

Sales Opportunity Snapshot



CLIENT TRK Systems	SALESPERSON Charles Krempa	SALES OPPORTUNITY System Upgrade		
SOLUTION PROPOSED TRW 2500	ORDER AMOUNT \$300,000.00	EXPECTED CLOSE DATE November 12, 2009	COMPETITORS Centrex, Zentrum	

Review each of the nine criteria against this sales opportunity. Rate a criterion **FAVORABLE** only if you conclude the information to be certain, positive and favorable to your company. For each **FAVORABLE** criterion, shade the appropriate section of the Snapshot by clicking on the corresponding number within the Snapshot graphic. Perform this assessment at multiple times during the sales campaign.

Should we pursue this opportunity?



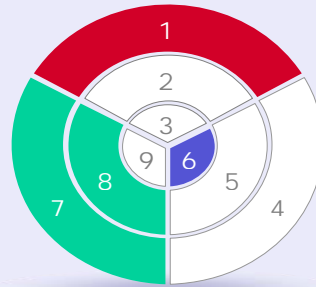
1. Client's Business Initiative
2. Client's Ability to Fund the Project
3. Client's Driving Reason to Change

Can we effectively compete for this opportunity?

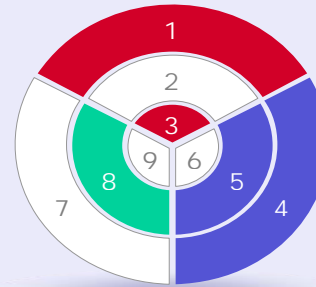
4. Viability of Our Solution (from the client's perspective)
5. Sales and Implementation Resources Required
6. Specific Business Value of Our Solution

Can we reasonably expect to win this opportunity?

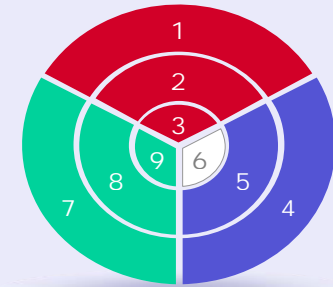
7. Our Ability to Impact the Client's Decision Process
8. Executive Credibility and Support
9. Alignment with the *Relevant* Executive



DATE
April 28, 2009



DATE
May 17, 2009



DATE
October 10, 2009

Provide additional detail about each of the following specific criteria.

#1: CLIENT'S BUSINESS INITIATIVE

TRK has decided to migrate all of their legacy data over to a system that can be distributed on a secure platform. A major requirement is upgrading both the software and hardware associated with the new platform.

#3: CLIENT'S DRIVING REASON TO CHANGE

TRK is completing their merger with Acme and has committed to finishing the data migration project before the merger is official. That makes the target date February 1st. With a 60 day project lead time, they need to make a purchase decision by end of November.

#6: SPECIFIC BUSINESS VALUE OF OUR SOLUTION

One of the key requirements TRK has stated concisely is the ability to handle many different file types. We have demonstrated that capability and our differences with Zentrum and Centrex on that point. We can also have the entire data migration completed in 60 days vs the 4 to 6 months quoted by our competitors.

#9: ALIGNMENT WITH THE RELEVANT EXECUTIVE

We have a strong relationship with the Director of IT who is our main sponsor. We have met with Benjamin Wu, the CIO on several occasions and he was impressed with our presentation but we need to strengthen our position with him as he is the Relevant Executive.