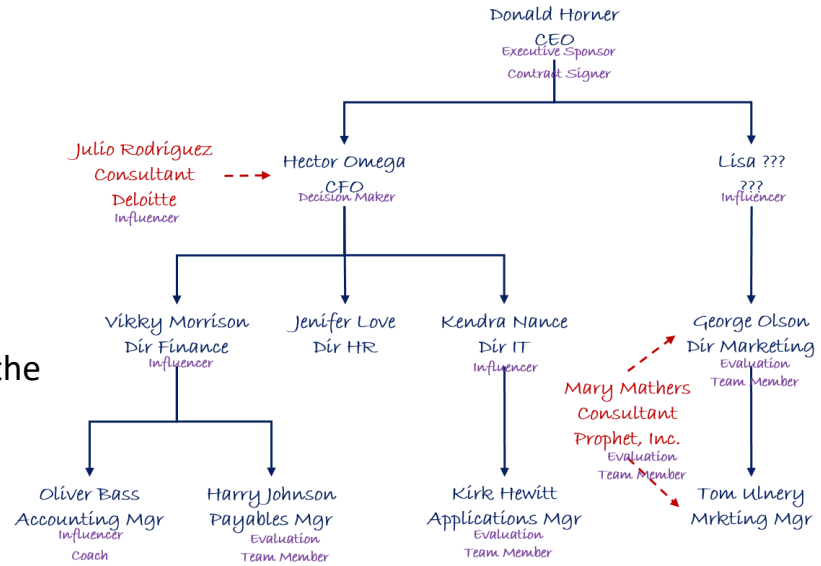


Analyzing Opportunity Relationships

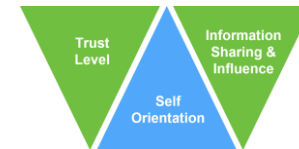
- ❑ Who is involved inside the Customer / Prospect organization?
- ❑ Who is involved from outside the Customer / Prospect organization?
- ❑ What role(s) does each person play in the opportunity?



Relationship Gaps & Risks

| | | |
|----------------------------------|--------------------------|---------------------------|
| Unknown Players | Unassigned Relationships | Unfilled Roles |
| Incomplete / Missing Information | Lack of Access | Lack of Trust / Influence |

Impact and Influence Gaps & Risks



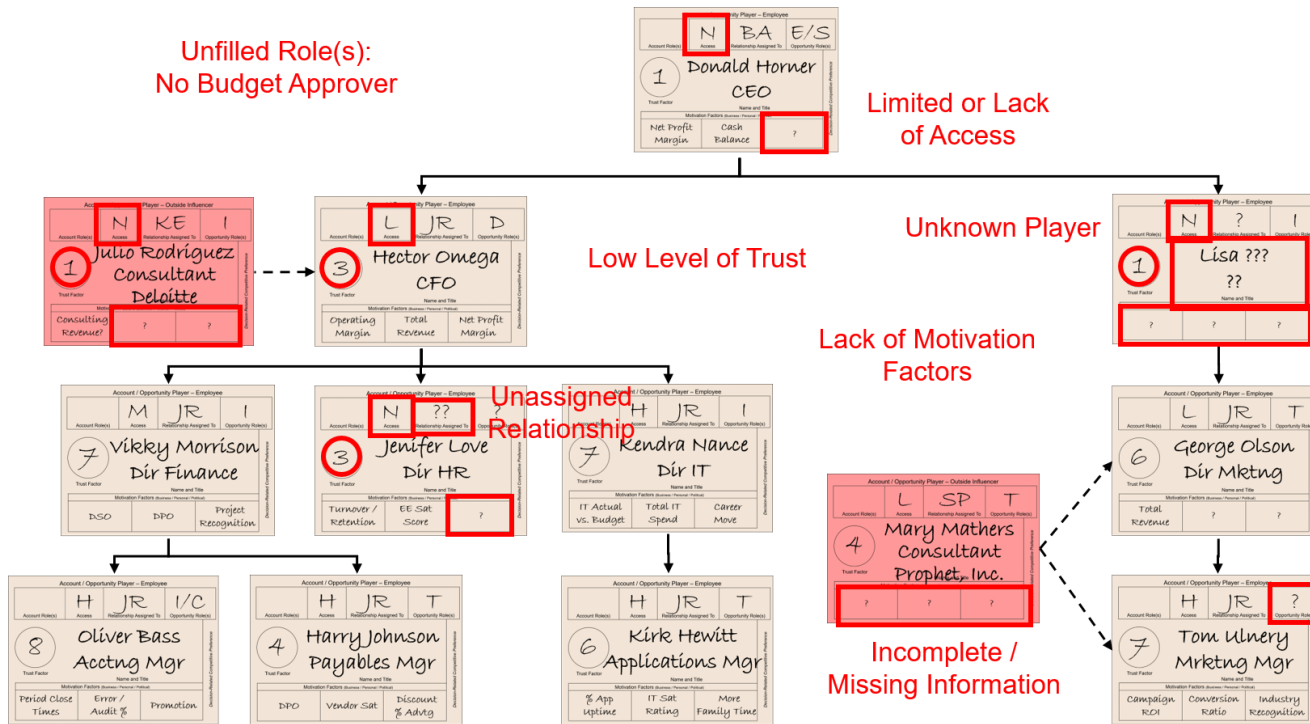
The Importance of Trust

$$T = \frac{C + R + I}{S}$$

Trust Factor = (Credibility + Reliability + Intimacy) / Self-Orientation

Calculating Trust

Analyzing Opportunity Relationships



Access

- N – None
- L – Low
- M – Medium
- H – High

Trust Factor

- 7 – 9: Trusted Advisor
- 4 – 6: Business Partner
- 1 – 3: Solution Vendor

| | | |
|--|-----------------|--------------------------|
| Account / Opportunity Player – Employee | | |
| Account Role(s) | Access | Relationship Assigned To |
| H | JR | I/C |
| 8 Oliver Bass Acctng Mgr | | |
| Motivation Factors (Business / Personal / Political) | | |
| Period Close Times | Error / Audit % | Promotion |

Motivating Factors

Top three business, personal and/or political motivators which drive this player's decision making

Relationship Assigned To

Who is responsible for covering this person (name or initials)

Opportunity Role(s)

- T – Evaluation Team Member
- I – Influencer / Key Decision Player
- D – Decision Maker
- C – Coach
- E – Executive Sponsor
- S – Contract Signer
- B – Budget Approver
- P – Procurement
- L – Legal