

Marketing and Business Development: 'Go-No Go'

Why chase windmills like Don Quixote?

Aid the decision to pursue each identified project opportunity by completing a simple evaluation.

Solution: Project Go/No Go Evaluation

Assess each project opportunity against criteria that fits your Firm.

For example, score the following justification criteria for pursuing EACH project:

Level 1 Criteria (Choose ONLY one score only in this level). The Invitation:

- Is open to all competitors
- Is open to only 8 or 9 Firms
- Is open to only 6 or 7 Firms
- Is open to only 4 or 5 Firms
- Is open to only 2 or 3 Firms
- Is open to your Firm only

1
2
3
4
5

Level 2 Criteria (Maximum 5 points each). The Project:

1. Is a real project
2. Will be enjoyable to work on with this client
3. Will enhance our reputation
4. Offers potential to profit
5. Conforms with the Firm's Market Strategy

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Level 3 Criteria (Maximum 4 points each). We have:

1. Established good client relationship
2. Available relevant expertise

1	2	3	4
1	2	3	4

Level 4 Criteria (Maximum 3 points each). We know and approve:

1. The client's selection criteria
2. The decision makers
3. The client's capacity and intentions
4. The competition

1	2	3
1	2	3
1	2	3
1	2	3

Did you score less than 25? That is only a 50% score!

Notes:

/50

Estimated (or known) project budget: _____

Estimated Total Fee: _____

What can improve the Firm's chances?: _____