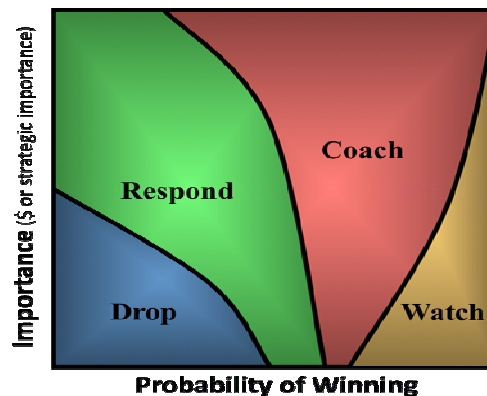


QuickTips

Merriam-Webster defines *Triage* as “the assigning of priority order to projects on the basis of where funds and other resources are most likely to achieve success” and with the interesting economic times we are experiencing, that’s precisely the approach needed in our funnel management. The Triage Model is a simple tool designed to help Sales Managers to review their overall funnel, and in coaching sales people on management of individual funnels, use of resources and time management.

The purpose of the triage process is to agree which of 4 categories a SSO (Single Sales Opportunity) falls into. A SSO is defined as one customer decision and the Triage Model is applicable for deals that have progressed to at least 5 o'clock position in the customer Purchase Decision Cycle (outcome is defined).



Categories

WATCH This is a relatively low importance decision, with a high probability of closing in our favor. We will review progress but limit the involvement of resources into this SSO. These SSO’s are likely to happen, and we just need to catch any that start to look at risk.

COACH This is a relatively higher value SSO, where there is some doubt that it will close in our favor. We will apply maximum management support to these SSO’s, with enhanced coaching (probably applying an opportunity management tool), executive visit support, and allocation of resources. *These are the SSO’s where we can gain maximum return from enhanced support.*

RESPOND This is a lower value and lower probability SSO. We will choose not to proactively support, but be prepared to react to customer requests or changes in probability. These deals are still worth pursuing, but not with the proactive intensity of Coach Opportunities.

DROP This is a low value and low probability SSO. A Drop opportunity will not get any additional resource. While we will rarely refuse good business, but we should qualify out any deals that require effort and that will almost certainly not be won.

Importance

We use the term Importance to mean size of decision, which is either value of a hardware order or monthly services revenue flowing from this decision. In cases where follow on business is not guaranteed (say a pilot) we will generally use a factored value such as use value of initial order plus 50% of value of expected revenue over next 12 months

Probability

A good triage implementation relies upon having good judgment as to the probability of success for a particular project. Our definition of the % probability is ‘if you had 100 projects identical to this, how many would you close in the given timescales’.

The reality is you won’t win all the business in your sales funnel. So the challenge becomes choosing the best opportunities that will produce the most likelihood of a win...and the sooner the better. Chose incorrectly and the consequences may be severe; strategize carefully and the rewards will be great.

QuickTips are produced by ProAct Business Development as an additional tool for existing clients. The QuickTips address only very limited topics, and need to be read against the context of our overall approach. Further QuickTips are available from the Client Resources section of our website, where we are constantly adding more materials to support you in your continuing development.