

2	Right customer	<ol style="list-style-type: none"> 1.Should we be selling to this customer? (how do they compare to our ideal customer criteria?) 2.Any potential showstoppers? (What is their buying history?)
3	Need (are they likely to buy?)	<ol style="list-style-type: none"> 1.What is their reason to buy? 2.How compelling is their reason to buy? 3.Is there an influential decision maker who wants to buy? (personal win) 4.How much have their invested (time, money, resources) to buy? 5.Is there a deadline for their decision?
4	Solution	<ol style="list-style-type: none"> 1.How valuable is the solution? (can we show the value in customer's terms?) 2.How do we compare to the customer's criteria? 3.Who is the competition and how do they compare to customer's criteria? 4.Do we have unique differentiators? (where are we better than competition?)
5	Organisation & relationship	<ol style="list-style-type: none"> 1.Who cares? (do we have a sponsor in their organization?) 2.How is our relationship to the power sponsor(s)? 3.Why would they choose us? 4.Where were they in their process when we got involved?
6	Decision process	<ol style="list-style-type: none"> 1.What is customer's plan to proceed & decide? Can we propose/influence the plan? 2.Can we compete? (do we have the resources & skills to meet customer's requirements & timetable?)
7	Value & risk	<ol style="list-style-type: none"> 1.How valuable is this opportunity for us? 2.Strategic value (new customer, new market, ..)? 3.How high and how risky is the cost of sales? 4.What other risks have we identified? (reputation, delivery, margin, relationships)