

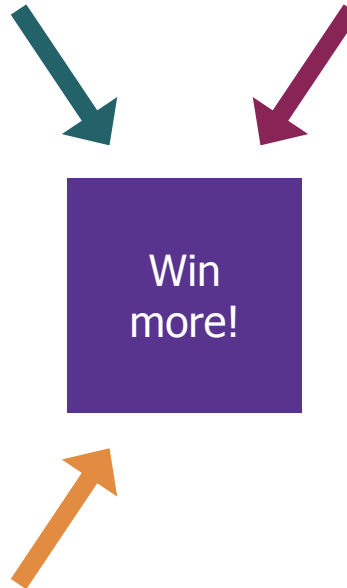
Pursuits, bids and account management hacks

Process

Use the tools, get insights, change outcomes, deliver ROI++



- » CRM and plug in e.g. Introhive
- » Client feedback, review, touchpoints
- » Win rates
- » Go/no-go panel
- » Team selection
- » Pursuit plan
- » Bid project plan
- » Account management accountability
- » Collaboration and AI tools
- » Review, amend, repeat



Task

Be proactive, just do it!



- » Simple, deliverable list
- » Focus
- » Accountability
- » Thoughtful, looking for linkages
- » Collaborative, excellent baton-passing
- » 'Drum beat' of actions and meetings
- » Proactive

People

Right people, right energy



CLIENT OR TARGET

- » Who do you know?
- » Right level, right depth of relationship?
- » Listen!

BD OR MARKETING TEAM

- » Develop skills
- » Model the behaviours
- » Wellbeing
- » Create a path
- » Profile
- » Trusted advisor

BUSINESS UNIT

- » Grow advocates
- » Convert the middle
- » Work with sponsors
- » Celebrate!

Fancy a serious chat? Get in touch!
info@getseriousbids.co.uk

Get **Serious**