



PRIME

What is your Business Development Strategy?

Do you struggle to find new business opportunities? Do you question the effectiveness of your BD staff or are you thinking about starting a BD team in your organization? Or do you simply want to get more results out of their efforts?

“Know what your cost per bid and cost per award. Get the most out of your Business Development Process”

If you struggle with taking your organization skills and talents and turning them into an actionable pipeline of opportunities to grow your organization, PRIME is designed for you.

Growth not as high or aggressive as you aspire?

PRIME allows us to use calculated intelligence, derived from data science, machine learning, and artificial intelligence, to evaluate your current business base, and provide you with varying levels of service based upon your needs. Whether you are simply looking for an actionable list of opportunities to chase, or you need help with a full Five Quarter Strategic growth plan, PRIME can help!

- 1. Deploy a BD Capture process that meets your growth objectives**
- 2. Review your pipeline monthly and adjust as new opportunities become available**
- 3. Keep a positive ROI for your awarded opportunities**
- 4. Right size your G&A costs to remain competitive**

Using your existing business and relationships PRIME can identify new business opportunities that most represent your core competencies.

Outsourced Business Development

The Government procurement cycle is a long one. Far too many Business Development professionals promise results that come with high price tags and long lead times with a complexity of how to measure success.

The PRIME outsourced Business Development offerings give you the flexibility to get a high level of BD acumen for a fraction of the price of a full-time resource. From simple industry analysis to full scale strategic planning and proposal support, PRIME lets you customize the offering to meet your business goals.

PRIME can fill your pipeline with a list of well evaluated, real opportunities that will allow your organization to grow.



Does it take BD too long to create & articulate their pipeline, strategic plan, and detailed actions of how it gets accomplished?

1. Rate Opportunities
2. Research Teaming Partners and Blackhat of Competitors
3. Receive Monthly Consultation on Opportunity Tracking, Results and Performance
4. Accelerate your Gate reviews to achieve Go/No-Go decisions



PRIME Offers

Access to a hybrid research portal that integrates across data platforms such as GOVWIN, SAM.gov, FPDS.gov, USASpending.gov, as well as our own TOP40 GWAC Contract Vehicle data portals for evaluation of all contracts awarded under these sources, an analysis toolset, and a schedule task bot-automation engine

Service tiers to allow you to choose a level of service that is right for your organization, current business size, and appetite for growth.

Challenges

BD personnel not finding, vetting, and getting 'enough' deals fully Qualified for your agreed B&P investment and pursuit?

What does your 5-Quarter opportunity pipeline look like?

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Data Aggregation That's Easy to Use

Turn pipeline creation into an instant, single-button click, with all relevant data discovered, automatically ingested into the opportunity, and relieve your BD and Executives from ever again having to manually enter data from one system into another, check across various systems for updates, status changes, or new information.

CRM as a Service

Eliminate data entry by your business development team and executive leadership. See the value in the opportunities you pursue and validate your investment in new opportunities. With all your data connected through the PRIME offering you can easily review and report against your strategic plan.

With PRIME your pipeline will consider a proper architecture to include the right load balancing of expected opportunity RFP timing, Quantity and Value, total value of aggregate pursuits to achieve your expected PWIN (factored) revenue capture goals.

Proposal Support

With such a full pipeline of opportunities, will you need help getting those proposals out the door? Let us know, we can help!