

Bid Grid for Infor CRM

The Bid Grid for Infor CRM helps you achieve consistent and accurate forecasting through an automated assessment of your sales opportunity status.



Introduction

A sales person will often rely on experience and gut feel to estimate the probability of closing a deal. Collier Pickard has developed a question-and-answer grid, based on years of experience and best practice, to help improve forecasting and act as a guide in long term account development. We call this tool the Bid Grid.



Easy, yet effective opportunity management

The Bid Grid is a visualisation tool within the Infor CRM opportunity management and pipeline forecasting module. It provides a method of recording opportunity-related information in a structured, reportable and visual manner.

The grid is configured with questions and answers that are **unique to your business** under these headings:

- **Why Buy?** Why would the customer buy from you?
- **Why Buy Now?** What are the compelling events for buying within a timeframe?
- **Why Buy Now From Us?** Have you differentiated yourself sufficiently in the competitive marketplace?

By focusing on these questions with answers that reflect **your** qualification points and business values, the Bid Grid helps you achieve a more accurate and consistent sales pipeline and greater potential for evaluation of lost and won

opportunities. This gives you the ability to highlight key areas which need to be improved for a higher win rate and focus on the areas that make you the differentiator in your industry.

Benefits of using the Bid Grid

- It makes the capture of complex data quick and straightforward
- It makes the review (the visualisation) of complex data very simple
- It enables opinion (gut feel) to be quantified and ranked
- It enables a real value to be attached to non-financial measurements
- It enables objective forecasting to be ranked – one against another
- It increases accuracy in your sales pipeline
- It spawns beneficial customer-focused activities
- It embodies best practice in customer relationship management

Why Buy

Customer Pain Point	Not Identified	Identified	Validated	Solution Communicated	0
CRM Maturity and Drive	Immature \ Non Committed	Immature \ Committed	CRM Roadmap Exists	Exec Sponsored Roadmap	-10
ROI and Value	No ROI or Benefits	High Level Benefits Understood	Quantified Benefits & ROI	Accepted Benefits & ROI	5

Why Buy Now

Business Driver	Business Issues Not Clear	Business Issues Defined	CRM Solution Valued	CRM Solution Signed Off	0
Compelling Events	None	Reason \ No Budget	Reason \ Budget Requested	Event \ Budget Approved	5
Procurement Cycle	Not Specified	Timescales Specified	Sign Off Process Communicated	Direct Sign Off Process	10
Recommenders	Restricted Access \ No Contact	Access-1 Process Owner	Access-Many Process Owners	Easy Access-All Process Owners	10
Decision Makers	Restricted Access \ No Contact	Access-1 Sign Off Role	Access-Many Sign Off Roles	Easy Access-All Sign Off Roles	10
Timescales	Not Specified	Within 12 Months	Within 6 Months	Within 3 Months	5

Why Buy Now From Us

Compelling Proposal	Not Made	Ball Park Pricing	Basic Proposal with Roadmap	Full Value Proposal Submitted	5
Competitive Differentiation	1 of a kind bid	Some Uniques	Clear Differentiation	Preferred Solution	-10
Contracts and Pricing	No Activity \ Major Obstacles	Obstacles to Meet (In Review)	Obstacles to Meet (Negotiation)	No Obstacles - T & Cs Signed Off	0
Done it Before	Non Believing Customer	Customer Interest-Needs Proof	Values Us - May Need Ref	Refs Given \ Not Required	10
STEP Positioned	Not Positioned	High Level Positioning	Differentiated \ Basic Scoping	STEP Proposal Accepted	10
Solution Fit	Zero or Weak Fit	Beauty Parade	Close Fit	Strong Total Solution Fit	10
Technical Fit	Unclear \ Bad Fit	Challenges not Met (In Review)	Challenges Met (Need Buy In)	Strong Fit - Happy Customer	5

Effect Average: 4/10 41 %

Annotations:

- Traffic light-style indicators drive users to improve their relationship with the account/contact
- Configurable set of qualification points and values to suit your business needs
- Monitor each prospect's motives for buying
- Weighted score, which can be displayed as a percentage or on a point system, is automatically calculated

Further information

Get in touch for more information about Collier Pickard's Bid Grid for Infor CRM - we'd be happy to discuss your needs.

T: +44 (0)1959 560410
E: sales@collierpickard.co.uk
W: www.collierpickard.co.uk

Twitter: @CollierPickard
linkedin.com/company/collier-pickard