

Value

- 1 Text
- 2
- 3
- 4
- 5

What is the value the key Players are looking for?

Player

- AA
- 1 Text
 - 2
 - 3
 - 4
 - 5

Initials

Snapshot the value we can deliver client

Value-Add

Investment

\$

\$

Quantify ROI with Players

ROI

\$ or %

\$ or %

Strategy

Strategy: Push, Piece or Plus

Approach: Text

Identify if you will use a Push, Piece or Plus strategy then write a sentence to summarize how you will do it.

Tactics

- 1 Text
- 2
- 3
- 4
- 5

Actions for Client, Champion, Company, Competitor(s) - Accelerate, Brake or Cruise

Pace

A, B or C

Who

AA

Initials

When

11/11/11

Date

Done

11/11/11

Date

Win Rate

| | | |
|-----------------|--|------------|
| Solution Match: | Does our product and service meet their criteria? | A-AA-AAA |
| Value Package: | Does our value provide a differentiated solution? | A-AA-AAA |
| Price Platform: | Is our price within their budget and competitive? | A-AA-AAA |
| Resource Pool: | Do we have the resources required to implement? | A-AA-AAA |
| Corporate ROI: | Is the project a solid investment for our company? | A-AA-AAA |
| Competitors: | Are we behind, even with or leading competitors? | A-AA-AAA |
| Player Map: | Are we sponsored by the Players we need to win? | A-AA-AAA |
| WIN RATE | 25 = behind, 50 = even, 75 = leading, 90 = verbal | XX% |

Evaluate the current status then score from: A = low, AA = medium, AAA = high