



OPPORTUNITY: WildFire

CURRENT OPPORTUNITY REPORT

Amount: \$125,000 **Closing Date:** 2/19/2010
Date Opened: 3/18/2010 **Last Updated:** 3/18/2010
Type of Sale: Consulting

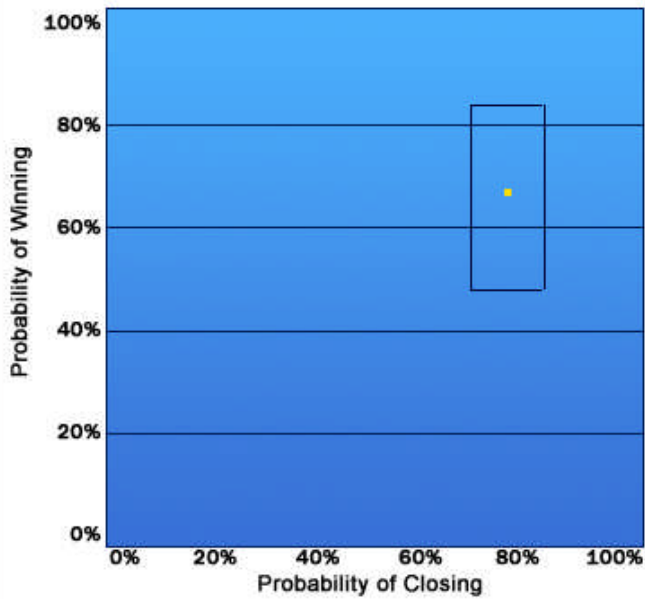
Company Listowell Industries Inc.
Address
Contact name
Contact phone
Contact e-mail
Notes

Original Amount \$125,000
Occlus forecast \$125,000 x 53% = \$66,739

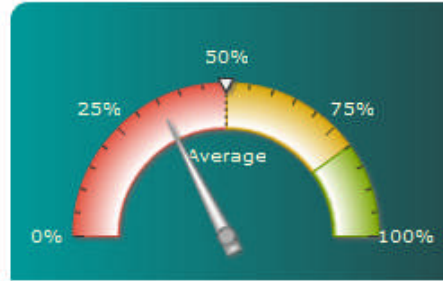
This opportunity is moderately qualified (MQ).
 Significant pieces of information are required before you can understand your chances of winning the business. Review the questions you answered 'Uncertain' and obtain the missing information.

