



To increase win-rate, you need more Opportunities in the funnel, right? Well, no, although there is certainly no harm in doing that.



There are 5 major variables to increase win-rate:

- Customer focus: being relevant and compliant to your Decision-Makers
- Sales Leadership: ensuring the right Opportunities are being pursued, as well as the right number of Opportunities
- People: ensuring the right skills and willingness
- Process: using disciplined Test and Improve reviews on Opportunities from Lead to Close
- Systems: reporting Leading as well as Lagging indicators.



That's what Braidwood Consulting does. Specifically, the four Ps of -

- Pursuit Coaching
- Proposal development Coaching
- Post-submittal Coaching
- Profiling Salespeople



What makes us different and better?

- Our Clients have said that the biggest difference is that we roll up our sleeves and get involved in the day-to-day work of their sales people i.e. we are practitioners
- 161 engagements with 140 clients since May 2011.

Here's what some of our Clients have said so far in 2016:

‘Matt’s coaching through a simple effective Test/ Improve process made a real difference to our competitive positioning and ultimately our win-rate’

Mark Norton
General Manager
Visionstream (February)

‘Just want to say what a pleasure it was having you facilitate our inaugural VTM training course. I believe it has been a great program with lots of value for the team. The feedback already received has been fantastic!’

Russell Klein,
eLearning Manager
Valspar ANZ (April)

‘Thanks again for all your hard work and assistance in making this a successful bid’

Craig Kroon,
Proposals Manager
Engineering and Construction
UGL Limited (March)