



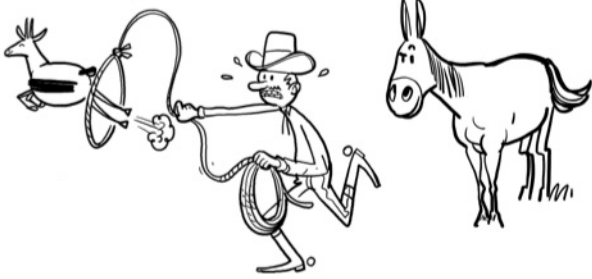
OPPORTUNITY QUALIFICATION

What if you don't have

enough opportunities?

Should you jump on the first thing that comes along?

Investing resources in the wrong opportunities can hurt in more ways than one.



You might be so busy chasing the no-hope opportunities that you miss the

really great ones.

So, what makes an opportunity “wrong” for you? Well...what if the decision-maker doesn't see your project as urgent?

Or you don't have the **right resources** available?

Or you don't have a clear competitive **advantage?**



What if the “opportunity” started with a surprise request for proposal that looks like it was written by your competitor and the customer refuses to meet you.

What are your real chances of winning then?

So, how can you avoid these painful situations



By using a clear set of qualification criteria

to make intelligent GO/ NO GO decisions and make the best use of your selling time.