	Low	Score	High
Closing	68%	75%	82%
Winning	46%	66%	82%

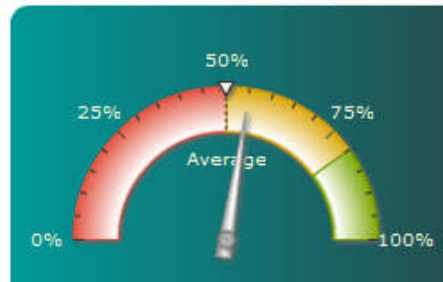
WINNING / CLOSING



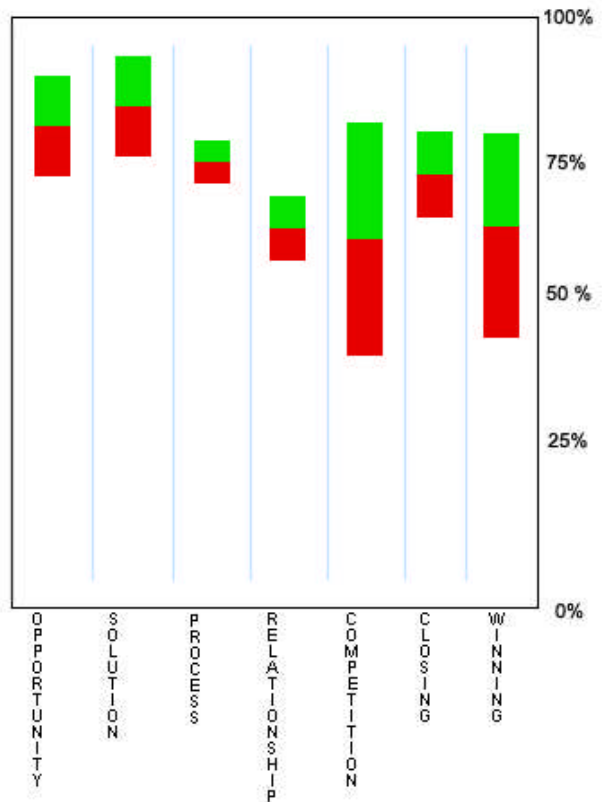
Degree of Qualification (DoQ) = 36%



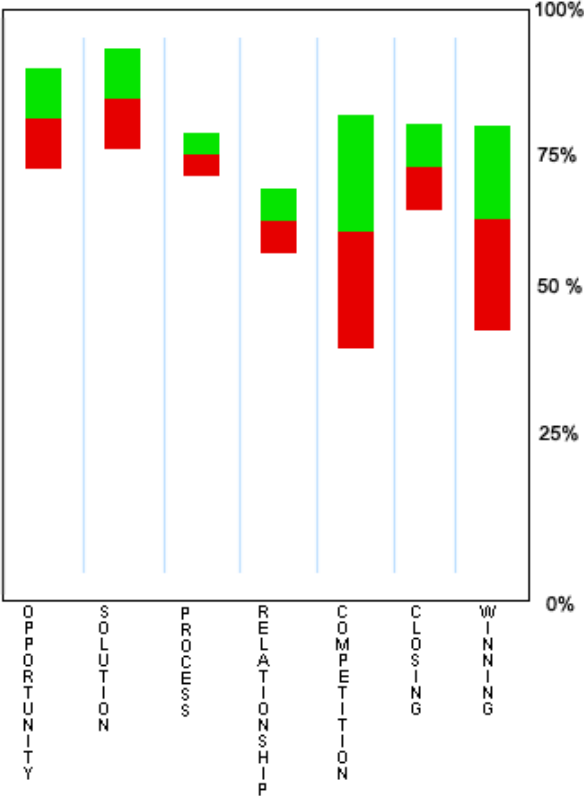
Confidence Factor (CF) = 53%




SWOT CHART




SWOT ANALYSIS




OPPORTUNITY DESCRIPTION

			Rating	Description
	High	0.92	STRENGTH	The high-point of the Uncertainty Range indicates that you are in a strong position in this category.
	Score	0.84	OPPORTUNITY	The project is well defined.
	Low	0.75	OPPORTUNITY	The low-point of the Uncertainty Range places you at in a strong position in this category.
				RECOMMENDATIONS Ensure that all the prospect's requirements are contained in the project definition. The Uncertainty Range for this category is outside acceptable limits. Reduce the size of the Uncertainty Range by reducing the amount of missing information for this category. The low-point of the Uncertainty Range places you in a relatively strong position in this category. Determine if you can realistically obtain additional information by eliminating those questions you answered with 'Uncertain'.


PROPOSED SOLUTION

			Rating	Description
	High	0.95	STRENGTH	The high-point of the Uncertainty Range indicates that you are in a strong position in this category.
	Score	0.87	STRENGTH	Your proposed solution is a reasonably good fit with the requirements.
	Low	0.79	OPPORTUNITY	The low-point of the Uncertainty Range places you at in a strong position in this category.
				RECOMMENDATIONS Review your proposed solution and identify areas of strength, leverage those strengths to improve your chances of winning the business. The Uncertainty Range for this category is outside acceptable limits. Reduce the size of the Uncertainty Range by reducing the amount of missing information for this category. The low-point of the Uncertainty Range places you in a relatively strong position in this category. Determine if you can realistically obtain additional information by eliminating those questions you answered with 'Uncertain'.


DECISION PROCESS

			Rating	Description
	High	0.80	OPPORTUNITY	The high-point of the Uncertainty range indicates that you have the opportunity to strengthen your position in this category.
	Score	0.77	OPPORTUNITY	Your knowledge of the decision process for this project is good.
	Low	0.74	OPPORTUNITY	The low-point of the Uncertainty Range places you at in a strong position in this category.
				RECOMMENDATIONS Ensure that you understand the decision process for this project and have met all the individuals involved. The Uncertainty Range for this category is within acceptable limits The low-point of the Uncertainty Range places you in a relatively strong position in this category. Determine if you can realistically obtain additional information by eliminating those questions you answered with 'Uncertain'.


