

Value proposition – Executive Summary		
Opportunity:		Date Modified:
Buying Behaviour	Benefit Owner (Name / Title)	Key Decision Maker (Name/Title)
Trusted Supplier		
Key Questions	Answers	
1. What are the challenges, goals and objectives of this customer?		
2. What are the customer's Compelling Reasons to Act and sense of business urgency?		
3. What are customer's new/improved business capabilities required, and/or key expectations		
4. What offerings are we proposing to meet the customer's needs / expectations?		
5. How does offering address the customer's problems / value drivers / expectations?		
6. What are the benefits to the customer? (Business payoff, value, ROI, etc.)		

7. Why should the customer select us rather than competition?

Value Proposition Statement

Value of the Opportunity

Win Chance

Cycle Stage

Opportunity Action Plan				
Opportunity:			Date :	
Action	Action Owner	Priority	Stkehldr	Due Date

Notes: