

# Visually Conquer the RFP Response

## Evolve Your Thinking

Technology provides vast opportunities to present your content. This is especially true in construction as the industry centers on the abstract during the RFP phase. From animated videos to drone footage, technology continually advances, and the time is right to take steps to allow your company to distinguish itself. Some methods for winning business include using tools such as:

- Video testimonials and case studies to highlight satisfied customers and successful projects
- 3D animation, BIM modeling, or other simulation software to help customers visualize how a concept will be achieved
- Photography (stock or customize) to solidify an experience or support the concept
- Website pages offer an interactive component that allows your potential customer the opportunity to see how your company solves construction related issues

## Focus on the Solution

Most contractors borrow content from previous responses when developing foundational details. This practice makes for efficient use of time and reaffirms consistency of message. However, the main focus of the document must be your solution and answers the 'what's in it for me' question.

A significant component of detailing your firm's solution is to develop specific terms for the response. For instance, incorporate the actual name of the project every time you refer to it rather than how it is being referred to in the office. Be specific, even if it takes up space. Every company has its own language, and the last thing you want

**About the Author:** As founder and president of Atlas Marketing, Chris Martin oversees the variety of campaigns that the company delivers. Throughout his twenty-three-year career, he has told stories for American icons and national heroes; and directed campaigns for a variety of national and international corporations. Visit [AtlasStories.com](http://AtlasStories.com) for more information about the firm and learn how they tell stories for companies that build things.



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