ThinkTank’s Digital Engagement system transforms how leaders engage and align distributed teams, cutting through politics and bias to deliver amazing outcomes.

**ThinkTank**

CLIENT PURSUIT & RELATIONSHIP BUILDING

Sales & Account Management

The way you spring into action and align all of you best talent in the approach to a new client opportunity or incoming Request for Proposal is a critical process for consulting and professional services oriented businesses. The level of competition has reached unprecedented levels, and the best deals are won on expertise, qualifications and proof of capability. Despite tighter budgets and a variety of issues affecting businesses today, your client demands a partner who can radically accelerate innovation, enhance business operations and solve their toughest problems.

New Ways to Win Business with Existing or New Clients

ThinkTank brings a new and differentiated Digital Engagement capability to consulting and professional services. This begins with the way in which you respond to and approach new business opportunities, large and complex bids or routine business development. ThinkTank is redefining how consultants engage their clients, from sales to account management.

One of the biggest challenges to consulting firms, particularly when a large request for proposal opportunity transpires, is the speed and quality of response. ThinkTank’s Digital Engagement system enables rapid engagement of all key experts, project managers, delivery and technical resources across your organization – to exhaustively collect all input, qualifications, proof-of-capability, recommended responses and more.

Digital Engagement During The Sales & Account Management Process – Features Include:

- **Private & Client-Branded Collaborative ThinkSpaces™** - a forum for all contributors in your team and across the organization to collaboratively build out the best possible ‘winning’ response.

- **Multi-party, multi-enterprise** – enabling you to invite as many people from within and outside your enterprise to collaborate on deal management and RFP response.

- **Live or Asynchronous Engagement** – enabling convenient engagement of key individuals that may be remote and unable to join live sessions, but who’s input is vital.

- **Controllable Anonymity** – to provide a stage for critical thinking, gather input or opinions that will shape your response to a major opportunity.

- **Digital Memory** – of previous responses to similar or related bids, to further accelerate the time to respond and increase the quality of the final proposal.
Collaborative Sales

It’s so challenging in today’s economy to differentiate your consulting and systems integration offerings from the competition. Using ThinkTank to engage prospective clients during the sales stage of an engagement enables you to demonstrate an innovative and co-creative approach, giving you unfair access to opinions, requirements and priorities that the prospective client may never otherwise shared, and enabling alignment of key stakeholders. With ThinkTank you can:

• Differentiate from competitors by deeply engaging with your client from the outset
• Demonstrate an acute understanding of their challenges and business objective
• Modernize and differentiate your offering

Proven Impact & Value of Digital Collaboration

Save hundreds of hours transcribing flipcharts and sticky notes with automatic digital capture
Travel budgets greatly minimized with anytime, anywhere participation
Engage experts remotely, whilst being respectful of their time

Bid Management

Using ThinkTank sessions during sales and bid stages of customer/client engagement will help demonstrate agility, innovation and ability to deeply partner and co-create. In addition, you will be able to dramatically reduce the time to respond to large RFI/RFP processes by rapidly aggregating the brain trust of the team’s best and brightest people.

• Management of internal process and bid team around multi-dollar deals that require careful orchestration
• Bank of intelligence around deal process and repeatable content for smarter, faster future bids
• Acute understanding of customer needs to present best possible proposals – digital ‘breadcrumbs’ for chasing future deals

Proven Impact & Value During Bid Stage

Increase Revenues - $1m to $150m
Thru differentiated bid success vs. competition
Reduce Scoping Phases by 37-45%
Using ThinkTank as a pre-engagement toolset

“We were able to quickly help a client RFP team identify, prioritize and define 5 use cases out of 100 in 17 minutes for an RFP. As a result, we bi-passed the open bid process and won the implementation deal!”

“We definitely experienced greatly reduced scope creep with community scope value sessions. It helped 60 client representatives to review all the functionality, determine in-scope capabilities, and prioritize all of these, in 2 HOURS.”

To learn more about ThinkTank visit

www.thinktank.net