOT Chart:

Opportunity is better defined.
Proposed Solution matches requirements to a high degree.
Knowledge of Decision Process is improving, but more work is needed.
Relationship is developing but needs more work.
Position against competition is becoming clearer, need to develop strategies to beat the competition.
Uncertain that the Opportunity will close by the Close Date

Velocity Chart:

Moving in the right direction, trending positively

Sales Rep Actions:

Review Missing Information page and identify information about the opportunity that is missing or incomplete obtain it.
Review Action Items and implement those that are appropriate at this time. If included in Forecast, do so with a probability of Winning = 34% (CF)
There is only about a 50% chance that the Opportunity will close by the Close Date, and there is a uncertainty in that date (from 33% to 76%).
Sales Rep should focus on how to beat the competition and confirm the Close Date.

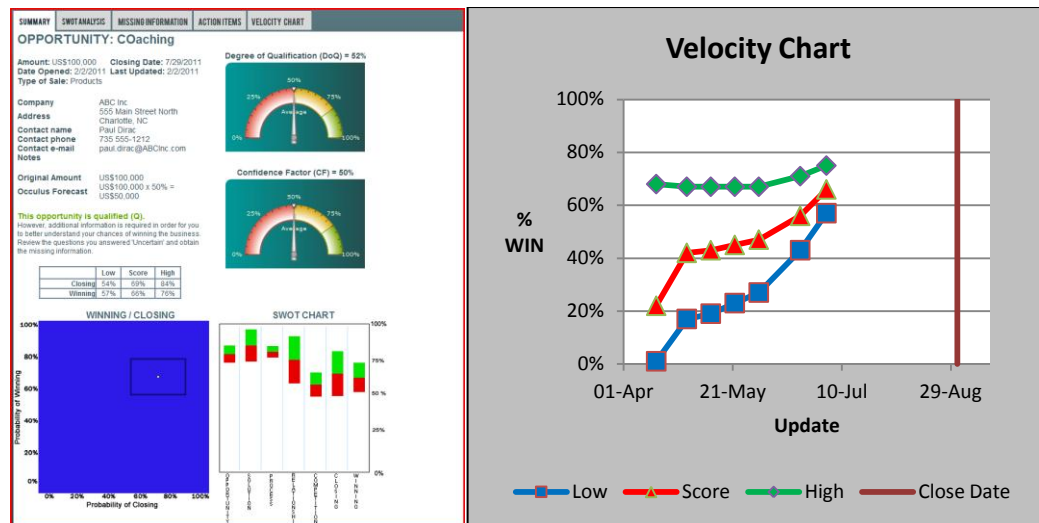
lot of

Step 4: Continuing into the Sales Cycle

Opportunity is Qualified;

DoQ = 52%,

Confidence Factor (CF) = 50%



WIN / CLOSE Chart: Uncertainty Zone (box) is large, but is decreasing
 Moving to the top-right corner

SWOT Chart: Opportunity is better defined.
 Proposed Solution matches requirements to a high degree.
 Knowledge of Decision Process is improving, but more work is needed.
 Relationship is developing but needs more work.
 Position against competition is becoming clearer, need to develop strategies to beat the competition.
 Uncertain that the Opportunity will close by the Close Date

Velocity Chart: Moving in the right direction, trending positively

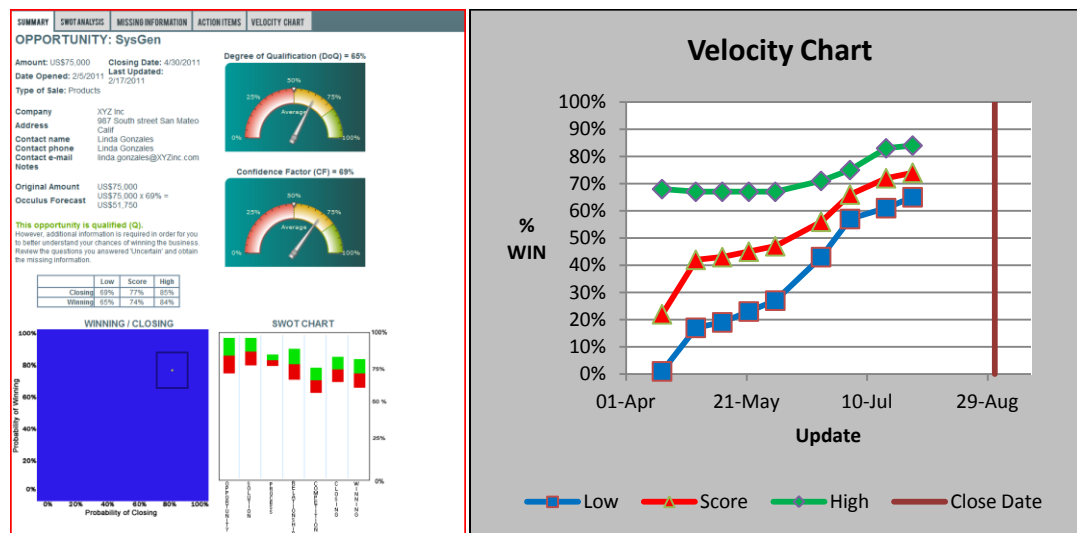
Sales Rep Actions: Review Missing Information page and identify information about the Opportunity that is missing or incomplete obtain it.
 Review Action Items and implement those that are appropriate at this time.
 Can include in Forecast, but do so with a probability of Winning = 50% (CF) and a 60% chance that the Opportunity will close by the Close Date, amount of uncertainty is decreasing.
 Sales Rep's weaknesses is how to beat the Competition and should focus on this area.

