

**Dealmaker TAS™ Opportunity Management
Learner's Application Plan**

Module	Component	Key Concept(s)	How will I apply?
Early Qualification and Compelling Event	Four Key Questions		
	Is there an Opportunity: Customer's Application or Project		
	Is there an Opportunity: Customer's Business Profile		
	Is there an Opportunity: Customer's Financial Condition		

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Module	Component	Key Concept(s)	How will I apply?
	Is there an Opportunity: Access to Funds		
	Is there an Opportunity: Compelling Event		
Competitive Positioning and Unique Business Value	Can we Compete: Formal Decision Criteria		
	Can we Compete: Solution Fit		

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Module	Component	Key Concept(s)	How will I apply?
	Can we Compete: Sales Resource Requirements		
	Can we Compete: Current Relationship		
	Can we Compete: Unique Business Value		
Risk Assessment and Alignment	Can we Win : Inside Support		

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Module	Component	Key Concept(s)	How will I apply?
	Can we Win : Executive Credibility		
	Can we Win : Cultural Compatibility		
	Can we Win : Informal Decision Criteria		
	Can we Win : Political Alignment		

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Module	Component	Key Concept(s)	How will I apply?
	Is it Worth Winning: Short Term Revenue and Future Revenue		
	Is it Worth Winning: Profitability		
	Is it Worth Winning: Degree of Risk		
	Is it Worth Winning: Strategic Value		

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Module	Component	Key Concept(s)	How will I apply?
Competitive Strategies	Introduction to Competitive Strategy		
	Guidelines to Selecting a Strategy		
	Attack Strategies: Frontal		
	Attack Strategies: Flanking		

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Module	Component	Key Concept(s)	How will I apply?
	Attack Strategies: Fragment		
	Positioning Strategies: Defend		
	Positioning Strategies: Develop		
Executing Your Strategies and PRIME Activities	Introduction to TAS Planning Methodology		

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Module	Component	Key Concept(s)	How will I apply?
	From Ideas to Action		
Political Analysis and Influence	The Role of Power and Influence		
	Political Alignment		
	Buying Roles		

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Module	Component	Key Concept(s)	How will I apply?
	Adaptability to Change		
	Coverage		
	Status		
	Mapping the Political Structure		

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Module	Component	Key Concept(s)	How will I apply?
Relationship Strategies and Influencing the Influencers	Uncovering Influence		
	Relationship Strategies		
	Relationship Strategies - Leverage		
	Relationship Strategies - Motivate		

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Module	Component	Key Concept(s)	How will I apply?
	Relationship Strategies - Neutralize		
	Personal Credibility		
ECI Pharma Case Study (TAS)	Background		
	Is there an opportunity?		

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Module	Component	Key Concept(s)	How will I apply?
	Can we compete?		
	Can we win?		
	Is it worth winning?		
	Competitive Strategy		

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Module	Component	Key Concept(s)	How will I apply?
	Navigating the Political Structure		
	Decision Criteria		
	PRIME Actions		