Opportunity Probability-of-Win Scoring Model

Stage 1 – Early Exploration

Probability: 10–25%

Typical signals

☐ Initial discovery discussion completed

☐ Business problem identified

☐ Opportunity entered CRM

☐ Client shows early interest

Missing elements

- • no decision maker contact
- • budget unclear
- • competitors unknown

*Leadership view: **Too early for reliable forecasting.***

Stage 2 – Qualified Opportunity

Probability: 30–40%

Evidence required

☐ Stakeholders identified

☐ Senior contact engaged

☐ Client problem confirmed

☐ Competitors understood

☐ Potential solution direction discussed

*Leadership view: Opportunity is **credible but still uncertain**.*

Stage 3 – Active Solution Development

Probability: 50–60%

Evidence required

☐ Detailed discovery completed

☐ Value proposition aligned to client priorities

☐ Proposal approach agreed in principle

☐ Client confirms project importance

☐ Commercial expectations discussed

*Leadership view: Opportunity is **being actively shaped**.*

Stage 4 – Proposal and Commercial Alignment

Probability: 65–80%

☐ Proposal or engagement plan presented

☐ Pricing discussed

☐ Implementation timeline discussed

☐ Client feedback gathered

☐ Procurement process understood

*Leadership view: Client is **seriously evaluating the engagement**.*

Stage 5 – Decision Stage

Probability: 85–95%

Evidence required

☐ Final commercial terms discussed

☐ Remaining objections addressed

☐ Decision timeline confirmed

☐ Internal approvals progressing

☐ Clear client commitment signals

*Leadership view: Opportunity is **highly likely but not guaranteed***