



The Five Qualifying Characteristics of a Legitimate Sales Opportunity*

1. Awareness of Need

- Do they recognize a need for your products/services versus the competitor?
- Can you raise awareness for the value of your company with key contacts?

2. Authority and Ability to Buy or Commit

- Do they have authority to decide or greatly influence the decision to buy?
- Do they have the budget available, or can they secure the budget to buy?

3. Sense of Urgency

- Do they have an established timeline?
- How does their urgent need connect to their long-term goal and initiatives?

4. Trust in You and Your Organization

- Do you have a “trusted advisor” status with decision makers and influencers?
- Is your organization and your offering perceived as very capable or preferred?

5. Willingness to Listen

- Do you have access to decision makers and influencers?
- Is there a genuine interest to engage in meaningful dialogue?

*Although unique sales environments may call for additional qualifying characteristics or a slight variation on the actual terms used to describe each, these are considered “core” to most selling environments.