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Case Study – CREATING WINNING PITCH PERFORMANCE

The Company

The Company is a mid sized Accountancy Firm with 3 offices. It has a “can-do” culture and is capable of providing a range of solutions to help owner-managed firms, contractors, and businesses with turnover of up to £50m

The Business Problem

The firm was finding that its record in winning tenders against competitive pitches, in an environment of increased competitive intensity, was declining. However it was not sure why this was the case, and needed to understand how it could improve performance, to win a greater share of revenue from incoming enquiries and competitive tenders.

The Solution

In conjunction with the client, the Thriving Company Limited project manager devised three scenarios which would measure how well the firm performed against its’ closest competitors and those it had been losing business to. A review of satisfactory and outstanding performance across each scenario was scoped, together with key factors that would determine success from a prospect perspective in each one. Enquiries were made of a total of 9 firms, using email, phone-based enquiries but also face to face proposals and presentations. A full report identifying the firms relative performance in overall terms, and in each factor, together with its likelihood of winning business and full findings and recommendations for improvement were provided.

The Benefits

The insight provided by enabled the firm to identify key areas where its sales and enquiry handling processes were either not set in place, inconsistently applied, and in particular, where they fell short of the competition. The findings also identified where the value proposition provided by competitors was superior, or where the approach taken by the firm needed to evolve to place it in a stronger position to win enquiries and pitches. The firm is now committed to undertaking not only the “quick-wins” (of which there were several) but implementing the recommendations in full. It was given clear evidence and has strong confidence in the “above best practice” approach, which has been determined by identifying the best performing competitor in each element of the sales process.