

Qualifying Opportunities

Qualifying your opportunities is an important aspect to having the right quality and quantity of opportunities in your pipeline. In fact, many opportunities that sellers consider late stage and being close to a “win” are often missing several qualification criteria.

Below are several criteria and questions you can use to help you determine whether you have a valid opportunity that’s worth continuing to pursue.



People

- Are you clear on your decision maker(s) and who has authority to approve or deny your solution?
- Are you missing any key relationships?
- Do you have continued access to your high-impact relationships to help you navigate? (Decision makers, centers of influence, and advocates.)



Process

- Do you have clarity on the decision-making process?
- Who is involved in the decision-making process?



Budget

- Is there budget set aside for your solution, or will budget have to be found?
- Is the budget sufficient?
- Who is the budget sponsor, and do you have access to that individual or group?
- What fiscal year will the budget need to be spent?
- Are there competing priorities for this budget?
- Is the opportunity financially viable for your organization?



Timeline

- Is there an urgent and defined timeline for your solution?
- What could push back the timelines for your solution?
- What impacts could shift in the timeline mean to your customer and to you?

QUALIFYING OPPORTUNITIES (CONTINUED)



Change

- Is there a compelling case for change on the part of your customer?
- What is the risk of them maintaining status quo or a “no decision” happening?
- What is the compelling case for you to put your company’s time and resources into this opportunity?



Obstacles

- What are the obstacles that might present themselves along the way?
- What are my blind spots (and can I get help to uncover what they might be)?
- Am I skeptical enough of the validity of the opportunity, or am I hearing only what I want to hear?

Use the below chart to plot your various qualification criteria; this will give you a visual assessment of the quality of your opportunity. The more criteria you can plot into the top right quadrant, the higher the likelihood that you have a highly qualified opportunity that will close.

