Prospect Probability Evaluation

Criteria	Yes	No	Don't Know		Score
Budget					
Can they afford it?	6	0	0	E	
Do they have a budget for this?	3	0	0		
Is the budget realistic?	3	0	0		
Do we know whose budget it is?	3	0	0		
Understanding					
Do we really understand all of the customer's needs and wants?	6	0	0	E	
Has the customer confirmed that we understand them correctly?	3	0	0		
Are the needs realistic?	3	0	0		
Advantages					
Has the client expressed a preference for our solution?	6	0	0	E	
Have we any unique advantages?	3	0	0		
Are our uniques central to the customer's perception of their issues?	3	0	0		
Have we a good track record with the customer?	3	0	0		
Have we received a strong recommendation from someone the customer respects?	3	0	0		
Competition					
Are we the only bidder?	6	-	0	E	
Is there another bidder?	or 4	-	0	E	
Is there more than one other bidder?	or 3	-	0	E	
Are there more than two other bidders?	or 2	-	0	E	
Does the competition have any unique advantages in the eyes of the customer?	0	3	0		
Are the competition dealing at a higher level than us?	0	3	0		
Do the competition have a strong track record with the customer?	0	3	0		
Decision Making					
Are we talking to all of the decision makers?	6	0	0	E	
Do we know the needs and wants of all of the decision makers?	3	0	0		
Are all of the influencers involved?	3	0	0		
Is our proposal still current?	6	0	0	E	
Resource					
Can we realistically meet the customer's needs and wants?	6	0	0	E	
Can we perform within the required time scales?	6	0	0	E	
Totals - Essentials	■	■	■		■
Chance of winning order (90 points max)	■	■	■	■	
Q count (total No. of 'don't knows')	■	■	■	■	

Total score =………%