RELATIONSHIP

			Rating	Description
	High	0.71	OPPORTUNITY	The high-point of the Uncertainty range indicates that you have the opportunity to strengthen your position in this category.
	Score	0.65	EXPOSURE	Your relationship with the prospect is not strong.
	Low	0.60	EXPOSURE	The low-point of the Uncertainty Range places you at in exposed position in this category.
				RECOMMENDATIONS Review your relationship with the prospect to identify any areas that are holding you back from developing a stronger relationship. The Uncertainty Range for this category is within acceptable limits The low-point of the Uncertainty Range places you in an exposed position in this category. Identify those questions answered with 'Uncertain' and obtain more specific information.

COMPETITION

			Rating	Description
	High	0.83	OPPORTUNITY	The high-point of the Uncertainty range indicates that you have the opportunity to strengthen your position in this category.
	Score	0.63	EXPOSURE	Your chances of beating the competition are not strong.
	Low	0.43	THREAT	The low-point of the Uncertainty Range places you at risk in this category
				RECOMMENDATIONS Revisit your competitive analysis to determine if you have a realistic chance of beating the competition and winning the business. The Uncertainty Range for this category is unacceptably large. Reduce the size of the Uncertainty Range by reducing the amount of missing information for this category. The low-point of the Uncertainty Range places you at risk in this category. Examine those questions that you answered with 'Uncertain' and obtain additional information to reduce or eliminate the uncertainty.

TIMING

			Rating	Description
	High	0.82	OPPORTUNITY	The high-point of the Uncertainty range indicates that you have the opportunity to strengthen your position in this category.
	Score	0.75	OPPORTUNITY	The probability of the business closing by the stated Close Date is good to very good.
	Low	0.68	EXPOSURE	The low-point of the Uncertainty Range places you at in exposed position in this category.
				RECOMMENDATIONS Identify anything that could cause the timing of the project to change and create a contingency plan. The Uncertainty Range for this category is within acceptable limits The low-point of the Uncertainty Range places you in an exposed position in this category. Identify those questions answered with 'Uncertain' and obtain more specific information.

MISSING INFORMATION

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Identify the individual who is responsible for the successful resolution of the problems the Prospect is trying to solve.

Determine if this project is part of or linked to any other projects underway in the Prospect's organization.

Confirm with the Prospect that the project objectives are complete.

Determine whether or not this project is considered 'strategic' to the prospect.

SOLUTION

Confirm that the prospect will accept your proposed solution, if not, understand why and determine if you should proceed.

Confirm who will be using your solution and enlist their support for your proposal.

PROCESS

Determine from your contacts how much support this project has from senior management.

Confirm with the prospect who is the final decision maker and arrange to meet this person.

Try to determine how the decision makers are measured. If your proposed solution impacts their personal metrics, ensure that it does so in a positive manner.

Ask the prospect what their Ideal Solution looks like, this will form the basis of the informal evaluation criteria.

RELATIONSHIP

Meet with the Key Influencers and determine their level of support for your proposal.

COMPETITION

Find out if the competition influenced the Statement of Requirements, if they have, ensure that it is not biased to their solution.

Try to determine how good a relationship your competition has with the prospect.

Determine if the decision makers agree with your Value Proposition for this project.

The prospect sees value in having you involved in this competition, use your knowledge of that value to strengthen your case.

TIMING


Confirm with the prospect what the impact of any delays in the implementation of the project will be.


ACTION ITEMS


OPPORTUNITY:


OPPORTUNITY


Ensure that your proposal emphasizes how it satisfies the requirements of the Compelling Event that is driving this project. 


Ensure that your proposal clearly shows how the problems the Prospect is trying solve will be solved if they implement your solution. 

Find out why the Prospect has not yet determined the vendor selection date (your opportunity Close Date). A project without a specific vendor selection date or Due Date may not be as real a you would like to believe it is. At a minimum, reset your expectations so that you have a clear idea of when this opportunity will close. 


Try to understand where this project fits in the priority queue and what projects are ahead of it. 


Ensure that the Prospect has identified all their requirements. If possible identify those requirements where your solution is strongest. 


Review the project critical success factors with the prospect to ensure that you have a clear understanding of what they are. Also, there may be an opportunity for you to add a couple of critical success factors that play to your strengths. Try to use terminology like; "Have you thought about.....?". 

Determine what went wrong with the previous solution that did not fix the problem(s). 


SOLUTION


Depending how your competitor's proposals match the requirements, you may have a competitive advantage. Take advantage of this and emphasize how your proposal meets the requirements and the value this will bring to the Prospect's organization. 


