

Title:

Surviving the RFP: How to answer the "how will you work with us" question

Word Count:

317

Summary:

Make the "way you work" a key differentiator in new business presentations by offering an objective

Keywords:

extranet, collaboration software

Article Body:

The very survival of your agency rests in your success in winning new business. Yet everyone h

Why? Because they require a huge investment in time and energy ~ and most often you don't make

So you wallow in frustration that the decision will be made based on totally subjective judgment

There is hope.

One of the best ways to strengthen your answer to an RFP is to offer a clear, objective point

All clients are interested in how you will work with them. If you show them your client service

When you show them how easy the extranet makes finding all the work you have done, slip-in some

Most importantly, not only will showing the prospective client your extranet help you stand out

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