Weighted Decision Making Table

Insider	Score	Outsider	Score
Advantages		*Advantages*	
Knows the clients	9	No preconceptions regarding clients	8
Clients know them	8	Clients have no preconceptions about them	8
Knows the staff	8	No preconceptions regarding staff	8
Staff knows them	7	Staff have no preconceptions about them	8
Knows your referral sources	8	May be able to identify new client needs and have the resources to sell more services to clients	8
Referral sources know them	8		
Saves time as you do not have to search for prospects	6		
Score	54	Score	40
Disadvantages		*Disadvantages*	
May have some inappropriate preconceptions	-4	Does not know the clients	-6
May be too close to clients to see opportunities for providing new services	-5	Clients do not know them	-7
		Does not know the staff	-4
		Staff do not know them	-4
		May not know your referral sources	-4
		Referral sources may not know them	-4
		Takes time to find the right buyer	-8
Score	-9	Score	-37