

Does Your Customer Want YOU TO WIN?

Writing a strong proposal is usually not enough to win a Government contract.

Positioning is the most important step in the Strategic Business Development process. You must position your company as the firm that is most likely to win the contract before the RFP or Grant Application Request is released.

You must provide critical information to the prospective client, often one-on-one, to assist them in understanding how they can achieve their objective with the least risk, at a fair price, and in full compliance with their quality requirements and schedule.

Your goal is to be positioned as the **best choice** for the Government; they would be foolish to select anyone else.

CV Positioning Services

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

- Identify Key Government Customers
- Arrange Sales Calls with Government Decision Makers
- Facilitate Sales Calls
- Provide Effective Coaching
- Opportunity Investment Assessment
- Capture Plan Development
- Discriminator Development
- White Paper Development
- Competitor Analysis
- Teaming Guidance
- Sales Call Training
- Positioning Training
- Training in Best Value versus Low Price/Technically Acceptable
- Propose Strategies

ClientView can help YOU Position to Win

We know how to communicate with Government customers so they understand the unique value you bring to achieve their objectives.



Your Client's View of Value

ClientView as Your Positioning Teammate

Working with CV is easy – you have choices and control

“I don't know who to contact in the Government to position my company.”

CV can show you how to **find the right customer** to talk to and how to make the first contact.

“I don't know what to tell a Government customer to best position our company to win the contract.”

Part of positioning is listening to what the Government customer believes is valuable. CV can help you **understand what your customer views as important and how you can relate that to your company capabilities**. We can help you develop a “script” so you're comfortable making the contact or we can make the contact for you.

“How does positioning fit into the overall business development process?”

Positioning should be done when your company has decided to prepare and implement a capture plan for a specific procurement. Once the proposal is submitted it's usually too late to contact the Government customer. CV can help you refine the timing so that you get the **maximum benefit from your positioning**.



Increase Your Win Rate and Grow Revenue

Join CV's clients – who have ...

- WON more than \$27B in Government contracts - the largest of which was valued at \$2.6B
- ACHIEVED long-term revenue growth via annual proposal win rates exceeding 60% and consistent annual revenue growth from 20% to 40+%



Convince your Government customer that you're the Best Choice

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