

Research/Planning/Positioning

- Market sector(s) research and analysis
- Current client analysis
- Future client analysis
- Define company capabilities and potential differentiators
- Define BD objectives
- Prioritize clients
- Set sales goals
- Identify resources needed
- Firm branding
- Advertising and PR
- Association participation
- Special events
- Strategic hiring/training
- Presell/positioning
- Subject Matter Experts
- Cultivate client relationship

BD leads effort, Marketing supports

Lead Identification/Qualification/Pursuit

- Identify targeted leads
- Track leads
- Gather and document intelligence
 - Project/Site
 - Secondary sources
- Qualify lead based on BD objective and sales goals (first go/no go discussion)
- Identify qualified opportunities
- Track opportunities
- Gather and document intelligence
 - Client
 - Project/Site
 - Secondary sources
 - Teaming
 - Issues/Solutions
- Position for specific opportunity win
- Begin developing win strategy
- Cultivate client relationship

BD leads effort, Marketing supports

Respond/Interview

- RFQ/P released
- Formal go/no go decision
- Produce clear and compelling written response based on intelligence gathered and win strategy
- Produce clear and compelling interview response based on intelligence gathered and win strategy

Marketing leads effort, BD and Operations supports

Negotiate/Deliver/Payment

- Negotiate and close the deal based on mutually beneficial business goals
- Sign the contract
- Superior service
- Quality Without Question
- Execute work
 - Preconstruction
 - Construction
 - Close-out
 - Warranty
- Collect payment
- Identify future work
- Cultivate client relationship
- Communications and PR support for projects

Operations leads effort, BD and Marketing supports

Evaluate/Maintain

- Evaluate profitability
- Schedule client feedback meeting
- Debrief internal team
- Address issues if any (show we care)
- Share lessons learned
- Ask for a reference
- Identify future work
- Cultivate client relationship
- Leverage project success for PR and media opportunities

BD leads effort, Marketing and Operations supports

6 months to 2 years

30 to 60 days

1 to 4 years

Continuous