

OPPORTUNITY PROFILE – *What it's worth – to you AND to them*

Use this checklist to understand the true potential and value of the work.
For you, and your client

Value to you	
\$direct value of fees from this work:	
\$value of expected growth in fees (cross sales etc):	
\$strategic value of potential future work (new clients, new work etc):	

Value to client	
\$value of risk managed / mitigated by this work:	
\$value of opportunity pursued through this work:	
\$value of strategic impact of success from this work:	

Client's decision making environment
Recent change / experience: (success, failure, re-structure, new appointments etc)
Likely / possible future change: (market, technology, regulations, corporate, outsourcing etc)
How will this affect client's decision making for this appointment?