

The Competitor Assessment Scorecard

SEGMENT.....

| PRIORITIES --- Willingness to Fight | 1 | 2 | 3 | YOU |
|--|---|---|---|-----|
| Segment Dependencies (1 = Not dependent, 5 = Very dependent) | | | | |
| Measures of Attractiveness (1 = Segment doesn't align, 5 = Aligns perfectly) | | | | |
| Level of Motivation (1 = Not motivated, 5 = Highly motivated) | | | | |
| Openness to Change (1 = Resistant to change, 5 = Totally open to change) | | | | |
| Stated Strategies & Plans (1 = No intentions, 5 = Clear intentions) | | | | |
| Apparent Strategies & Plans (1 = No intentions, 5 = Clear intentions) | | | | |
| RESOURCES --- Ability to Fight | 1 | 2 | 3 | YOU |
| Financial Resources (1 = Few financial resources, 5 = Lots of money) | | | | |
| Human Resources (1 = Weak team, 5 = Strong team) | | | | |
| Accessibility to Resources (1 = No other sources, 5 = Many sources) | | | | |
| Capabilities and Capacities (1 = None, 5 = Many that fit this segment) | | | | |
| The Jockeys (1 = Weak leadership, 5 = Strong leadership) | | | | |
| Resource Alignment (1 = Not aligned to the segment, 5 = Aligned) | | | | |
| PERFORMANCE --- Current Status in the Fight | 1 | 2 | 3 | YOU |
| Segment Values & Criteria (1 = Not meeting needs, 5 = Meeting needs well) | | | | |
| Communication & Education (1 = Weak information, 5 = Strong information) | | | | |
| Purchase Process (1 = Not meeting needs, 5 = Meeting needs well) | | | | |
| Quality & Performance (1 = Not meeting needs, 5 = Meeting needs well) | | | | |
| Perception & Image (1 = Poor perceptions, 5 = Excellent perceptions) | | | | |
| Risk & Pain Mitigation (1 = No mitigation, 5 = Strong mitigation) | | | | |
| Level of Engagement (1 = Very late to cycle, 5 = Very early to the cycle) | | | | |
| OVERALL SCORES --- Comparing Competitors by the Numbers | 1 | 2 | 3 | YOU |
| Column Totals | | | | |