CIRRO MOBILITY / ACCOUNT DEVELOPMENT

Earn the right to pursue.

A focused qualification brief for the Latch & Line account team.

CONSULTANT INTERNAL · NOT FOR THE PROSPECT

2	2	2	0
Discover	Qualify	Shape	Review

Advance the conversation, then commit the effort.

Start with store team enablement, the only opportunity with all four gates confirmed in this authored fixture. Resolve delivery capacity for the fleet diagnostic before shaping a firm offer. Keep membership and insight work in discovery.

Six fictional opportunities at one fictional prospect. Stage is a work state, not a win probability. Open the pursuit studio ↗

01 / EVIDENCE BEFORE MOMENTUM

Four gates.
No averaged confidence.

01 **Sponsor ownership**

Named sponsor with authority and agreed problem.

02 **Budget basis**

Scope-linked budget range and funding owner.

03 **Delivery capacity**

Named skills, available time and delivery constraints.

04 **Decision route**

Decision participants, steps and timing.

Confirmed / Assumed / Unknown

Confirmed records an established point within the fictional example. Assumed remains a hypothesis. Unknown has no basis yet. In real use, every confirmed gate needs a source and review date.

A bid recommendation requires four confirmed gates and a written rationale. A no-bid or hold recommendation also needs a rationale. The studio records only a temporary local recommendation; it cannot submit a bid or approve a pursuit.

02 / OPPORTUNITY REGISTER

Choose the next conversation.

OPPORTUNITY	FEE / PURSUIT EFFORT	STAGE	NEXT EVIDENCE
C01 / Retail service blueprint	£48k / 6 days	Qualify	Validate the budget basis and identify the formal decision route.
C02 / Fleet operations diagnostic	£72k / 9 days	Shape	Confirm specialist availability before committing to an approach.
C03 / Membership proposition	£95k / 12 days	Discover	Find an accountable sponsor and establish whether funding exists.

Potential fee is a nominal authored amount, not contracted revenue. Pursuit effort is consultant person-days before award, not delivery duration. Amounts exclude tax and are not quotations.

A bounded first move

For C04, prepare a concise approach and a client discussion, then verify that the real scope and decision route still support proceeding.

Fixture totals across all six opportunities: £343k nominal potential fees and 42 pursuit person-days. Totals do not account for overlaps, affordability or likelihood.

02 / OPPORTUNITY REGISTER / CONTINUED

Keep discovery deliberate.

OPPORTUNITY	FEE / PURSUIT EFFORT	STAGE	NEXT EVIDENCE
C04 / Store team enablement	£36k / 4 days	Shape	Prepare a bounded approach and confirm the next client conversation.
C05 / Partner channel design	£64k / 8 days	Qualify	Scope delivery skills and test the commercial envelope.
C06 / Customer insight sprint	£28k / 3 days	Discover	Agree the decision to be informed and a realistic research budget.

Potential fee is a nominal authored amount, not contracted revenue. Pursuit effort is consultant person-days before award, not delivery duration. Amounts exclude tax and are not quotations.

Do not confuse activity with commitment

Partner-channel design still lacks delivery capacity evidence. Customer insight has no confirmed budget or decision route. Keep both conversations bounded until those gaps are resolved.

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03 / A DECISION YOU CAN EXPLAIN

Make the recommendation easy to challenge.

DISPOSITION	CONDITION	NEXT ACTION
Bid	Four gates confirmed and a written rationale	Partner reviews scope and pursuit resource commitment.
Hold	One or more material uncertainties	Name the missing evidence and the next conversation.
No-bid	Unacceptable fit, economics or delivery exposure	Record the reason and an appropriate revisit condition.

£343k

Nominal potential fees

42

Pursuit person-days

1 / 6

All four gates confirmed

The account partner owns the recommendation. The delivery lead validates availability. Neither moving a card nor completing a checklist represents client acceptance or a contracted engagement.

Internal reference content. Do not copy account strategy into a client proposal. Replace all fictional assumptions and refresh gate evidence before operational use.