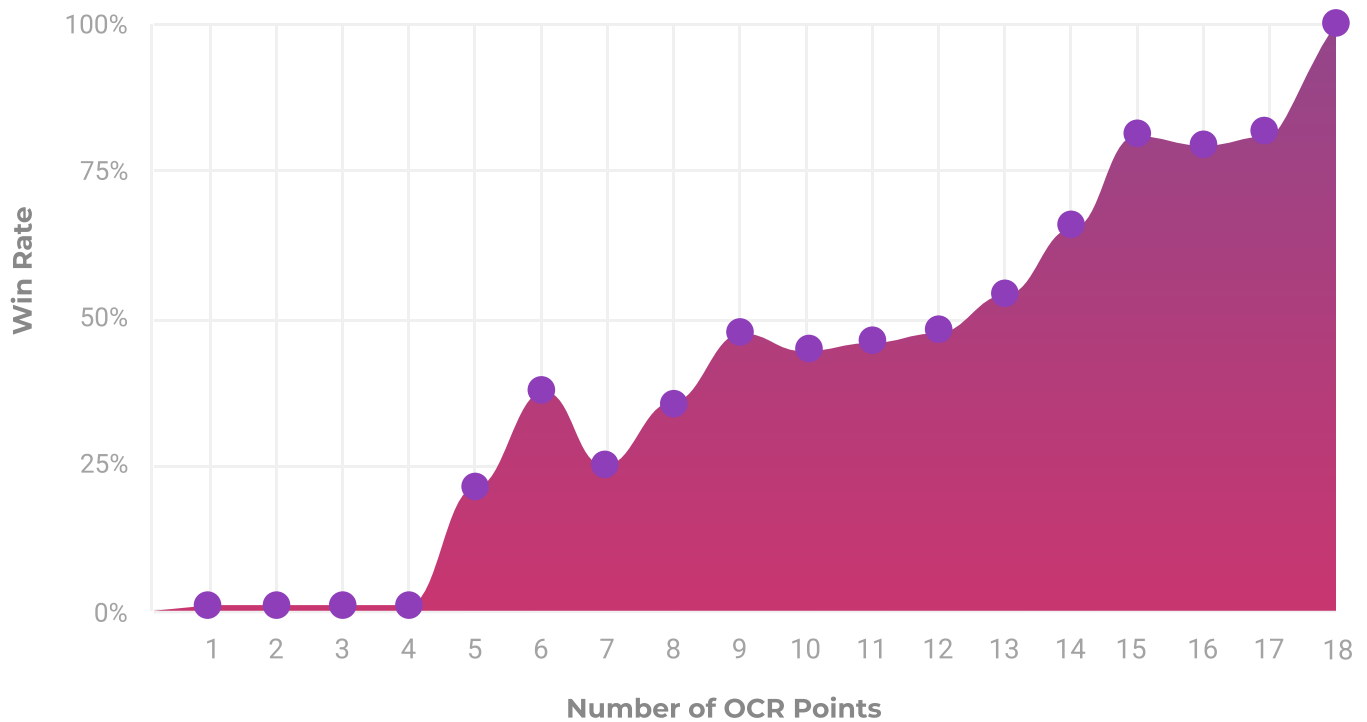


Opportunity to Close Roadmap™

The Opportunity to Close Roadmap™ is an objective way to score the 6 most important factors in closing a sale. It can be used as an objective scorecard in your CRM or as a way to balance the salesperson's emotion about a potential deal with whether the facts exist to support their position, good or bad. Each of the 6 components are scored from 0-3 points with a perfect deal total of 18.



(validated across 222 potential opportunities)



Business Needs

- 0 - No information.
- 1 - There is a known need, could be small and tactical.
- 2 - Champion can match need to a 12 month or longer strategic priority.
- 3 - The Buyer has agreed this is a priority.



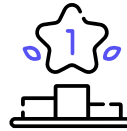
Buyer

- 0 - No information.
- 1 - Identified and confirmed who they are.
- 2 - Met with Buyer and confirmed business priorities.
- 3 - Validated budget, **project priority** and compelling event with Buyer.



Decision Process

- 0 - No information.
- 1 - Champion has described the decision criteria.
- 2 - We have validated decision criteria & process with Buyer.
- 3 - We have confirmed we **won** the decision criteria.



Champion

- 0 - No information.
- 1 - Identified, confirmed prospect's position and have met with them.
- 2 - They've expressed their **personal win** and said they want to work with us.
- 3 - Confirmed they are selling on your behalf and they've taken you to the Buyer.



Competitors

- 0 - No information.
- 1 - We know who the competition is in the deal, **all types**.
- 2 - We are differentiated, and the prospect can articulate our competitive strengths.
- 3 - Validated that we are the preferred solution with the Buyer.



Paper Process

- 0 - No information.
- 1 - We have explicitly confirmed the paper process with prospect.
- 2 - We have entered into the legal & have defined timelines. (Use JST).
- 3 - Buyer believes in the compelling event and will intervene **as needed**.