

Forecasting Formula

- What step are we in The Sales Funnel®?

- Do we have an inside champion?

- Is he/she a decision-maker?

- Do we have an inside enemy?

- Is he/she the economic buyer?

- Is this a subsidiary or parent?

- Is budget established?

- Our price vs. competition?

- Decision date set and known?

- Is this an existing customer of ours or the competition?

- Did we write or influence specs?

- Do we know the buying criteria?

- Is this our specialty?

- How strong is our presence in this locality?

- What is our reputation (track record) in this industry?

- Must they buy (Do they have a compelling need)?

- Do we have access to all decision makers?

- What is our relationship with the Economic buyer?

- Did we present to the committee and/or decision-makers or go through a gatekeeper?

- Do we have a competitive advantage?

- Do we have any common nonbusiness relationships?

- How successful is the lead salesperson on this type of account?

- Our confidence is confirmed by?

- How often may we visit?

- What were the results of the site visit?
