

# CRITERIA

## 50% FINANCIAL MEASURES



\* GBU Foundation

**Weight**  
(for each criteria)  
**x0,33**

**Perimeter**  
(for each criteria)  
**H1 2019**

## 50% QUALITATIVE DRIVEN MEASURES

### NETWORKING



SCORING 1	SCORING 3	SCORING 9
Customer's Sphere of Influence is mapped but the exchanges are mostly done at the Champion level	Customer's Sphere of influence is mapped and the Opportunity Leader has engaged contact with all stakeholders / Roquette has an agreement	Advanced Customer's Sphere of Influence with multiple entry points which shows a privileged relation with the Customer / Roquette is identified as preferred partner

### SOLUTION



SCORING 1	SCORING 3	SCORING 9
Understanding of Customer's goals / needs and answer with a basic offering without interaction with other functions	Understanding of Customer's goals / needs with tailored solution (mostly products) / Marketing / CTS involved	Understanding of Customer's goals / needs with tailored solution (products + services) / Marketing / CTS involved + other Functions

### PROJECT VALUE



SCORING 1	SCORING 3	SCORING 9
The value at the Customer level is not identified but value for Roquette is clear	Value information at the Customer level is estimated / value for Roquette is clear	Customer shared the value based on our offering and is willing to share Success metrics evolution / value for Roquette is clear

### COLLABORATION



SCORING 1	SCORING 3	SCORING 9
Opp. Leader is align with the Sales Manager but no involvement of Marketing / CTS	Opp. Leader handles the Business opportunity with a team where Marketing and CTS are involved	Opp. Leader mirrored the Customer's organisation with Roquette's (Commercial & Operations)

### NPS (if applicable)



SCORING 1	SCORING 3	SCORING 9
Net Promoter Score at the same level vs past year	Net promoter score improved between 1-3 points vs past year	Net promoter score improved by + 3 points vs past year

