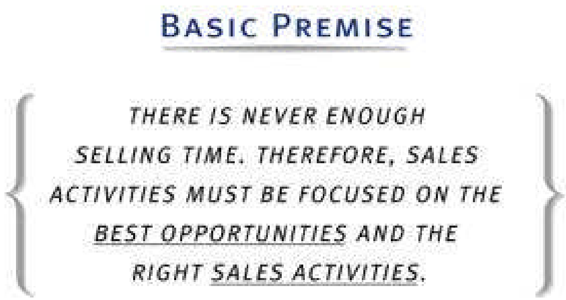
Introducing The Funnel Scorecard$_{sm}$

Every good sales rep knows there isn't enough time for selling. So, how do you manage the tens, or hundreds of opportunities in your pipeline? Our tool for this is called the "Funnel Scorecard$_{sm}$" and it is used to bring a quantitative measure to managing a pipeline and a forecast.

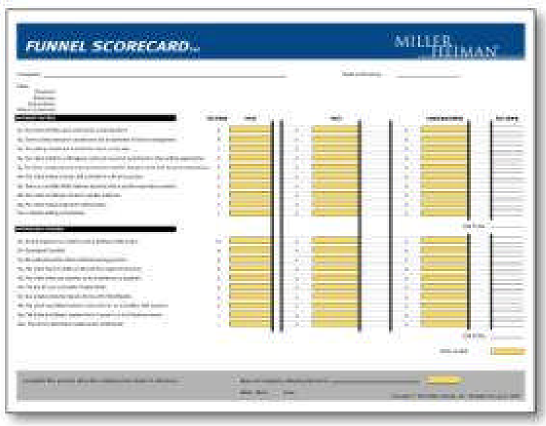
The key benefits of the Funnel Scorecard are:

- An improved decision process around sales opportunities
- Allows the sales rep and sales management to focus around what it takes to close deals.
- Selling time can be focused on deals that have a high probability of closing.
- Consistency in the sales funnel evaluation and forecasting.



The process for developing a Funnel Scorecard is one of "mining" the expertise of your best sales reps and determining the characteristics of a successful sale and then *scoring* all the deals in the pipeline against those criteria. The result is an easy and consistent process for sales reps and sales management to evaluate opportunities and more certainty of the forecast and the sales funnel.

The Funnel Scorecard uses two sets of criteria: Business Criteria and Opportunity Criteria. Each criterion is weighted and has an associated score from one to ten. The total any deal can have is 100.



Examples of Business criteria are:

- The client exhibits open and hones communication
- The client is willing to invest in quality solutions
- The client values long-term relationships
- The deal is worth the investment of my time
- This is an existing client.

Examples of Opportunity Criteria are:

- The Economic Buyer supports our solution and is wiling to take action
- The client has the ability to allocate the required resources
- The key Buying Influences are in Growth or Trouble mode
- We understand the client's buying process

What is really interesting about this analysis is when you look at historical deals.