

NAIL THE PROPOSAL

BACKSTORY

One Boardroom Insiders customer — a relatively young technology firm — was putting together a proposal for a Fortune 250 prospect. Originally, he had built out a strategic implementation of his company's product that aligned with what his main point of contact wanted. He thought he had everything he needed, but he decided to do a little more research, just to confirm.

STRATEGY

Our customer leveraged the board member profiles in our database to dig deeper into the prospect's strategic priorities. What he found was very different from what his contact had described. His carefully designed proposal needed an immediate overhaul, with those new strategic priorities top of mind. Board-level insight was driving the company; now it was driving our customer as he built out a proposal with specific and relevant solutions.

RESULT

Our customer presented the updated proposal and knocked it out of the park, closing a six-figure, multi-year deal in the process.