

20 Probability Factors

<p>Is there an OPPORTUNITY for us?</p>	<ul style="list-style-type: none"> • How clearly defined is the project? • Does it have a high level of importance for them? • Is there a budget for it? • If not, could they find the money? • Is there a compelling reason or event driving this project along – do they <u>have</u> to go ahead?
<p>How COMPETITIVE are we?</p>	<ul style="list-style-type: none"> • Do we have good relationships with <u>all</u> of the key decision makers and decision influencers? • Do we know how the decision making <u>process</u> actually works – who talks to whom, in what order? • Do we really understand their needs and how well does our solution match the needs? • How many of our competitors are also pitching for this business and what do we know about their progress? • Are we inside the budget?
<p>Is this WINNABLE?</p>	<ul style="list-style-type: none"> • Are our “allies” within the account rooting for us? • Do we have proven expertise and experience of this type of work? • Is there a good culture-fit between our companies? • Are their company politics likely to affect us? • Can we prove a good return on their investment?
<p>Is it WORTH going for?</p>	<ul style="list-style-type: none"> • Will it be profitable for us in the short term? • Will it be profitable for us in the long term? • Does it have good “strategic” value for us? • Will it be a profitable relationship for the customer? • Is it worth all the time, effort and hassle?

***If the value of the project is £50000 but the measured probability is 60%
..... then the forecast value of the project = £30000***