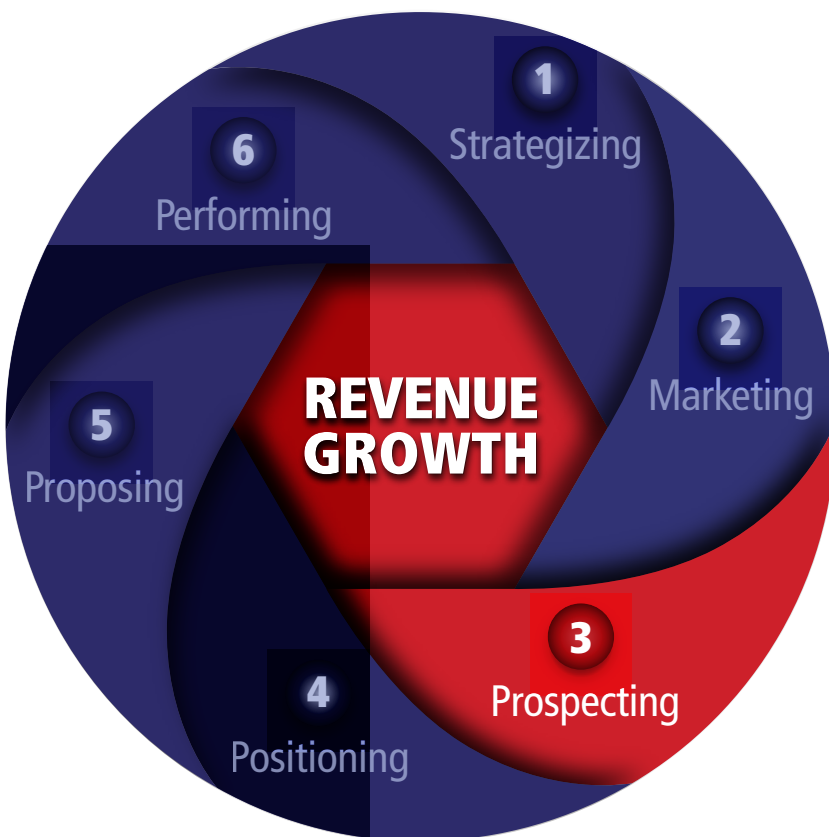


ARE YOU Finding the Right Leads?

You won't find leads just lying around on the ground; you need to know HOW and WHERE to look. As Benjamin Franklin said ... diligence is the mother of good luck.

Prospecting identifies and generates leads, then tracks, assesses and qualifies leads as they move through the Business Development Funnel.

Successful Prospecting means you must understand your Client's challenges and match your capabilities and skills - then apply this understanding to establish Stage Gates for making Go/No-Go decisions before you **Position** your company or write **Proposals**.



CV Prospecting Services

Choose one, two, five ... or all.
You decide how CV can best help you win.

- Identify potential customers and programs
- Conduct research on potential customers, their objectives, and program targets
- Estimate the value of potential contracts
- Identify leads
- Respond to RFIs, Sources Sought Notices, and other information requests
- Customize your Business Development process for your company
- Create tracking system for lead monitoring
- Obtain Information required for qualifying each opportunity
- Develop Go/No-Go Criteria for Stage-Gate decisions

ClientView can help YOUR Prospecting

We see your overarching strategic objective as consistent long-term Revenue Growth, and can support your Prospecting activities with our professional experience as Government executives, Presidents/CEOs of Government contractors, demonstrated capability in winning new Government contracts, and demonstrated performance helping companies grow revenue.



Your Client's View of Value

ClientView as Your Prospecting Teammate

Working with CV is easy – you have choices and control

“We spend too much time responding to every proposal that comes our way; we want to increase our win-rate and become more effective.”

CV can show you how to tailor a Business Development System to **focus your prospecting activities** and create and manage a Lead Funnel that incorporates appropriate Stage Gates to quickly weed out distractions and respond only to Leads that help you Grow Revenue.

“We are a small business and everyone wears three or four hats. We don't have time for finding new customers – but we must if we are to grow the business.”

CV can become your outsourced lead generation activity OR show you how to conduct more **effective lead generation** internally.

“We've been focusing on only one agency; how can we get new potential customers?”

CV can help you understand your capacity to serve other Government clients and then help you **identify new potential customers** to generate new Leads.



Achieve Consistent, Long-term Revenue Growth

Join CV's clients – who have ...

- 60% or higher win rates on competitive proposals year after year
- 20% to 40+% consistent, long-term revenue growth for five or more consecutive years



**Feeling Lucky? Then play the Lottery.
Want to Grow Revenue?**

Call: Jim Tierney, CV Managing Partner

Jim@clientviewconsulting.com • www.clientviewconsulting.com

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