Winnability Matrix

Client:_____Opportunity:_____

Value:

_____

	A	B	C	D	E
Difficulty	Strenth Simil	Similar Solutions Sold **4**	Few Similar Solutions	No Similar Solutions	Very Difficult Solution
Urgency --How high	Extreme **5**	Critical **4**	Average **3**	Little 2	None **1**
Exclusivity	Exclusive **5**	One other competitor **4**	2--3 other competitors **3**	Multiple firms **2**	Everyone **1**
Sales Cycle --	Fast --	Good -- **4**	Average **3**	Slow -- **2**	Forever -- over 60
Budgeted for Project	Over budgeted **5**	Enough Budgeted **4**	Low Budget **3**	No Budget --	No Budget and Must
Repeat Business --	**5**	**4**	**3**	**2**	**1**
Mutual Cooperation	Total Acces	Takes most calls **4**	Average Access involvment	Assigned another **2**	Little or none; not
Closability --How realistic	No problem **5**	Easy **4**	Average **3**	Difficult **2**	Extremely Difficult

ROI Completeness	ROI in less	ROI in less	ROI in less	ROI determined **2**	No ROI on
Money -- What	**5**	**4**	**3**	**2**	**1**
Relationship -- Is	Long--term relationship	**4**	**3**	**2**	Never worked together
Milestone Dates Assigned	Date(s) set & confirmed **5**	**4**	**3**	**2**	No dates set 1
Total **51--60**				**Subtotal:**	
				Agreement	

Total	**Total:**

Score


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