



Project Qualification Profile (PqP)



Client/Prospect: _____

Responsible advisor: _____

Dated dd/mm/yyyy

<i>Criteria for evaluation</i>	Yes	No	KO!
Is there dedicated budget available or can the value be justified?			
Will the project be realised within this FY?			x
Do we understand the language and industry reputation of the prospect?			
Has the client a real PAIN or can we identify one we can address?			
Has the project a GAIN characteristic?			
Can their requirements be fulfilled with our portfolio and/or with partners?			x
Can we provide a standard solution or is there customisation required?			
Can the Buying-Centre (AS-MÚD-I) be accessed that may influence engagement?			
Identified a COACH to help understand the environment?			
Is there outside consultant who may influence our project positively or negatively?			
Is there capacity & resources to execute a professional process?			x
Do we know the Prospects decision criteria and is it documented?			
Is the project economically viable for our company SHORT/LONG term?			
Can this project pass corporate governance? (risk, legal, commercial)			x
Is it possible to beat the competition-prospects perception of our unique offerings?			
Have we identified and documented the customers buying process?			
Is this a high risk business are we being played off against entrenched opposition?			x
Does engagement provide a business value justification - documented and agreed?			
Is our company active in other areas in this account could we find a referral?			
Would a negative decision on this not influence the whole account?			





<i>Criteria for evaluation</i>	Yes	No	KO!
Are the solution components on the approved list?			
If there is a history with the customer, is this a good one?			
Do we want to do business with this Prospect? (segment leader/influencer)			
Is an Executive contact been identified between us and the prospect?			
Does the client display the PPPP Purpose, Passion, Product & Process?			
Are all aspects of MANEACTS fully present and tested with each visit?			

Decision: _____

Date of qualification: _____

Management agreement: _____

Signature of the Advisor: _____

Date of signature: _____

