

# “Deal or No Deal”

## what is a good deal?

Congratulations you have just spent a lot of time, effort and resource in producing your prospects.

However, there is still one more important step to take to ensure you maximise your business return from this investment, this is to decide is it a “deal or no deal” or in more technical speak, actioning opportunity assessment.

Opportunity assessment will enable you as a sales person to have the power to make the important decision of whether to carry on with a sale or to cut your losses and walk away. Please believe me this is vital, I have lost count of how many sales people I have seen continually using up expensive resource in chasing an absolute no hoper and failing, or even worse still winning the sale and getting the deal from Hell.

The main purpose of Opportunity Assessment is to discover 3 key important facts for you and your sales organisation and these are :-

### **Is it a Deal? - Can we win it? - Do we want it?**

We are going to list below in each of these headings some pointers that should help you in getting the correct answers to these 3 questions, so the idea is to take your opportunity and sense check it against these.

A good tip here is to be hard and fast about your answers so try and stick to a cold yes or no.

### **Is It A Deal ?**

- Does the customer have an absolute need?
- Is this need a real “pain point” to the customer?
- Does the customer accept this need and pain point?
- Is there time pressure for a resolution?
- Is there budget available or access to funding?

### **Can We Win It ?**

- Do we have a solution?
- Is there a good/need solution fit?
- Do we have a good, current relationship with the customer?
- Do we have inside support/sponsorship?
- Have we got any Unique Business Value?
- Does the customer have a good perception of our company?

### **Do We Want It ?**

- Is the deal profitable?
- Does this deal comply with your short/mid/long term revenue and profit requirements?
- Can we afford to support it?
- Is there future revenue/profit potential?
- Is there any marketplace value and credibility to be gained by having this customer?

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By now you will have a list of yes and no and even some “Not Sure” answers. The first thing to do now is to get definite yes/no answers to the not sure’s, a simple way to do this is to class the not sure’s as a no until you can validate the facts sufficiently to enable you to accurately class it as a firm yes.

In some cases you may not be able to do this so our council to you is to carry on classing it as a no.

At this stage the key thing to ask yourself is do you have enough yes’s in the areas of the assessment that you consider to be most important for you to be able to continue with the sale.

We are fully aware of how harsh a sales opportunity assessment may appear at first but it does absolutely give you a reality check on your “prospects” and it enables you to populate your pipeline with “facts”.

Our aim is to encourage you to move away from the “comfort blanket” of having lots of prospect names to a list of true, closable sales opportunities.