Identify those areas of your proposed solution that meets the Prospect's "Ideal Solution", and those that do not. Emphasize those areas that match and find a workaround for those areas that do not. 

Emphasize the overall Value of your solution and how it fits within the budget levels. 

Emphasize the total Value of your proposed solution to the Prospect. Ensure that you include all aspects of your proposal and do not limit yourself to price and functionality. 

You may have a competitive advantage. Find out what the ROI is for your competitors, if your solution provides a greater ROI, emphasize this fact. 

The issue of implementation date may be more important than you realize, if so emphasize the fact that you can and will deliver the project on time. 

Meet with those groups and try to understand the impact on those groups and the individuals within them. Determine any issues and concerns they may have. Enlist their support, or at a minimum, address any concerns they may have. 

Use those measurements to build a strong case for your proposal.



Take advantage of the fact that your solution will have a positive impact on the prospect's cash flow and build a strong financial case for your solution



Emphasize how your solution will improve the Prospect's operations and the benefits / value that will be gained from those improvements



Confirm with the prospect that the demo met their expectations and they saw what they were hoping to see. Determine if they have any questions or concerns. Get confirmation that they are satisfied that you can solve their problems.



PROCESS

Make sure you have identified all individuals involved in the decision process. Don't allow yourself to be potentially blind-sided because you missed someone.



As appropriate, maintain contact with these individuals. Ensure that when you do get an opportunity to meet with them, you are constantly bringing value to the meeting.



Meet with this person on a regular basis.



Ensure that your proposal addresses all the criteria in the document, emphasize those points where you are strong and mitigate the impact of those areas where you are weak or where the competition is stronger by emphasizing your strengths.



Maintain regular contact with your Inside Salesperson. Keep this person current on all your activities within the Prospect organization. If you have an important meeting with someone, let your Inside Sales person know about seek their advice and guidance.



Ensure that the reasons your Inside Salesperson wants you to win are valid business reasons. It's not enough that the person may like you, they need sound business reasons to support/present your case in the best light.



If you do not already have a strong relationship with this person, you need to cultivate one. Ensure that this person knows and understands the value your proposed solution will bring to the company and the advantages it has over the competition.



RELATIONSHIP

Bring the prospect up to date on the latest news about your company.



Try to identify any issues that are preventing you from developing a good relationship with the prospect. Consider involving your manager to help resolve them.



Try and determine the specifics of why these individuals support you and your proposal.



Arrange to meet with all the decision makers and identify any issues that may be holding you back from improving your relationship, consider involving your management.



Try to understand why your ability to influence the decision makers is poor. When meeting with the individuals involved in the decision process, try to understand what motivates them and how this project will impact them. Create persuasive arguments that support your proposal and will motivate them to support you.



Determine why your level of support among the End-Users is not higher. Changes are that there are specific reasons why you don't have a higher level of support amongst the End User community.



This person may have insights that are not available to you and may be able to steer you in the right direction and help you avoid pitfalls. Leverage your contact's ability to assist you with this project, but don't be too aggressive or ask for too much.



Determine from your contacts if any of your competitors has an Inside Salesperson. This individual may be your enemy.



Try to leverage your relationship with the prospect to obtain guidance (and if possible, advice) to move closer to winning the business. Be careful not to push too aggressively, you don't want to compromise your relationship.



Arrange to have your management meet the prospect's management. Ensure that the relative positioning is appropriate; i.e. Manager to Manager, VP to VP, etc.



COMPETITION

If your Customer Value Proposition maps into the Compelling Event that is driving this project, go on the offensive. State in no uncertain terms why your proposed solution is the best fit. Be careful, DO NOT say anything negative about the competition, only emphasize your advantages. Confirm with the prospect that they agree with the advantages you have identified.



If you did not influence the Statement of Requirements determine if your competition has. Also, if it is advantageous to you, try and broaden the scope of the project to include areas where you know you have a competitive advantage.



Find out who the external competition is and perform a competitive analysis to determine how to beat them.



If you're sure you can beat the external competition, go on the offensive and demonstrate to the prospect why your proposed solution is superior to those offered by the external competitors.



If you have a competitive difference that gives you an advantage, go on the offensive and emphasize how you can provide a better/more cost-effective solution.



Determine where your advantage lies relative to your competition's value proposition and emphasize that advantage to the prospect.



TIMING

If possible, emphasize that by selecting your proposal the Prospect will be able to meet (or exceed) the schedule for the project.