Step 5: Continuing into the Sales Cycle

Opportunity is Qualified;

DoQ = 65%,

Confidence Factor (CF) = 69%



WIN / CLOSE Chart:

Uncertainty Zone (box) is within acceptable limits and is decreasing
 Rapidly moving to the top-right corner

SWOT Chart:

Opportunity is better defined.
 Proposed Solution matches requirements to a high degree.
 Knowledge of Decision Process is good.
 Relationship is developing well; Sales Rep is developing good rapport.
 Position against competition is improving.
 Becoming increasingly certain that the Opportunity will close by the Close Date.

Velocity Chart:

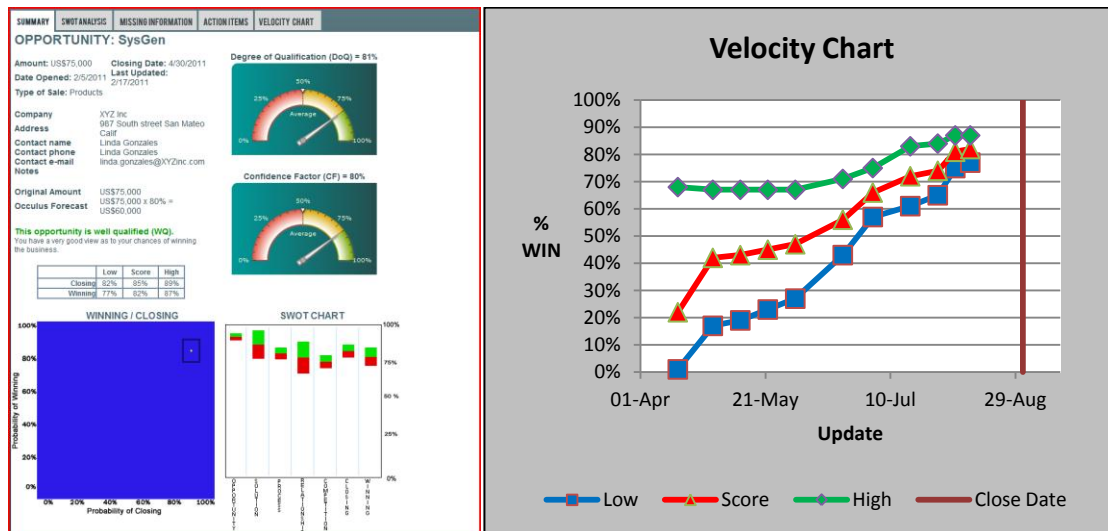
Moving in the right direction, trending positively.

Sales Rep Actions:

Review Missing Information page and identify information about the opportunity that is missing or incomplete obtain it.
 Review Action Items and implement those that are appropriate at this time.
 Include in Forecast, do so with a probability of Winning = 69% (CF) with a 77% chance that the Opportunity will close by the Close Date, amount of uncertainty is decreasing.
 Sales Rep still has some exposure in how to beat the Competition and should stay alert to what the competition is doing.

Step 6: Continuing into the Sales Cycle

Opportunity is Well Qualified;
DoQ = 81%,
Confidence Factor (CF) = 80%



WIN / CLOSE Chart: Uncertainty Zone (box) is within accepted limits

SWOT Chart: Opportunity is better defined.
 Proposed Solution matches requirements to a high degree.
 Knowledge of Decision Process is good.
 Relationship is developing well; Sales Rep is developing good rapport
 Position against competition is improving.
 Becoming increasingly certain that the Opportunity will close by the Close Date
 Sales Rep is in a good position to win the Opportunity and close it by the Close Date

