

Hospital Criteria		Business Criteria Definition	
Number	Question / Statement	Score	Definition
B1	ABC Company Customer in good standing	8	Currently uses S&E and General IV Devices with no product issues.
B2	Customer exhibits open and honest communication	8	Customer is in good standing. The customer willingly shares potential strengths and red flags about their business issues.
B3	Contract Award available for product.	5	Hospital currently has IDN/GPO pricing.
B4	Senior management engaged and involved.	8	Administration/VP level is accessible, actively involved and supports organizational strategies.
B5	Customer is focused on a culture of safety.	7	Hospital has invested in products, services and initiatives promoting patient and caregiver safety.
B6	Hospital is actively investing in new technology.	7	Has invested or plans to invest in Emar, BPOC, Wireless, CPOE, etc.
B7	Processes are valued and considered critical to success.	2	The hospital has defined new product selection process which is considered critical to making decisions and analyzing return on investment.
B8	Customer values long term relationship.	1	The hospital seeks practices meaningful WIN/WIN relationships with quality organizations valuing reciprocal relationships.
B9	Customer has recently had a positive experience with ABC Company	3	Hospital has a history of a successful implementation or Win/Win buying experience. Eg. Any product conversion, IV Assessment, Critical Care conversion, Clave conversion
B10	Customer's business partners are neutral.	1	Customer has no strong partnership with competitive businesses.
		Subtotal	50
Opportunity Criteria		Opportunity Criteria Definition	
Number	Question / Statement	Score	Definition
O1	The Economic Buyer supports our solution and is willing to take action.	10	The EB must have a +3 Rating (supportive) to + 5 (enthusiastic advocate) and recommends our solution to other BI's
O2	Developed coach(es).	9	To be a developed Coach all the following criteria must be met: 1) We have credibility with them, 2) They have credibility with key BI's 3) They want our solution; and, 4) They are willing and able to take action on our behalf. If multiple functions or departments are involved you need to have Coaches in each
O3	We understand the customer's defined buying process.	9	The Sales Consultant (SC) as defined must have key BI's, their roles, degree of influence, and has identified the required and desired steps in the buying organization's buying process.
O4	The hospital has the ability to allocate the required resources.	6	The hospital has adequate resources budgeted and funded or the ability to redirect resources to fund the project.
O5	The customer views our solution as an investment vs. expense.	4	The BI leaders within the hospital have communicated that this solution adds value to what they are trying to achieve.
O6	The key Buying Influences are in Growth or Trouble Mode	4	The key BI's have communicated to ABC Company and/or our coaches a sense of urgency as it relates to this Single Sales Objective (SSO).
O7	The solution directly impacts the Buying Influences Win-Results.	4	ABC Company unique strengths match key BI's Wins and Results; Results can be measured. The majority of the BI's rates the ABC Company solution with a +3 or better.
O8	The customer views ABC Company and the Sales Consultant as a credible valued resource.	2	The customer shares confidential information and/or relies on our advice and follows through on action commitments.
O9	The customer is willing to explore an integrated strategy.	1	Key BI's share expectations, ideas, and Wins-Results; they identify their business issues and explore options; and they are flexible in scoping the project.
O10	The customer's alternative solution is understood.	1	Defined as ABC Company vs. the competition with ABC Company viewed as the front runner.
		Subtotal	50