

A.Anhang

CRITERIA	10 POINTS	6 POINTS	4 POINTS	2 POINTS	SCORE
1. Strategic significance	Strategic decision concerning the account's company as a whole	Strategic decision concerning parts of the account's company	Project decision for the account	Not yet defined	
2. Complete solution	Fulfils the needs completely	Partly fulfils the account's needs	A special solution is being developed	Special solution is being sought after	
3. Special requirements as a disqualifying criterion	Only met by us	Could be met	We cannot meet all the requirements	We can only meet the requirements at great cost	
4. Competitors' solution (SW/HW/SI solution)	Worse	Similar	Better	Considerably better	
5. Important partners	Are in favour of us	Are neutral	Favour competitors as a rule	Are clearly competitor-oriented	
6. Mentor	Decision-makers <u>and</u> expert team favour us	Decision-makers <u>or</u> expert team favour us	A mentor is being persuaded to assume a pro-company attitude	No mentor exists	
7. Access to decision-makers	Decision-makers negotiate with us	Decision-maker within the expert team negotiates with us	The members of the expert team are not yet defined	The decision is made in another part of the company	
8. Project co-ordination	We control the project	Partner controls the project	No clear project control defined	Competitor controls the project	
9. Price	Within budget limits	Slightly above budget	Clearly above budget	Far above budget	
10. Comparison with competitors' price	Equal or lower	Slightly higher	More than 25% higher	More than 50% higher	
11. How big is the deal?	> \$ 2 million net	\$ 500 K to \$ 2 million net	\$ 100 K to \$ 500 K net	< \$ 100 K net	
12. Time frame for the decision	Decision will be made within this quarter	Decision will be made within next quarter	Decision will be made within next 12 months	Decision will be made later, i.e. ...	
⇒	⇒	⇒	⇒	TOTAL POINTS	

8.1 Beispiel einer Bewertungstabelle für Projekte