



## Blue Sheet Strategic Analysis

Version: 1.0 Date: November 2008

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### BLUE SHEET ANALYSIS – ACCOUNT REVIEW

#### 1. Purpose

The purpose of the blue sheet is to:

- The ability to highlight **Red Flags** that establish flaws in our Strategic Sales Position.
- To ascertain a level of relative completeness associated with the sales qualification process.
- To present a clear and concise way forward to move ahead with the account opportunity and hopefully help the facilitation of its closure. In essence to flush out any uncertainty, risks or blockers to a successful sale.
- To use it as a means to drill down from the Opportunity Analysis to establish current position as opposed to a perceived position.

There are typically a variety of reasons for raising Red Flags. This might include:

- 1) Uncovered base
- 2) New Players / Reorganization
- 3) Uncertainty / Lack of information
- 4) A -5 or -4 rating for the Buyers
- 5) No coach or champion
- 6) Unknown Buyer Types
- 7) Even keel or over confident economic buyer
- 8) Poor Opportunity Analysis

Blue sheets are typically reviewed on all major accounts over a given value (TBD), where integration raises the complexity of the project, where a strategic partner is involved or where we are involved in a tender (i.e., RFI / RFP).



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### **2. The Process**

#### **Step 1 – The Account History**

This section details the basic information about the account (i.e., name, proposal, value, timing, sales contact and probability). This information will probably be pulled across from the sales funnel.

For the fields relating to 'timing' and 'probability' there are drop down selections which reflect the timing for closing of the sale and the likelihood (i.e., Probability) of the sale. Timing may be impacted by commercial review or operator trial.

#### **Step 2 - The 'Adequacy' Test**

Located at the top of the blue sheet is the "*Test Adequacy of current Position*" which ranges from the euphoric to a state of panic. The various states are colored green or red depending on how well you think you are doing. Any state in 'red' would cause an immediate review of the account using the blue sheet methodology.

A state of green might also require a review depending on how many of your bases were not covered or, for example, since the last review your adequacy rating had not improved (e.g., you were still at the 'comfort' level which implies your business is not secure).

Please circle the one which best describes your situation. If you feel you are in between states please place the circle between states.

#### **Step 3 – My Position versus Competition**

The same principles apply with this step as did with to Step 2 above.

Please circle the one which best describes your situation. If you feel you are in between states please place the circle between states.

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### Step 4 – The Buyers

In this section we list all the buyers involved, identify the type of buyer, their mode and wins / rating for the TireVigil solution. We also attempt to identify 'key wins' for each individual in selecting TireStamp. This will allow us to exploit their respective 'win' positions when up-selling our solution whilst also identifying any potential blockers from the buyers.

The '*Buyer Type*' can be categorized as follows:

- **Economic** – This typically is the decision maker (DM). If the DM has not already been identified it will be the sleeping giant or the late attendee.
- **Technical** - Technology and R&D representatives.
- **Coach** - The champion who has promotion / credibility at stake.
- **Influencer** – The end user who wants an easy life but offers only indecision when it comes down to selection.
- **Objector** – Someone who prefers the competition or does not want the proposal because it impacts the job.

These are provided as a drop down list and comments are provided in the header on the types of buyer.

The '*Buyer Mode*' can be categorized as follows:

- **Growth** – The probability of the sale is high as results are needed or return on investment (ROI) can be quantified.
- **Even Keel** – The probability of sale is low as we are dealing with a 'why rock the boat' mentality.
- **Over Confident** - Probability of sale is nil as the proposal has a negative impact (i.e., we do this manually and it seems to work fine).
- **Trouble** - Probability of sale is high as it takes away the cause of a particular problem or series of problems.

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We then attempt to identify the 'key wins' for the buyers and assess their particular rating to TireStamp getting the business.

The '*Buyer Rating*' is categorized as follows:

- +5 - Enthusiastic Advocate
- +4 - Strongly Supportive
- +3 - Supportive
- +2 - Interested
- +1 - Will go along
- -1 - Probably will not resist
- -2 - Uninterested
- -3 - Mildly negative
- -4 - Wants competitors product
- -5 - Openly hostile / aggressive

If we get responses in the high negatives then we have to look at ways of taking the individual or individuals out of the buying process. Similarly, we can identify those buyers we need to manipulate to overcome objections from the dissenters.

As a final part to this section we need to determine 'how well is our base covered?' This essentially explains the rating you have given. This area is likely subject to red flags if there is any doubt or vagueness in the explanation.

### **Step 5 – Summary of my Position Today**

Within this section we identify the strengths and weaknesses of our product position within the account as a whole. The specific weaknesses that are identified will typically

### **Step 6 – Possible and Best Tactics**

This section allows us to detail our possible and best tactics for overcoming the Red Flags that have been identified in the Blue Sheet process. The best tactical plan merely quantifies the tactics in terms of



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timing, the information required and an events log that will help focus the next phase of the account management.

### **3. Summary**

The Blue Sheet approach is a helpful process in that it provides an analysis of the obstacles present in the account today along with providing a means to identify appropriate actions to mitigate against the risks / blockers evident in the account.