

### Is there an opportunity?

Is a project present?

You know the customer has a thought-through need for this solution. They have likely assigned resources to this project.

Do you understand their business?

You know what the customer's goals, pressures, initiatives, incentives, and obstacles are as it relates to this project.

Is the customer in the right financial condition?

The customer's financial situation is compatible with the solution.

Is there a compelling timeline?

The customer has confirmed there is a timely need for the solution.

### Is it worth winning?

Is the risk acceptable?

The level of risk is no greater than our regular sales.

Does the short-term revenue justify the resource expenditure?

You expect the customer's initial order to be the same size as (or larger than) the average opportunity size for your business, and the initial order is expected within a normal sales cycle.

Is there a justified reason for future revenue?

You expect this customer to have the same, or greater, lifetime value as the average lifetime value for your business.

### Can we compete?

What is the critical decision criteria?

You know the process and criteria the customer is using to evaluate Maker Store and competitors.

Will the solution meet their needs?

The solution is technically suitable for the customer's purpose.

Unique Business Value

The customer confirms that we have a unique value that differentiates us from the competition. For example, our end mill library.

### Can we win?

Is there inside support?

You have an interpersonal relationship with a key stakeholder or executive within the organisation.

Do you know the informal decision criteria?

The customer or a key player has shared the subjective factors that they are considering when comparing solutions.

Do they have authority?

You have found and are actively in touch with a stakeholder who has the authority to execute the deal.

Personal Alignment

The customer who owns the goal or has the pressures wants you to win and can influence the outcome.

