

Examples of Red Flags

- ▶ Missing or unclear information
- ▶ New or unknown Buying Influences
- ▶ Reorganization
- ▶ Misalignment of Buy-Sell Processes
- ▶ Uncertainties/Assumptions
- ▶ Even Keel or Overconfident Modes
- ▶ -3 to -5 Buying Influence Ratings
- ▶ Low Influence on a Coach
- ▶ Unknown Wins
- ▶ Competitor-perceived Strengths
- ▶ Competitor-perceived Red Flags that we cannot address
- ▶ Threats from change
- ▶ Feeling euphoria or panic about the opportunity

Examples of Strengths*

- ▶ Growth or Trouble Mode
- ▶ +3 to +5 Rating
- ▶ Competitor Red Flags that we can address
- ▶ +3 to +5 scores for Ideal Customer Criteria
- ▶ Opportunities from change

*Do not confuse “Strengths” with “Unique Strengths.”
Unique Strengths have different criteria.