

# Winnability Matrix

Client: \_\_\_\_\_ Opportunity: \_\_\_\_\_ Value: \_\_\_\_\_

	A	B	C	D	E
<b>Difficulty of Sale</b> - Known Solution or new	Strengthen Similar Solutions Sold 5	Similar Solutions Sold 4	Few Similar Solutions Sold 3	No Similar Solutions Sold 2	Very Difficult Solution Need 1
<b>Urgency</b> - How high is the priority for the Solution needed?	Extreme 5	Critical 4	Average 3	Little 2	None 1
<b>Exclusivity</b> - How many other competitors in on opportunity?	Exclusive 5	One other competitor 4	2-3 other competitors 3	Multiple firms 2	Everyone 1
<b>Sales Cycle</b> - Timeframe from opportunity identification to final decision	Fast - 5	Good - 4	Average 3	Slow - 2	Forever - over 60 days 1
<b>Budgeted for Project</b> score based on high or low budget %	Over budgeted 5	Enough Budgeted 4	Low Budget 3	No Budget - but access \$\$ 2	No Budget and Must ROI 1
<b>Repeat Business</b> - Realistic chance of repeat business and major account status	5	4	3	2	1
<b>Mutual Cooperation</b> - How involved and accessible is the Decision Maker?	Total Access 5	Takes most calls 4	Average Access involvement 3	Assigned another 2	Little or none; not engaged 1
<b>Closability</b> - How realistic is it to win and fill needs - based on the combination of factors?	No problem 5	Easy 4	Average 3	Difficult 2	Extremely Difficult 1
<b>ROI Completeness</b> - Has the ROI been developed and payback time frame?	ROI in less than 6 months 5	ROI in less than 12 months 4	ROI in less than 24 months 3	ROI determined 2	No ROI on this opportunity 1
<b>Money</b> - What is the realistic revenue this opportunity will bring?	5	4	3	2	1
<b>Relationship</b> - Is the client new or existing? Have there been successful past placements?	Long-term relationship 5	4	3	2	Never worked together 1
<b>Milestone Dates Assigned</b> - Have there been dates set for Milestones?	Date(s) set & confirmed 5	4	3	2	No dates set 1
<b>Total 51-60 - "A" - Solid Winnable Potential Opportunity</b>				<b>Subtotal:</b>	
<b>Total 41-50 - "B" - OK Opportunity - Can you improve? Worth Pursuing?</b>				<b>Agreement Adjustment (+/-)</b>	

Total 40 or below - "C" - Risky Opportunity. Need further qualification and commitment from the client before resources are wasted.

Total:



