

SALES & MARKETING | Real, Win it, Worth it?

When you are reviewing the sales funnel a key thing to consider is how real the opportunity is and if we can really make the sale. In order to properly assess that, it needs to pass 3 tests: 1) Is it Real? 2) Can we win it? 3) Is it worth all the effort it is going to take to get it? For more details read on.

Real:

Is the opportunity real? Are they really going to buy products and services like ours within a reasonable timeframe? Key factors to consider include:

- Who is my contact? Are they the decision maker or a key influencer?
- How important is this initiative to the business?
- Do they have budget allocated for it?
- Do they have a timeline associated with it?

Win it:

Can we win it? Can our company be competitive? Key factors to consider include:

- Is a competitor already entrenched?
- How closely does this match our sweet spot as a company?
- Are they aligned with our value proposition? I.e. Are they looking for a premium high touch product vs. a low cost-efficient solution?

Worth it?

Will we make money? Will it be long-term?

- What is the expected ROI? (Take into account what it will cost us to win it. I.e. sales call travel, work to write proposal etc.)
- Are there other benefits?
 - Will we gain valuable experience, or build relationships?
 - Is it a door into a large account with further opportunities?

