



**2020 Virtual User Conference**

10.15.20 1:00 - 5:30 PM EST

***COMPETITIVE INSIGHT FOR  
EFFECTIVE PROPOSAL  
DEVELOPMENT***



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# Agenda

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- Introduction
- What is Competitive Insight
- Why are Competitive Insights Crucial to Proposal Development
- Are there Tools that can help
- Q&A

# Introduction

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After 36 years with one company five different names (EDS, HP, HPE, DXC & Perspecta) I decided to take a chance with a smaller startup in Technomile. After years of Development, Engineering, Architecture, Systems, Sales & Sales Ops I decided to sink my teeth into Product Management.

At Technomile I am the SVP of Product Strategy in charge of the direction of our core suite of products.

# What is Competitive Insight as it pertains to Proposals

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Competitive insight, sometimes referred to as competitive or corporate intelligence, refers to the ability to gather, analyze, and use information collected on competitors, customers, and other market factors that contribute to a business's competitive advantage.

Know thy Enemy and Know the Clients Needs

# What is Competitive Insight

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In the world of proposal development is critical that you

- Know Your Competitors
- Know Your Competitors Strengths & Weaknesses
- Know Your Competitors Partners
- Know Those Partners Strengths & Weaknesses
- Know the Landscape
  - The Client
  - The Clients Needs
  - The Client Relationship Past & Present with Competitors

Old School Black Hat

# Why are Competitive Insights Crucial

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Proposal Pursuit is very competitive

Win Rates escalate dramatically for those that embrace Competitive Insights.

Your Competitors are likely embracing competitive insights!

# Are there tools that can help?

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At Technomile one of our newest and most popular products is our Competitive Insights suite. **We have competitors but where we stand apart is our latest features which promote data from our government data content to the users in their CRM solutions.** This data includes Awards, Solicitations, Contracts & Contacts.

As a user is in their CRM solution our connector interact with the users pipeline and our data content and push data to the user like:

Because you won an opportunity with Army Materiel Command you may want to pursue this opportunity as well.

Recommendations and Business Intelligence within the CRM