

Opportunity Forensics Benefits:

- ❖ Achieve better and more accurate revenue forecasts.
- ❖ Learn how to predict outcomes in the opportunity pipeline by replacing subjectivity with an objective, structured process.

Learn:

- Why Clients act and don't act. Learn how to persuade, and what value arguments to make at what time.
- The levers that are available to influence when and if an opportunity will close. Early in the process, understand what you can and cannot control.
- How to apply a specific, repeatable structure to assess and improve their value statements, and make a simple prediction of time to close.
- The Value Matrix™ – the attributes of value and its use in persuasion.
- Timestamps – what are the elements that can be used to influence time to close?
- Execution leverage – internal and external teamwork.
- Degree of difficulty – how incumbency and the customer's business condition affect the timeline.

Opportunity Forensics™

The Science of Sales Forecasting and Opportunity Development

"We missed our sales forecast!"

Statements such as this are indicative of the challenge in achieving consistent, accurate sales forecasts for corporate sales. Poor sales forecasting results in a number of unpleasant consequences, ranging from increased stress to severe business implications.

Opportunity Forensics teaches you how to add certainty to your sales team's forecast. Learn how our structured approach to the prediction of outcomes in the opportunity pipeline results in reliable forecasts, better qualified prospects and improved revenues.



K&R's Opportunity Forensics can show you the milestones of your sale, enlighten your sales team to where they are in the sale, and identify their proximity to closure. Once they understand the precise tasks ahead, they can move forward to the close. Reliable forecasts provide rippling benefits throughout your organization. From sales, to planning, to manufacturing, to resource requirements—a big WIN to running a team and your company.

Sales forecasting is a difficult area of management. Managers may believe they are good at forecasting. However, forecasts usually turn out to be wrong! Marketers argue about whether sales forecasting is a science or an art. The answer: it is a bit of both.

Opportunities progress, then close (or not) for predictable reasons, and at predictable times. K&R Negotiations' Opportunity Forensics provides a structured approach to the prediction of outcomes in the opportunity pipeline. It is also specifically directive - if you want to move the opportunity forward, it identifies the required tasks.



Using K&R's Opportunity Forensics approach, emotion, subjectivity, and opinion are minimized. This builds more accuracy in the forecast. The benefit is revenue you can count on.

Forensics enables your team to filter their opportunities through the **Five Attributes of Value™**. This filtering process identifies the gaps within their pipeline. In addition, Forensics assists them in developing action plans to move the opportunity to closing.

K&R's Opportunity Forensics provides enhanced analysis and recommendations on individual opportunities, the overall pipeline, and solution value gap analysis. Opportunity Forensics is personalized for your unique selling requirements and complements all sales processes.



About K&R Negotiations

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI, and others.