

ALTERNATIVE ANALYSIS GENERIC EXAMPLE

SELLER ALTERNATIVE

1. Lose the Deal

CUSTOMER ALTERNATIVE

1. Buy From Competitor
2. Do Nothing (Status Quo)
3. Do It Themselves

Tangible Impacts (BUSINESS & PERSONAL, SHORT & LONG TERM):

Revenue (-)	Switching Costs (+/-)
Commission (-)	Cost / Discount (+/-)
Quota / Goals (-)	Save / Meet Budget (+/-)
Opportunity Costs (-)	Time to Implement / Delays (+/-)
Maintain Pricing Integrity (+)	Speed to Market (+/-)
Market Share (-)	Impact on Revenues (+/-)
Reference Account (-)	Functionality (+/-)
President's Club (-)	Flexibility / Scalability (+/-)
Up-sell Potential Revenue (-)	Total Cost of Ownership (TCO) (+/-)
Unprofitable Deal (+)	Operational Impacts (+/-)
	Return on Investment (ROI) (+/-)
	Regulatory Compliance (+/-)
	Support Costs (+/-)
	Breadth of Solutions (+/-)
	Service Guarantees / SLAs / Warrantees (+/-)
	Contractual Terms (+/-)
	Ease of Doing Business (+/-)
	Key Buying Influencers MBO (+/-)
	Key Buying Influencers Bonus (+/-)
	Key Buying Influencers Promotion (+/-)

Intangible Impacts (BUSINESS & PERSONAL, SHORT & LONG TERM):

Relationship with Customer (-)	Risk of change (+/-)
"Ripple" Effect / Other Customers (-)	Customer Satisfaction / Acceptance (+/-)
Personal Political Hit (-)	Internal Politics (+/-)
Corporate Market Image (-)	Internal & External Relationships (+/-)
Difficult to re-enter Account (-)	Quality Perception (+/-)
Internal Relationships / Credibility (-)	Corporate Brand / Image (+/-)
Personal / Team Confidence (-)	

