

# What it takes to keep responders revenue-focused



When response challenges go unchecked, you expose yourself to risks of losing revenue opportunities, low employee morale, and noncompliance. Whether you rely on internal resources or engage external resources such as professional services, completing this checklist will help you overcome your most pressing response challenges.

Tackling all of these simultaneously may be difficult depending on your resources. We recommend planning out an order of operations, beginning with whichever function — or lack thereof — is causing you the most pain.

## Optimizing content

- Consolidate content into one accessible location. Designate subject matter experts to periodically review content and ensure that it is relevant and up to date.
  - Corporate content should be reviewed every **90 days**.
  - Product content should be reviewed every **6-12 months**.
  - Evergreen content (what you use to create the majority of your questionnaire responses) should be reviewed every **12-24 months**.
- Strip your content collection of redundant, outdated or trivial (ROT) knowledge.
  - **Redundant:** Duplicate or similar knowledge entries can clutter your library and create challenges when trying to locate accurate information. Consolidate redundant content and ensure that only the most relevant, up-to-date information is at hand for users.
  - **Outdated:** If a knowledge entry hasn't been used in the last year, the odds are good that it's no longer relevant to your responses. Remove or archive this content to reduce the risk of it being included in a future response and to make it easy for users to find the right information.
  - **Trivial:** While the bulk of your content is likely applicable to any and all future responses, content that is deal-or client-specific should be removed or archived to prevent its inclusion in a future response.
- Analyze search method (are you leveraging a keyword search in a large repository or are you using a folder structure?) and results to make sure responders are accessing the most relevant content.
- Categorize knowledge for better searchability. Siloing knowledge by region, product line or language can be a great place to start.

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## Optimizing workflow

- Extract gold-standard content following every project — win or lose — for future use.
- Streamline onboarding process with enough training to ensure self-sufficiency.
- Conduct regular enablement sessions to standardize knowledge of response processes and tools.

## When to engage external resources

Are any of the following impacting responder efficiency, productivity, or quality?

- Decentralized content
- ROT management
- Unreliable search functionality
- Content extraction is not possible due to time, labor or process hurdles
- Training resources are difficult to access or do not exist
- Lack of institutional knowledge about response processes and tools
- No regular enablement sessions

If any of the above points resonate with you and your current situation, you may benefit from engaging external resources to alleviate some of the strain that you and your team are experiencing. But when you're facing an overwhelming amount of both siloed and scattered information, high stakes with significant revenue, legal and brand implications, and the need to reinvent the wheel every time, how do you make the case for an additional expense? Start by calculating the expense of NOT engaging external resources.

External resources such as professional services are designed to set you up for long-term success while allowing you to remain focused on your day-to-day responsibilities. The investment in bringing in outside help will free up your proposal team to focus on responding and generating revenue for your organization.

The employee experience will improve through increased productivity and morale. Response quality and effectiveness will grow. Your business will be protected from reputational and legal risks when only the most polished and vetted content is included in your responses.

