**SALES PROSPECT CHECKLIST**

© 2014 Rob Pilz, CPA, CMA, B.Comm., Revelation Business Solutions Ltd.

This checklist is used to qualify and prioritize sales opportunities with customers and with partners. It can also serve as a script for discussions with other parties where appropriate to describe or discuss the ideal applications and projects for our products and services. The basic structure is numbered and highlighted in yellow in the checklist with more detailed questions below them. At a high level the script goes like this.

1. **NEED/DESIRE** – Does the customer need our product enough to pay our premium price? e.g. [insert key buying criteria 1, key buying criteria 2], multiple value streams, reliability, high consequences of downtime without our solution?
2. **MONEY** – Has a budget and spending of funds been approved by the highest decision-making authority, does their purchase time frame match our process? What are the drivers?
3. **AUTHORITY** – Are you speaking with the primary decision maker(s)? What is the decision making process?
4. **FIT** - What are we competing against? Can we win? How can we increase the odds of winning through education and relationship building?

Steps and questions can be added and deleted as required. The form can then be automated and incorporated into the Company’s customer relationship management system (CRM).

|  |  |  |  |
| --- | --- | --- | --- |
| **PROSPECT QUALFIYING STEP** | **NOW** | **FUTURE** | **SCORE** |
| 1. ***CUSTOMER NEED FOR OUR SOLUTION*** |  |  |  |
| What are the application(s) the prospect has for our solution [insert list] Now and future? |  |  |  |
| Are the prospect’s costs of not having our solution high? Now and future? |  |  |  |
| Do they have a strong need for our product’s key strengths? Now and future? |  |  |  |
| Is the timeline to decision is a good fit |  | n/a |  |
| Is the timeline to install a good fit |  | n/a |  |
| What is the opportunity for follow-on business ($ and when)? | n/a |  |  |
| Do they have a strong need for our solution’s high quality and reliability? Are there costly consequences to unscheduled downtime? Now and future? |  |  |  |
| - Direct costs of unscheduled downtime  - Indirect costs of unscheduled downtime  - Opportunity costs of unscheduled downtime |  |  |  |
| Is the operating fit strong? Now and future? |  |  |  |
| Is there a strong emotional driver (e.g. green impetus, cultural drive, someone strongly cares for some reason)? Now and Future? |  |  |  |
| Is the purchase of our solution a high priority for the top decision-makers? Now and future? |  |  |  |
| Is there is a strong cost saving component and appreciation for the cost savings? Now and future? |  |  |  |
| Is a solution like ours mandated in some way? Required locally by a deadline; have no choice; have to spend the money, regulations, etc? Now and future? |  |  |  |
| 1. ***MONEY*** |  |  |  |
| Is the project budget approved? Now and for future |  |  |  |
| If not, what is involved? |  |  |  |
| Are there incentives? Now and future? |  |  |  |
| Is capital cost an issue? Now and future? |  |  |  |
| Is the project financeable? Now and future? |  |  |  |
| Do they value the lifetime value because they will own it as an asset? |  | n/a |  |
| 1. ***AUTHORITY*** |  |  |  |
| Are we dealing with highest decision-making authority(ies)? |  | n/a |  |
| Are there go-between people or companies involved? |  | n/a |  |
| Who is the champions(s)? |  | n/a |  |
| Who is the coach(s)? |  | n/a |  |
| Who is the influencer(s)? |  | n/a |  |
| Who is the primary decision maker(s)? |  | n/a |  |
| 1. ***FIT – PROBABILITY OF WINNING*** |  |  |  |
| How Competitive is this deal? What competing solutions are they looking at? |  | n/a |  |
| Financial modelling: |  | n/a |  |
| * What is our capital cost advantage to the top competitor |  | n/a |  |
| * What is our incremental IRR advantage to the top competitor |  | n/a |  |
| * What is our incremental Payback advantage to the top competitor |  | n/a |  |
| Does the prospect have a strong commitment to our solution for some reason? Now and future? |  |  |  |
| Is there a strong ability to educate the prospect on our relative strengths relative to needs above? |  | n/a |  |
| Is there a strong opportunity for us to influence the customer’s buying process? |  | n/a |  |
| Is there the opportunity for us to: |  |  |  |
| - finance? |  |  |  |
| - go in low in exchange for future business? |  | n/a |  |
| - trade or be creative? |  |  |  |
| - use services to differentiate? |  |  |  |
| - other? |  |  |  |
|  |  |  |  |

|  |
| --- |
| 1. *RECOMMENDATION* |
| Do you recommend we expend our time and resources to pursue this opportunity? |
| Suggested pricing approach and level (sensitivity rationale and comments): |
| Suggested tactics to win: |
| Top competitor(s) on this deal: |
| Should we win? |
| Why? |