

## Strategies that assist in your next project win



We often think to develop our company's marketing strategy or a business development strategy, but with the onslaught of RFP's, it can be easy to overlook developing a specific proposal strategy.

To go after that special project win, your typical approach and boilerplate material won't do. MARKETLINK can assist you in formulating a defined proposal strategy that includes developing a strategic team, positioning before the submittal, developing a proposal theme that sets you apart and communicates your differences, and then carry that into a successful project interview.

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## Services Provided

- Proposal/Project Positioning□
- Proposal Strategy and Review□
- Proposal Production and Graphic Enhancements□
- Proposal Strategy, Development and Coaching□
- Teaming Research and Coordination

## Case Study

A nationally recognized landscape architecture firm with seven offices throughout North America hired MARKETLINK to help them in their North Carolina office with proposal strategy and development. To begin, a strategy session was held to identify potential clients, projects and geographies along with the unique qualifications the firm had to offer. MARKETLINK then tracked potential projects and once a project had reached the RFP stage, provided coordination through an initial kick-off meeting to develop a proposal action plan to streamline the process. Working with the principals and project managers, MARKETLINK developed each document and ensured that it addressed the project needs through research, interviews and site visits. After editing, the final product was a complete draft in the firm's standardized graphic format. MARKETLINK then coordinated the production of the document and delivery to the client. **LINK**

### **TO SUCCESS**

: Over the period of one year, the Asheville office submitted over 60 proposals with a 90% shortlist hit rate. Most notable project wins included a 500-acre mixed-use development in Nashville, an 80-acre urban neighborhood development in Asheville, and a village addition to the Biltmore Estate.

## Client Quote

*"MARKETLINK acted masterfully as an integral piece of our marketing team.□ Their ability to conceptualize and execute strategic market-driven leads resulted in the development of key relationships for our design office."*

- **Grant Meacci, Formerly with Design Workshop**