



VALUE LIFECYCLE™

## ALTERNATIVE IMPACTS - EXAMPLES

Analyzing What Each Side Must Accept If There Is No Deal



### TANGIBLE IMPACTS

- Revenue (-)
- Commission (-)
- Quota / Goals (-)
- Opportunity Costs (-)
- Market Share (-)
- Reference Account (-)
- President's Club (-)
- Up-sell Potential Revenue (-)
- Maintain Pricing Integrity (+)
- Unprofitable Deal (+)
- Price / Discount (+/-)
- Switching Costs (+/-)
- Meet Budget (+/-)
- Functionality (+/-)
- Integration (+/-)
- Scalability (+/-)
- Support Costs (+/-)
- Time to Implement (+/-)
- Operational Impacts (+/-)
- Regulatory Compliance (+/-)
- Breadth of Solutions (+/-)
- SLAs (+/-)
- Key Influencer(s) MBO, Bonus, Promotion (+/-)

### INTANGIBLE IMPACTS

- Relationship with Customer (-)
- Personal Political Hit (-)
- Corporate Market Image (-)
- Difficult to re-enter Account (-)
- "Ripple" Effect on Other Customers (-)
- Personal / Team Confidence (-)
- Internal Relationships / Credibility (-)
- Risk of change (+/-)
- User Acceptance (+/-)
- Politics (+/-)
- Perception of Quality (+/-)
- Flexibility (+/-)
- Personal / Business Relationships (+/-)
- Corporate Image (+/-)
- Branding Message (+/-)