

# Forecasting Formula

- What step are we in The Sales Funnel®?  
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- Do we have an inside champion?  
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- Is he/she a decision-maker?  
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- Do we have an inside enemy?  
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- Is he/she the economic buyer?  
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- Is this a subsidiary or parent?  
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- Is budget established?  
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- Our price vs. competition?  
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- Decision date set and known?  
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- Is this an existing customer of ours or the competition?  
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- Did we write or influence specs?  
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- Do we know the buying criteria?  
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- Is this our specialty?  
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- How strong is our presence in this locality?  
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- What is our reputation (track record) in this industry?  
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- Must they buy (Do they have a compelling need)?  
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- Do we have access to all decision makers?  
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- What is our relationship with the Economic buyer?  
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- Did we present to the committee and/or decision-makers or go through a gatekeeper?  
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- Do we have a competitive advantage?  
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- Do we have any common nonbusiness relationships?  
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- How successful is the lead salesperson on this type of account?  
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- Our confidence is confirmed by?  
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- How often may we visit?  
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- What were the results of the site visit?  
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