

Basic data

Client Company:	Client X	
Contact:		
Notes		

Parameter 1 - Market Competitive Pressure

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Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5



Parameter 2 - Program Resourcing

Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5

Client: Client X

Client X		7
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Parameter 3 - Program Support

Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5

Client: Client X

Client X		7
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Parameter 4 - Program Strategy - Targeting and Alignment

Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5

Client: Client X

Client X		7
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Parameter 5 - Interactor Numbers and Skill level

Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5

Client: Client X

Client X		7
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Parameter 6 - Metrics and Tracking

Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5

Client: Client X

Client X		7
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Parameter 7 - Sales Force Integration

Competitors (Top 3)	Notes:	Score:
Competitor 1		8
Competitor 2		5
Competitor 3		3
Average		5

Client: Client X

Client X		7
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KCG Engagement Priorities

KCG Essentials		10
Targeting/Alignment		9
Training		10
Metrics		11
Other projects		12

