

Client		Project
Company (division if applicable)		Name, Price, Date PO In-house
Team Members		
Names (our company & partners)		
Project Snapshot (Quali-5)		
1. Project Driver (why)	Text (technical or business reason the client is doing project)	
2. Decision Date (when)	Date (date the client hopes to decide on the project winner)	
3. Funding Status (\$\$\$)	Text (amount reserved or note the stage for funds approval)	
4. Key Players (who)	1. Name, 2. Name, 3. Name (add notes on the Player Map)	
5. Chief Rivals (rank)	1. Name, 2. Name, 3. Name (list from toughest to weakest)	
Client Value Criteria		Client Decision Process
1. Value (list in priority order – Top 5)		1. Steps (list in priority order – Top 5)
2.		2.
3.		3.
4.		4.
5.		5.
Our Strengths		Our Weaknesses
1. Text (our strengths – Top 5)		1. Text (our weaknesses – Top 5)
2.		2.
3.		3.
4.		4.
5.		5.
Competitor Strengths		Competitor Weaknesses
1. Text (competitor strengths – Top 5)		1. Text (competitor weaknesses – Top 5)
2.		2.
3.		3.
4.		4.
5.		5.
Project Qualifier	Low to High	Comments
Solution Match	A-AA-AAA	Text (does our product and service meet their criteria?)
Value Package	A-AA-AAA	Text (does our value provide a differentiated solution?)
Price Platform	A-AA-AAA	Text (is our price within their budget and competitive?)
Resource Pool	A-AA-AAA	Text (do we have the resources required to implement?)
Corporate ROI	A-AA-AAA	Text (is the project a solid investment for our company?)
Company Status	A-AA-AAA	Text (is our reputation highly regarded across the client?)
Competitor Rank	A-AA-AAA	Text (today we are: A = behind, AA = even, AAA = ahead)
Player Map	A-AA-AAA	Text (are we sponsored by the Players we need to win?)
WIN RATE	XX%	25 = behind, 50 = even, 75 = leading, 90 = verbal
		Text (summary on if you are qualified to win this project)