

CONTENT impact

RFP RESPONSE OPTIMISATION

CUSTOMER VALUE OPTIMISATION

CONTENT ACQUISITION TRAINING



...RFP bids **re-engineered**

CONTENT
impact

8 Experian Way
NG2 Business Park
Nottingham
NG2 1EP
United Kingdom

Tel.: +44 115 971 3190
eMail: info@content-impact.com
Website: www.content-impact.com



Increase RFP win rates by as much as 30%

...WHILE REDUCING OPERATING COSTS

Often content vendors find the Request For Proposal (RFP) process imposed by their customers challenging, as it appears to remove vendors from the "selling".

This challenge is set to get worse as Procurement departments are gaining power in most companies – they take the RFP process with them wherever they go.

Content Impact knows this process inside out – and more importantly how to sell in to it.

Our RFP Win Optimisation Programme is based on many years of experience project managing, developing and evaluating content specific RFPs at blue chip companies. Key programme benefits include:

- Increased revenue.
- Effectiveness & Efficiency enhancements.
- Increased market share in target industries.

Gain competitive advantages By using our unique insight

IMPACTFUL INTELLIGENCE

The insight we offer is usually not available to vendors, and, therefore, represents a real competitive advantage.

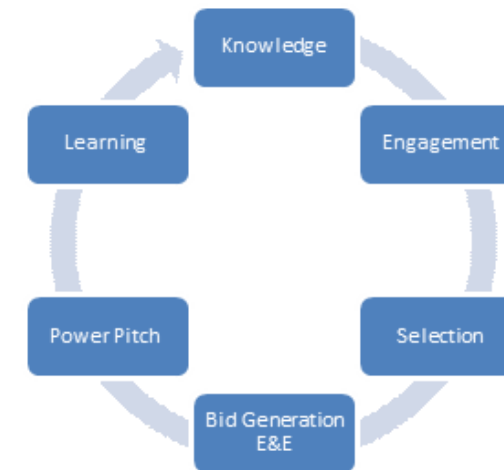
Our sales-side experience is uniquely underpinned by many years of experience and granular insight from the customer side, including understanding of:

- Vendor selection processes, which may seem opaque to outsiders.
- Procurement tools, beliefs and priorities.
- Key stakeholders.
- Best opportunities to influence.

This insight, combined with our content subject matter and industry knowledge, will boost your RFP win rate

THE CONTENT IMPACT APPROACH

Our unique model takes a much wider view than just "writing a better RFP response". We look at RFPs as a sales channel in its own right, which needs to be actively managed long before the RFP invitation arrives in the inbox. By then, the RFP will have been influenced by other vendors. This lowers your chances of success.



Our approach focuses on engaging pre-RFP, selecting the right RFPs to bid on, optimising the bid generation process, preparing for a power pitch, and putting in place a process for continuous improvement.

WORKING TOGETHER

We recognise that every business is different – and we want to get to know yours better. So, while we have our own models and approaches, first step is to agree models and methodologies that will work best for your unique situation. Your RFP optimisation programme will be tailor made to ensure maximum impact.

WHO ARE WE?

At Content Impact we are specialised in the art of sourcing content. We use this expertise to help your organisation win more business and deliver more value added services. We have a global outlook and are experienced in working cross cultures.

WHAT MAKES US UNIQUE?

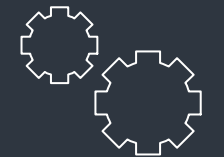
We are business consultants as well as content acquisition experts. We understand the world of content from both a sales and a content acquisition perspective. This 360 insight enables us to develop innovative and effective sales support approaches.



TRAINING

If you want to boost the skills of your internal content acquisition staff, Content Impact offers mentoring and training in the following areas:

- Negotiation
- Contract review & Drafting
- Vendor Relationship Management
- Request For Proposal development (buy side).



SHOW CUSTOMERS THE VALUE OF CONTENT

Premium content adds value to business decision making processes. The challenge, however, is to quantify that value in monetary terms, as well as making the intangible value more real and believable.

The more unique value your customers feel you add, the more profit you will make.

Content Impact can help you quantify that value, identify opportunities for enhancing it, and develop and approach to continually push the boundaries on value creation.