

| Score | 1 | 2 | 3 | 4 | 5 | Score 1-5 |
|---------------------------|--|--|--|---|---|-----------|
| M etrics | Our solution may not significantly impact the business of the prospect | Deal size has the attention of Champion and EB | Deal is material to the prospect | Champion confirms that money is compelling | Deal size is a game changer for the prospect - critical for the future success of their business | |
| E conomic Buyer | We have no idea who the Economic Buyer (EB) is. | We know the name of the EB and have confirmed their status as the EB with Champion. | We have met the EB, and communicated the value proposition to the EB | EB is in agreement with the terms of the deal. | EB is deeply engaged in the deal, can clearly communicate the impact & benefits on their business | |
| D ecision Criteria | We have no idea how the prospect is evaluating the deal | Loose definition of deal criteria provided by prospect. | Champion has confirmed deal evaluation criteria | We have influenced the deal criteria in our favor. | EB has confirmed the clearly defined criteria and confirmed that we meet the criteria | |
| D ecision Process | Limited knowledge of decision process and timeline | General knowledge and the beginning of a sketch of a reverse timeline | Champion has assisted in developing a reverse timeline for the deal. | Other stakeholders in organization confirm reverse timeline with Champion and us. | EB and Champion have a written and confirmed Reverse Timeline for all components of the deal | |
| P aper Process | Limited to zero knowledge of how to get agreement reviewed let alone signed in the prospect organization | Likely flow of the process, nothing confirmed | Champion has defined prospect's internal paper process with description of path to signatory | All relevant people who touch a paper to be signed are aware of the process and timeline. | Champion has confirmed approvals, we have EB contact info, the EB has acknowledged that they are ready to sign. | |
| I dentify Pain | Our solution is at best a nice to have, but not compelling as related to prospects business | Our solution is identified as a higher priority project for the prospect | We can describe the key initiatives of the customer that Our solution can help solve, and Champion agrees | T.E.D. questions and Value Based Conversation yield agreement from Champion and EB | Benefits of Our solution will help solve a big business problem for the organization | |
| C ompetition | We do not have any sense of the competitive landscape | We know there is competition and have differentiated with the Champion. | Champion accepts our differentiation, and can articulate the differences | EB accepts our differentiation and can articulate the differences. | EB and Champion have determined that we are the best option for Our solution as compared to competitors | |
| C hampion | We have a name. | We've confirmed that person's role is relevant to our solution, and they have expressed interest. We've now named a potential Champion | Champion has introduced us to the EB, we've confirmed they have power & influence. They know they're our Champion! | Champion agrees that we are the right solution for their company. | Champion is actively selling for us on our behalf when we are not in the room. | |
| Total Score/40 | | | | | | |