Velocity Chart: Moving in the right direction, trending positively

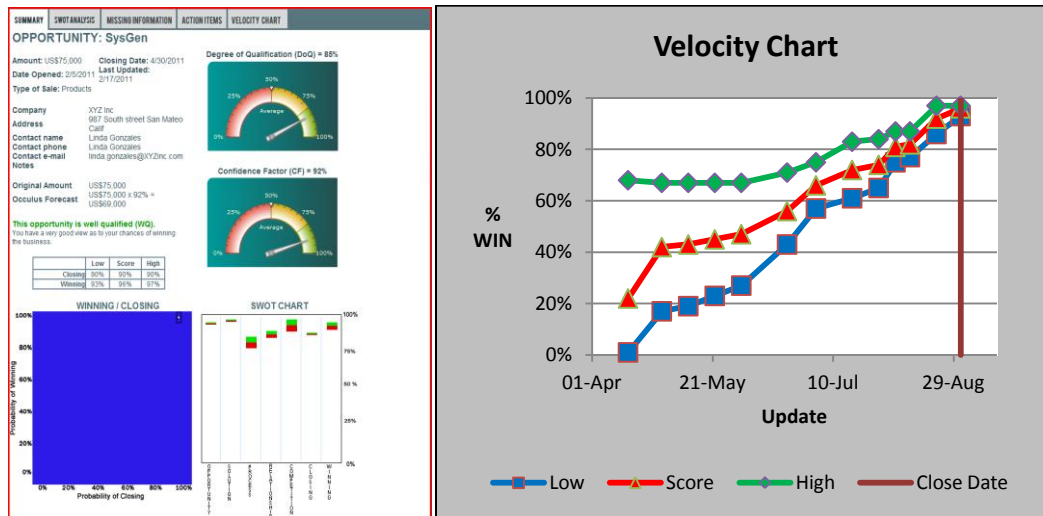
Sales Rep Actions: Review Missing Information page and identify information about the opportunity that is missing or incomplete obtain it.
 Review Action Items and implement those that are appropriate at this time.
 DoQ is increasing and the Sales Rep can feel confident that he/she has an accurate sense of where they sit with this Opportunity.
 Could include this in the Forecast, do so with a probability of Winning = 80% (CF) with a 85% chance that the Opportunity will close by the Close Date,
 Sales Rep could forecast this as a win (100%).

Step 6: Closing the Opportunity

Opportunity is Well Qualified;

DoQ = 85%,

Confidence Factor (CF) = 92%



WIN / CLOSE Chart: Uncertainty Zone (box) is within accepted range

SWOT Chart:

- Opportunity is well defined
- Proposed Solution matches requirements to a very high degree.
- Knowledge of Decision Process is excellent.
- Relationship is strong.
- Position against competition is strong.
- Opportunity should close by the Close Date.

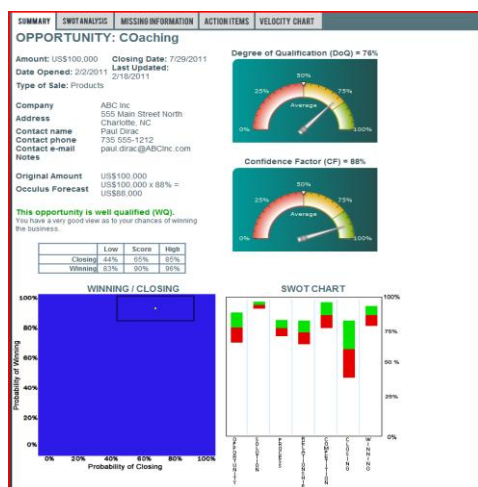
Velocity Chart: Top right hand corner; where it should be.

Sales Rep Actions: Include in Forecast, do so with a probability of Winning = 100% (CF)

AP-2: How to Identify an Opportunity that Might Slip Past the Close Date

Opportunities that are at risk of slipping past the Close Date can be identified by a low Probability of Closing (Horizontal Axis) or by having a high degree of uncertainty in the Close Date Probability as measured by the difference between High Value and the Low Value.

The SWOT Chart shows uncertainty in the Closing by the Close Date and the SWOT ANALYSIS page provides additional details.



The Uncertainty Box is a rectangle with the Horizontal side much longer than the vertical side

In this example the Sales Rep is well positioned to win the Opportunity, but the probability of it closing by the Close Date is low (65%) and there is a large degree of uncertainty in that probability;

Close Date Probability Uncertainty Range: Low = 44% to High = 85%.

The Sales Rep needs to confirm that the Opportunity will close by the Close Date, and exercise care when forecasting this opportunity as it could slip past the Close Date.

AP-3: How to Indentify an Opportunity that has Stalled and/or is Going Nowhere

Opportunities that are 'Stalled' or going nowhere are easy to identify from the Velocity Chart. The 3 'Win' Probability Lines are flat or nearly flat over an extended period of time, as shown below.

